



# NMA Breaktime

An Electronic Newsletter for NMA Members!



August 2005

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## [Are You Ready for Reno???](#)



Don't just mark your calendars... it's too late for that! Get your reservations made for NMA's 2005 NMA National Conference. They're getting your room ready at John Ascuaga's Nugget Hotel & Resort... and you only have until September 1, to make sure there's one reserved in your name at the discount room rate.

The dates? October 1<sup>st</sup> - October 3<sup>rd</sup>, Saturday afternoon through Monday night.

How about your Conference Shirt? They're going fast... and we've made it fast for you to order yours... simply go to <http://nma1.org>, find Quick Links on the right side of the page, and click "Order 2005 National Conference Polo Shirts". The deadline is August 30<sup>th</sup>.

Have you and/or your chapter (or company) arranged for your Silent Auction contribution(s)? We're looking for "goodies" to auction off in support of our American Enterprise Speech Contest. The more you bring... the more we sell... and the more scholarship dollars we have to reward these outstanding high school students. Don't put it off any longer... even if you can't join us in Reno, please send an item and help us raise money for our flagship youth program.

Where did summer go? It's hard to believe, but it's late August and you only have a few days left to get Ready for Reno.

Have questions? Go to the home page or skip to <http://nma1.us/conference05/index.htm> to find all the answers!

## [From Your 2005 Chairman of the Board](#)



### *NMA.... THE Leadership Development Organization*

*Wendell M. Pichon, CM  
2005 Chairman of the Board  
Lockheed Martin Leadership Association  
Fort Worth, Texas*

I hope that you all are making plans to attend the 2005 NMA National Conference in Reno, NV. Our Conference Committee has been working hard to make this event one to remember. The success of this conference depends on your participation. If you haven't yet registered, do so today!

A highlight of the summer was the NMA Executive Advisory Committee (EAC) meeting held August 4 -5 in Houston, Texas. The Committee comprises executive management from business, industry, healthcare, and government and corporate HRD representatives from across the USA. It provides an executive management perspective in planning the future of the Association. The NMA National Officers and the staff work with the EAC to gain new corporate insights and to "read the pulse" of American business and industry.

The global markets of the 21st century demand that companies respond rapidly to changing markets, environments, and regulatory pressures. Executives are searching for ways to build and lead rapid response organizations to meet those demands. The Committee provides a vehicle through which its members can share their successes. With the input of these key executives, NMA can then identify means through which its affiliated chapters can assist their parent organizations in identifying leaders and meeting organizational goals.

The Committee meets once every 1-2 years to review the progress and future plans of the Association. Members are encouraged to suggest new approaches and projects. Likewise it serves as a sounding board for proposed Association policies. Houston was chosen as the site for this year's meeting because we are sensitive to the time demands of these busy individuals and Houston is a centralized, easily accessible location. All of us in attendance were committed to crafting "NMA...THE Leadership Development Organization --The Place To Be in 2005 and Beyond". We will be sharing more information from this meeting at the upcoming NMA National Conference.

Another highlight continues to be the progress being made on our 2005 Leadership Initiatives. From the beginning, we have stated that leaders take us to places we've never been before. There are no freeways to the future, no paved highways to unknown or unexplored destinations. Yet, our Leadership Initiative Team would like to extend our first invitation to you, our membership. We would like to ask each of you to begin using our new logo in all your chapter/council communications, programs and activities. The NMA Staff has made that new logo available to you for download at [NMA Shield Blue and Red](#).

We have much more work to do and our team leaders are working hard to gather all the feedback and prepare final recommendations. Remember, your 2005 Leadership Team's commitment to you, our membership, is that:

- We will LEAD NMA to new heights
- We will engage new business partners
- We will make NMA more attractive to new business
- We will make "NMA - The Place To Be!"

I am looking forward to seeing you at the NMA National Conference in Reno, NV!

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*The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet.*  
~ Theodore M. Hesburgh ~

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***TOOLS You Simply Can't Be Without!***

Want to conduct a successful membership drive or energize your relationship with upper management... but you're a little short on time and don't want to find an officer guide or search through several pages of detailed information?

Wish you had a "quick and dirty", "handy dandy" reference guide for virtually everything you need to know about running a successful NMA chapter?

Now you have it!

NMA Leadership QuickTools are on line, easy to access, and “just the ticket” for a crash course in effective chapter management.

QuickTools are a core set of two-page guides, available on the Web, and all but guaranteed to give you all the basics on virtually any chapter topic you can think of. Our goal is simple... give you the key information you want and make sure you’re getting the most out of your NMA affiliation.

Some are done... and already available. Others are “under construction” and scheduled for completion by Conference-time. All are listed below... click on one, now, and access the corresponding PowerPoint QuickTool.

Our thanks to National Director Pete Kurzhals for spearheading this effort and turning his idea into reality... in record time.

**Click on the QT number to access the PowerPoint QuickTool identified.**

Leadership QuickTools Available	
<a href="#"><u>QT1</u></a>	<i>Run a Successful Speech Contest</i>
<a href="#"><u>QT2</u></a>	<i>Provide Cost-Effective Professional Development Courses</i>
<a href="#"><u>QT3</u></a>	<i>Produce an Award-Winning Newsletter</i>
<a href="#"><u>QT4</u></a>	<i>Set up an Affordable Website</i>
<a href="#"><u>QT5</u></a>	<i>Conduct an Affordable Scholarship Competition</i>
<a href="#"><u>QT9</u></a>	<i>Run Successful Membership Drives</i>
<a href="#"><u>QT13</u></a>	<i>Participate in Leadership Development and National Conferences</i>
<a href="#"><u>QT15</u></a>	<i>Run a Successful Council</i>
Leadership QuickTools Coming Soon	
QT6	Plan and Submit Effective R1 Reports
QT7	Run Your Own Awards Program
QT8	Submit Winning NMA Awards Nominations
QT10	Support Key Community Services Programs
QT11	Involve/Support Your Company Executives
QT12	Prepare an Annual Budget
QT14	Run a Successful Chapter

Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future.

~ Edwin H. Friedman ~

## Recognition

### *2005 NMA Executive of the Year Announced*

*Brewster H. Shaw, Jr.*  
*Executive Vice President and Chief Operating Officer*  
*United Space Alliance*



Brewster H. Shaw, Jr. (Colonel, USAF, RET.) and former NASA Astronaut, was named Executive Vice President and COO of United Space Alliance (USA) in June, 2003. He has primary responsibility for the day-to-day operations and overall management of USA, a \$1.2 billion company and 10,000 employees in Florida, Texas, Alabama, and Russia. USA is the prime contractor for the Space Shuttle Program.

Previously, Mr. Shaw was Vice President and General Manager, Deputy, NASA Systems for The Boeing Company, where he was responsible for the functional management and execution of Boeing's NASA programs. Prior to that, he was International Space Station (ISS) Vice President and General Manager. He was responsible for leading a multi-contractor industry team in designing, developing, testing, launching, and operating NASA's international orbiting laboratory.

A retired U.S. Air Force Colonel, Shaw flew F-100 and F-4 fighters in the Vietnam war and was a test pilot at Edwards AFB in California. He has logged more than 5,000 hours of flying time in over 30 types of aircraft.

In 1978, he was selected by NASA for the first group of Space Shuttle astronauts. He is a veteran of three Space Shuttle flights and has logged 533 hours of space flight. He was pilot on STS-9 in November 1983, commander of STS-61B in November 1985, and commander of STS-28 in August 1989. Following the Space Shuttle Challenger accident in 1986, he supported the Roger's Presidential Commission investigating the incident. Shaw subsequently led the Space Shuttle Orbiter Return-to-Flight team chartered to enhance the safety of the vehicles' operations. As NASA's Space Shuttle Program Manager in the mid 1990's, Shaw led the Shuttle team through the transition to more efficient operations and greatly reduced costs.

Shaw graduated from Cass City High School, Cass City, Michigan, in 1963, received Bachelor and Master of Science degrees in engineering mechanics from the University of Wisconsin in 1968 and 1969, respectively. He entered the Air Force in 1969 after completing Officer Training School, and attended undergraduate pilot training at Craig Air Force Base, Alabama.

An NMA member since 1996, Brewster Shaw serves on the NMA Executive Advisory Committee. As his schedule permits, he speaks at both USA chapters at KSC and JSC and participates as a member of the Top Management Night Panel. Involved in numerous community activities, he most recently helped lead Tsunami and hurricane assistance funds across USA, leading to record employee donations, matched by the company. An avid runner, he supports numerous philanthropic organized marathons in the Houston and Clear Lake communities. He and his wife are the parents of grown children.

Mr. Shaw will be honored on Monday night, October 3 at our 2005 National Conference Executive of the Year Banquet in Sparks/Reno, Nevada.

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## Chapter and Council Happenings

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### Chapter on the Move!

*by Steve Menke, CM  
Pacific South Area Chair  
Lockheed Martin Leadership Association  
Palmdale, California*

Having recently reached out to a chapter within my region, I was very impressed with what the City of San Luis Obispo has accomplished; yet its progress has been out of the limelight.

While enjoying some world famous Santa Rosa style BBQ prior to the officer installation, I got some great ideas for raising money. If you ever have the opportunity to prepare a BBQ or some venue with which food is prepared by the membership or they have some tried and true recipes that people want, print 'em up and sell them for a buck apiece. Another was using an arm as a tool for measuring 50/50 ticket sales. A buck apiece, 6 for five, or this was catchy, an arm's length for \$10.

But I did learn something from one of the incoming officers that is a concern to all of us. Susan, a recent new hire to the City of San Luis Obispo, came from a marketing firm and was involved with a couple of women's organizations. When she inquired about any in this great little town, it was suggested that she join the local NMA chapter. She joined and in short order, ran for a position on the board. But I was surprised when Susan told me that she hadn't been approached by anyone in her chapter.



What I took away was this, "Each One - Reach One!" Reach out and talk to your membership. Find out what they want to get out of being a member. Make them feel needed. Get ideas and suggestions. Always be on the lookout for potential members.

*People cannot be managed. Inventories can be managed, but people must be led.*

*~ H. Ross Perot ~*

## **News from National**

### **Election Results!**

*by Robin Furlong  
NMA Membership Coordinator  
National Management Association  
Dayton, Ohio*

Has the new slate of officers for your chapter been submitted to NMA Headquarters?? If not, please complete the election Result Form at our Website <http://nma1.org> or fax it to Robin Furlong at 937/294-2374. Once the results are received, the Chapter Leader Kit will be shipped to the new chapter president.

## **Membership Cards**

Chapter membership cards are available upon request from NMA Headquarters. Chapter Membership Chairmen should contact Robin Furlong for additional information ([robin@nma1.org](mailto:robin@nma1.org)).

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## **2006 NMA Leadership Development Conferences (LDCs)**

**MARK YOUR CALENDARS!!** The locations and dates have been selected for the 2006 LDCs and planning will be underway shortly!

### ***Southeast / Northeast / Central April 27-29***

Orlando Airport Marriott  
7499 Augusta National Drive  
Orlando, FL 32822  
Room Rate: \$100 S/D

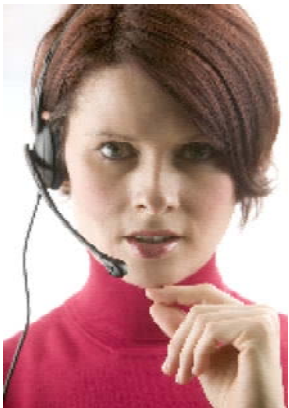
### ***Pacific North / Pacific South / Southwest May 4-6***

Marriott City Center  
220 S. State Street  
Salt Lake City, UT 84111  
Room Rate: \$112 S/D (Free high speed Internet)

Preliminary planning will begin right after the National Conference concludes in Sparks/Reno. Additional Information about the LDCs will be posted on our Website by the middle of November.

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## **Professional Development Corner!**



### ***NMA Live Online!***

***Join In the Fun!***

**One Topic  
One Hour  
One Link**

***...ALL the people you want!***

Have you gotten with the program? The new “live” e-learning programs now available from NMA? If not... join the scores of NMA members who have signed up and signed on, already!

Through a unique web link, these new web sessions put you in touch with colleagues and peers from across the country. Discover that your issues and concerns aren’t really any different from anyone else’s... you just need to share life experiences and find common solutions to common problems.

Whether you and your co-workers head into a conference room, together, or whether you log on from your desk, you’re sure to benefit from timely topics and exposure to best practices and lessons learned.

How? It’s almost TOO easy... simply contact Karen Tobias at <mailto:karen@nma1.org> for details on how to sign up and what to do to set up a group event. Our “introductory price” is only \$25/link. But, first, check out our schedule for the rest of August through October:

<b>AUGUST 2005</b>	
<p><b>Wednesday, August 24, 2005</b> <span style="float: right;"><b>NEW</b></span></p> <p><i>11:30 to 12:30 PM Eastern (10:30AM Central, 9:30AM Mountain, 8:30AM Pacific)</i></p> <p><i>2:30 to 3:30 PM Eastern (1:30PM Central, 12:30PM Mountain, 11:30AM Pacific)</i></p>	<p><b>E-Mail Part 1</b> <i>Thinking Outside Your Inbox</i></p> <p><i>Learn ways to:</i></p> <ul style="list-style-type: none"> <li>• <i>Use E-mail to build working relationships</i></li> <li>• <i>Understand the why of e-Risk Management</i></li> <li>• <i>Tame the “paperless tiger”</i></li> </ul> <p style="text-align: right;">CEU code 050106wb</p>
<p><b>Thursday, August 25, 2005</b></p> <p><i>11:30 to 12:30 PM Eastern (10:30AM Central, 9:30AM Mountain, 8:30AM Pacific)</i></p>	<p><b>Increasing Participation</b> <i>How to keep people engaged, motivated, and committed.</i></p> <p><i>Learn ways to:</i></p> <ul style="list-style-type: none"> <li>• <i>Identify the right people to be involved</i></li> <li>• <i>Reach out versus doing outreach</i></li> <li>• <i>Make participation easy; use a no hassle attitude</i></li> </ul> <p style="text-align: right;">CEU Code 050101wb</p>
<p><b>Thursday, August 25, 2005</b></p> <p><i>2:30 to 3:30 PM Eastern (1:30PM Central, 12:30PM Mountain, 11:30AM Pacific)</i></p>	<p><b>Preventing Burnout</b> <i>In yourself and others</i></p> <p><i>Learn ways to:</i></p> <ul style="list-style-type: none"> <li>• <i>Keep your own fire burning</i></li> <li>• <i>Avoid marathon meetings, projects or tasks</i></li> <li>• <i>Involve others</i></li> </ul> <p style="text-align: right;">CEU Code 050100wb</p>

<b>SEPTEMBER 2005</b>	
<p><b>Thursday September 1, 2005</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>Succession Planning</b> <i>Who does your work, when you are not there?</i></p> <p><i>Learn about:</i></p> <ul style="list-style-type: none"> <li>• <i>Tracking information and lessons learned</i></li> <li>• <i>Developing collaborative relationships</i></li> <li>• <i>Attracting the right people to your team</i></li> </ul>

<p><b>Wednesday, September 7, 2005</b> <span style="float: right;"><b>NEW</b></span></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p style="text-align: right;">CEU code 05102wb</p> <p><b>E-mail Part 2</b> <i>Enhance Your Performance with Technology</i></p> <p><i>Learn how to:</i></p> <ul style="list-style-type: none"> <li>• <i>Find, filter and focus on what's important</i></li> <li>• <i>Use SPACE to organize</i></li> <li>• <i>Get out of your head and into your system</i></li> </ul> <p style="text-align: right;">CEU code050107wb</p>
<p><b>Thursday September 8, 2005</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>Win-win Leadership</b> <i>Making diversity of thought work for you</i></p> <p><i>Learn how to:</i></p> <ul style="list-style-type: none"> <li>• <i>Harness the energies of the team</i></li> <li>• <i>Create an atmosphere of trust</i></li> <li>• <i>Encourage people to jump in with both feet</i></li> </ul> <p style="text-align: right;">CEU code 05103wb</p>
<p><b>Thursday September 15, 2005</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>Increasing Participation</b> <i>How to keep people engaged, motivated, and committed.</i></p> <p><i>Learn ways to:</i></p> <ul style="list-style-type: none"> <li>• <i>Identify the right people to be involved</i></li> <li>• <i>Reach out versus doing outreach</i></li> <li>• <i>Make participation easy; use a no hassle attitude</i></li> </ul> <p style="text-align: right;">CEU Code 050101wb</p>
<p><b>Wednesday, September 21, 2005</b></p> <p><i>2:15 to 3:15 PM Eastern (1:15PM Central, 12:15PM Mountain, 11:15AM Pacific)</i></p>	<p><b>NMA Chapter President's Workshop</b></p> <p><i>Learn about:</i></p> <ul style="list-style-type: none"> <li>• <i>eXtreme networking in NMA</i></li> <li>• <i>Exchanging ideas with award winning chapter leaders</i></li> <li>• <i>Involving new members from day one</i></li> </ul>
<p><b>Thursday September 22, 2005</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>Preventing Burnout</b> <i>In yourself and others</i></p> <p><i>Learn ways to:</i></p> <ul style="list-style-type: none"> <li>• <i>Keep your own fire burning</i></li> <li>• <i>Avoid marathon meetings, projects or tasks</i></li> <li>• <i>Involve others</i></li> </ul> <p style="text-align: right;">CEU Code 050100wb</p>
<p><b><u>OCTOBER 2005</u></b></p>	
<p><b>Thursday October 7, 2005</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>E-Mail Part 1</b> <i>Thinking Outside Your Inbox</i></p> <p><i>Learn how to:</i></p> <ul style="list-style-type: none"> <li>• <i>Use E-mail to build working relationships</i></li> <li>• <i>Understand the why of e-Risk Management</i></li> <li>• <i>Tame the "paperless tiger"</i></li> </ul>

	CEU code 050106wb
<p><b>Wednesday, October 12, 2005</b> <b>NEW</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>Merging Groups Part 1</b> <i>Inclusive Communications Focus</i></p> <p><i>Learn how to:</i></p> <ul style="list-style-type: none"> <li>• <i>Tackle communications issues first</i></li> <li>• <i>Develop inclusive behaviors in everyone</i></li> <li>• <i>Create the “new” vision together</i></li> </ul> <p style="text-align: right;">CEU code 050108wb</p>
<p><b>Thursday October 13, 2005</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>Win-win Leadership</b> <i>Making diversity of thought work for you</i></p> <p><i>Learn how to:</i></p> <ul style="list-style-type: none"> <li>• <i>Harness the energies of the team</i></li> <li>• <i>Create an atmosphere of trust</i></li> <li>• <i>Encourage people to jump in with both feet</i></li> </ul> <p style="text-align: right;">CEU code 05103wb</p>
<p><b>Wednesday, October 19, 2005</b></p> <p><i>2:15 to 3:15 PM Eastern (1:15PM Central, 12:15PM Mountain, 11:15AM Pacific)</i></p>	<p><b>NMA Chapter Secretary’s Workshop</b></p> <p><i>Learn:</i></p> <ul style="list-style-type: none"> <li>• <i>Good basic policies to keep you and others on track</i></li> <li>• <i>To keep a “big picture” perspective</i></li> <li>• <i>To divide the duties without dividing the people</i></li> </ul>
<p><b>Thursday October 20, 2005</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>E-mail Part 2</b> <i>Enhance Your Performance with Technology</i></p> <p><i>Learn how to:</i></p> <ul style="list-style-type: none"> <li>• <i>Find, filter and focus on what’s important</i></li> <li>• <i>Use SPACE to organize</i></li> <li>• <i>Get out of your head and into your system</i></li> </ul> <p style="text-align: right;">CEU code050107wb</p>
<p><b>Thursday October 27, 2005</b></p> <p><i>12:15 to 1:15 PM Eastern (10:15AM Central, 9:15AM Mountain, 8:15AM Pacific)</i></p> <p><i>3:15 to 4:15 PM Eastern (2:15PM Central, 1:15PM Mountain, 12:15PM Pacific)</i></p>	<p><b>Succession Planning</b> <i>Who does your work, when you are not there?</i></p> <p><i>Learn about:</i></p> <ul style="list-style-type: none"> <li>• <i>Tracking information and lessons learned</i></li> <li>• <i>Developing collaborative relationships</i></li> <li>• <i>Attracting the right people to your team</i></li> </ul> <p style="text-align: right;">CEU code 05102wb</p>

To reserve your slot, e-mail Karen Tobias at [Karen@nma1.org](mailto:Karen@nma1.org) at least 2 days before the class. The cost is \$25 per link and includes everything for the class. Instructions and passwords will be sent to all registered participants.

**Call 937-294-0421**

**[Log on to Learn...](#)**

Don't forget that MANAGE magazine is available ON-LINE ONLY. Click on the following icon:



Use this link regularly to access useful information for your personal and professional endeavors. The current July/August/September 2005 issue is online... CHECK IT OUT!

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## ICPM Notes



*Melody Branner*  
Manager, Customer Relations  
Harrisonburg, VA

The ICPM CM/C.A.M. Directory is now password protected. Access to the directory is limited exclusively to current Certified Managers, Certified Managers of Animal Resources, and Certified Administrative Managers.

To view the directory, go to the ICPM home page [www.icpm.biz](http://www.icpm.biz) and click on the "CM Directory" button at the left-hand side of the screen. A window will appear that will give you directions for logging on to view the directory.

You must have an ICPM provided User name and Password to view the directory. If you do not have a User name and Password, please phone ICPM @ 800-568-4120 or email to obtain one. Make sure to have your CM or C.A.M. number handy for verification purposes when you call, or include it in the body of your email.

*A leader is best when people barely know he exists, not so good when people obey and acclaim him, worse when they despise him. But of a good leader who talks little when his work is done, his aim fulfilled, they will say: We did it ourselves.*

*~ Lao-Tzu ~*