



# NMA Breaktime

An Electronic Newsletter for NMA Members!



**SPECIAL  
July 2006**

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## **From the NMA President:**



### ***Make Plans to Attend NMA's 2006 National Conference***

As a child, I cringed every Fourth of July when my mother would say, "Well, it's the 4<sup>th</sup>... summer is almost over!" That drove me crazy; to me, it had just begun. Now, as an adult, I get it. Time flies. We're not ready to count down the number of holiday shopping days yet, but we ARE counting the days until the National Conference.

Our 2006 meeting in Nashville promises to be an old-fashioned "barn burner"... well, figuratively speaking. We have more educational workshops and related sessions than at any time in the past 25 years. We are focused like a laser on leadership development. We have outstanding honorees for Executive of the Year, Member of the Year, and the Hall of Fame.

And, as you can see in the article adjacent to this, we have an outstanding McFeely Award Breakfast planned for you. Dr. John Kotter "wrote the book", literally, when it comes to leading organizational change. He is amazingly respected worldwide and I have to almost pinch myself to realize that he'll be with us in Nashville.

He has given me a copy of his newest book. Personally? I think it's going to go off the charts when it hits the bookstores. I am thrilled that you, our NMA members, will get to see him, hear much of the philosophy behind the book, and be able to purchase it on site.

Next month we'll tell you more. But for now... think "penguins". If you've seen the movie "The March of the Penguins" you're somewhat in the right mindset. Dr. Kotter gives his flock of birds

### ***Conference Attendees to "Get a Scoop"***



If you don't already have a book by McFeely Award winner Dr. John Kotter on your bookshelf, you probably will soon. His latest book has sold over 15,000 copies in DRAFT form... yes, that's pre-production. Nearly every key business leader who received an advance copy (in exchange for input and suggestions), asked for additional copies... immediately. So many people clamored for the book, that Dr. Kotter had to quickly set up a small company just to handle requests for the drafts.

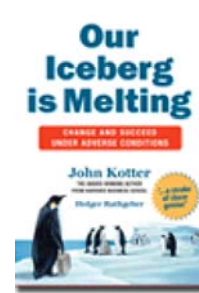
Come September 5<sup>th</sup>, the wait for most people is over. St. Martin's Press will release Our Iceberg is Melting to a business community increasingly eager to read this unique take on leading change told in a manner totally unlike anything John Kotter has ever done before! Best of all, 60 days later, Dr. Kotter will be bringing his book-signing tour to a close and speaking at our NMA National Conference. Our attendees will be among the very first audiences, worldwide, to share in the lessons learned and entertaining perspective that have brought our McFeely Award winner to the point in his life where he felt that capturing it all, in a unique parable, is the best possible way to drive home the concept that ALL of us can be leaders when it comes to dealing with the challenges of change.

Don't miss out on this NMA "first". Get registered for Nashville right away!

...normal in the right mind... Dr. Kotter gives the book a great names, voices, position, and challenges. It's a fun read, a great "trip down-under", and an insightful parable for our time.

More to come. Stay tuned.

**Steve Bailey, CM**  
NMA President  
Dayton, OH



*The rate of change is not going to slow down anytime soon. If anything, competition in most industries will probably speed up even more in the next few decades.*

*--John P. Kotter*

## Recognition

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### ***2006 NMA Executive of the Year to Be Honored***

**Kenneth Asbury**  
*President, Lockheed Martin Technical Operations Company*

Kenneth Asbury, President, Lockheed Martin Technical Operations Company, has been named NMA's 2006 Executive of the Year. The news was announced at the Association's Board of Directors Meeting on Sunday, July 16, 2006, in Dayton, Ohio. In an e-mail to NMA President, Steve Bailey, CM, Mr. Asbury writes, "You have to know that I am deeply honored by this selection."

Asbury was nominated by the Lockheed Martin Leadership Association Colorado Front Range Chapter and the Lockheed Martin Rockv

### ***"Make This World a Better Place!" is Mantra of 2006 NMA Hall of Fame Inductee***

**Anthony "Tony" Filippis, Sr.**  
*Chairman of the Board Wright & Filippis*

Anthony "Tony" Filippis, Sr., created his company more than 60 years ago with a fundamental purpose -- "first to serve, first to care" for the disabled community. As Chairman of the Board of Wright & Filippis, he helps direct Michigan's largest full-service home healthcare provider with 30 facilities, 700 employees in two states, and annual revenues in excess of \$100M.

He, himself, became a member of that "community" when, at the age of 13, he joined some neighborhood kids and hopped a train in Detroit for a ride to a local swimming hole. Along the way the train jerked, Tony fell, his feet were mangled, and eventually both of his legs were amputated below the knees. Depressed but not downtrodden, Tony would later learn to make artificial limbs that would carry him to prominence as a successful entrepreneur – and to an ever greater presence as a respected voice for the disabled.

Mountain Leadership Association. He will be honored on Monday night, November 6<sup>th</sup>, at the Executive of the Year Banquet... the finale event of the 2006 NMA National Conference in Nashville, TN.

As President of LMTO since 2003, Ken Asbury provides overall leadership and direction to a \$750 million operations, maintenance, and engineering company. Prior to 2001, he served the Corporation in the Lockheed Martin Space Operations Company in various senior management capacities.

An NMA member since 1984, Ken encourages his employees in six geographically dispersed entities to become active members of NMA chapters within the company. He strongly supports the use of the NMA chapter as a partner in employee development via courses, programs, mentoring, and taking on positions of leadership within the organization. He personally facilitates leadership development workshops and encourages his executive staff to do likewise. As the two CO chapters wrote in their nomination form, *"He frequently visits each chapter and never hesitates to provide financial assistance, act as a keynote speaker, or simply set an example by showing up and demonstrating his support – and always speaking with eloquence and passion"*.

Please join us in Nashville as NMA honors Executive of the Year Ken Asbury for his personal and professional achievements as well as his loyalty and devotion to NMA.



**Anthony "Tony" Filippis, Sr.**

Filippis co-founded a company that has been an industry leader, service provider, and innovator in the prosthetics, orthotics, and durable medical equipment business for 60 years. He founded the non-profit Filippis Foundation (1983) and the Athletes with Disabilities Hall of Fame (1999) to fund and promote sports and recreation programs for disabled individuals and their families.

The Hall of Fame recognizes Tony Filippis for demonstrating a fundamental entrepreneurial spirit, for being an early pioneer in "leading by values", and creating a business based on his desire to help others fulfill "possibilities". He faced personal discrimination and turned it into a lifetime of championing diversity and equal opportunities for others. Now, over 90, he is still the face and voice of Wright & Filippis and the broader disabled community, providing both leadership and inspiration. Our thanks go to Blue Cross Blue Shield of Southern Michigan Management Association for his nomination.



**2006 NMA**  
**Member of the**  
**Year to Be**  
**Honored in**  
**Nashville!**

***If you're looking  
for JoYvonne,  
she's probably  
out signing up another NMA  
member!***

Congratulations to JoYvonne Bragg Erickson a Technical Specialist III for The Boeing Company at its Huntington Beach, CA, location. As Boeing Aerospace Leadership Chapter Vice President, Member Services, she has taken the lead in boosting membership to over 1,300 in 2006.

Her chapter colleagues tell us that in addition to possessing strong organizational skills and foresight, JoYvonne firmly believes that membership growth is dependent upon chapter image. Under her watchful eye, social events highlighted NMA membership benefits, executive panels and chapter forums focused on leadership skills, publicity campaigns were spread to seven sites, individual correspondence impressed potential members (and retained others!), and successful enlistment of executives enhanced the chapter & NMA reputation within the company.

Jo Yvonne directs 50 boosters at 7 sites and 2 credit unions and makes sure they meet monthly. To her, they are the "face of the chapter" and must maintain direct contact with members in order to maintain the chapter pulse. Boosters are rewarded monthly for their support, in addition to be hosted at an annual Booster Appreciation event.

As President of the Hispanic Employee Network, she is a representative to the company's Council on Diversity and Affinity groups. A non-manager, Jo Yvonne credits the leadership skills she's acquired via her NMA experience to that undertaking and others. Her chapter colleagues write, "Her enthusiastic endorsements of NMA instill a belief that 'NMA is The Place to Be' when it comes to leadership development".

We couldn't agree more. Congratulations Jo Yvonne! NMA looks forward to rewarding her countless (and tireless) full range of activities in support of her local chapter.

*"A visionary is one who can find his way by moonlight, and see the dawn before the rest of the world."  
--Oscar Wilde*

## Safety Today

### Got ICE?

#### ***In CASE of EMERGENCY "ICE"...***

Paramedics will turn to a victim's cell phone for clues to that person's identity. You can make their job much easier with a simple idea they are trying to get everyone to adopt: ICE.

ICE stands for In Case of Emergency. If you add an entry in the contacts list in your cell phone under ICE, with the name and phone number of the person that the emergency services should call on your behalf, you can save them a lot of time and have your loved ones contacted quickly. It only takes a few moments of your time to do. In an emergency situation, when a person may not be able to speak, the ICE listing allows rescue workers or other helpers to notify the appropriate person and get relevant information as quickly as possible.

Rob Brochie a British paramedic came up with the idea for ICE



### ***Fire Up Your Presentation***

***Donna Hartley***  
*Hartley International*  
*Lake Tahoe, NV*

When you are in a management position, what you say and how you say it can affect the outcome. People will judge you in the first 30 seconds by your body language before you say a word. The best way to communicate to your listener is with accuracy.

#### ***55% of how people perceive you is body language:***

- Always look at your audience, glancing at your notes occasionally.

According to statistics from Brotchie's unit in East Anglia, only 25% of people carry emergency contact information. In situations where a person is in shock or unconscious, rescue workers and hospital staff frequently call stored numbers in the individual's cell phone. Brotchie thought that the process could be simplified if there were a simple, universal means of identifying an emergency contact number. Cell phones were deemed the logical choice because people who use the devices tend to carry them wherever they go, even in situations where they might not carry a purse or wallet.

The ICE campaign launched in Britain in April of 2005 and gained a great deal of public awareness in the wake of subsequent terrorist attacks in London. The campaign has spread to other parts of the world through organizational directives, press articles, and word of mouth. A number of emergency organizations that recommend the ICE system to the public also recommend that people make a point of carrying relevant medical information, such as blood type, details about any health issues or allergies they have and any medications they're currently taking.

Paramedics know what ICE means and they look for it immediately. ICE your cell phone NOW!

**The leaders who work most effectively, it seems to me, never say "I." And that's not because they have trained themselves not to say "I." They don't think "I." They think "we"; they think "team." They understand their job to be to make the team function. They accept responsibility and don't sidestep it, but "we" gets the credit.... This is what creates trust, what enables you to get the task done.**

**--Peter Drucker**

- Now and then, step out from behind the lectern or podium to make yourself accessible to the audience.
- Use your hands to emphasize a point, otherwise relax them at your side.
- Use flowing movements. Rocking side to side indicates insecurity.
- Smile and be dramatic or humorous when appropriate. It denotes you are a multi-faceted person.
- Make your notes on 5 x 7 index cards. They don't create sound like flimsy paper. Use black ink for your main points and red or another color for sub-points. Number the top corner of the cards.
- Put a glass of lukewarm water near your notes (cold closes your throat).
- If you blank out and forget a point, take a sip of water and check your notes.

### **38% of how people perceive you is by your voice inflection:**

- Practice your speech out loud repeatedly. Eliminate *umms*, *ahs* and *maybes*. A pause is more powerful. If I ran my name and my company together: "Hi, I'm Donna Hartley and my company is Hartley International", it would not be as effective as "Hi, I'm Donna Hartley. (pause) The name of my company is (pause) Hartley International." The method draws the listener's attention toward what you will say next. Pausing also helps the listener to digest what you have said before you go on speaking.
- Female speakers, lower your pitch.

### **7% of how people perceive you is by your words. They determine the outcome:**

- Eliminate words like if, someday, but, problem, issue. If you have a problem, mention it once, and then go into conclusions, results, answers and solutions.
- Use powerful words: memorable, colossal, limitless, family, friendly and excellence.
- Opening your speech is your chance to attract the audience. A powerful technique is to open with a statement or question to get them thinking. An eloquent analogy or comparison to preface what you intend to say is an audience grabber.
- Closing your speech is another opportunity to pull your audience in. You could end by using an important quotation, come up with a slogan or a story that ties into your topic.

Your audience is rooting for you. They want to

benefit from what you have to say. Practice your speech standing up, talk into a tape recorder, have friends or family critique you. Take deep breaths and realize that nervousness is normal. The secret to giving an excellent speech is to commit, prepare and rehearse.

A speaker at the 2005 National Conference in Reno, Nevada, where she presented "Fire Up Your Life!" and "Speak and Make a Difference", Donna Hartley has been featured on NBC, ABC, PBS, the Learning Channel, in The New York Times and is the author of "Fire Up Your Life!". If you would like more information on Donna Hartley you can visit her website at <http://www.donnahartley.com/key.htm> or you can contact Donna via email at: [hartley@donnahartley.com](mailto:hartley@donnahartley.com) or toll free at 800.438.9428.

## Be Careful

*Be careful of your thoughts  
for your thoughts become your words,  
Be careful of your words  
for your words become your actions,  
Be careful of your actions  
for your actions become your habits,  
Be careful of your habits  
for your habits become your character,  
Be careful of your character  
for your character becomes your destiny.*

*~Unknown*

## ***Chapter Happenings***

### ***LMSSC Bangor Members Help with Habitat for Humanity***

***Janet Brittain  
NMA National Director  
Lockheed Martin SSC Leadership Association  
Silverdale, Washington***



In early 2006, the LMSSC Bangor chapter participated in two separate Habitat for Humanity events in Kitsap County, Washington. On Saturday, March 25th, six (6) members assisted in a project to lay flooring, install kitchen cabinets, frame/hang doors and work on closets in the local community of Keyport, WA. Also, one (1) member traveled to Hansville, WA, and helped set forms and pour concrete for the next project. The April 29th event drew an even larger group of volunteers. A contingent of thirteen (13) chapter and family members and a couple of SWFPAC assigned sailors assisted in a framing blitz in the Hansville area. As always in an event such as this, other organizations and individuals were among the many who also came

out for this worthy cause. After a quick donut, safety brief, and an invocation by local clergy, all participants were briefed on the day's events. The future home owners were present to thank all the volunteers and to assist in the building process. Teams were established and went to work roofing the home, installing outside siding, and doing an assortment of other assignments. Trained and experienced volunteer leaders were on-hand to supervise the day's events. As lunchtime rolled around, so did the rain. Thanks to a local church, a delicious and hearty lunch was enjoyed by all. Despite the rain, mud, and typical Washington spring weather, the work continued until mid afternoon. The hard work and volunteer spirit of the LM team has once again helped fulfill the hopes and dreams of well deserving families.

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## ***BALC Awards Calendar Year 2006 Student Scholarships!***

***David Andersen***  
*Boeing Aerospace Leadership Chapter*  
*Huntington Beach, California*

Each year the Boeing Aerospace Leadership Chapter (BALC) awards scholarships based on rigorous criteria. This year the BALC awarded scholarships to three very worthy, outstanding students. Coincidentally, all three are finalist recipients of Boeing 2006 National Merit Scholarships.

The BALC awardees were recognized at the NMA chapter's May 24 general membership awards meeting. Ms. Padma D. Sampath, Ms. Christina L. Ling, and Mr. Daniel D. Greene earned awards in the respective amounts of \$5,000, \$3000, and \$2000. (Award disbursements are incremental in advance proportional payments over a student's four-year baccalaureate program.)

### ***Padma Sampath receives 1<sup>st</sup> Place \$5,000 award.***

Padma is daughter to Santhi Sampath, programmer analyst supporting the Finance Systems Software group in Huntington Beach. She has worked in IT 25 years dating to heritage BNA/Rockwell organizations, supporting various programs. Padma's father, Sam T. Sampath, also was once a heritage BNA/Rockwell employee, but changed to a real estate brokerage career. Padma's brother Sagus was a 1997 scholarship winner, now age 26, serving his first year residency at Alameda County Hospital.



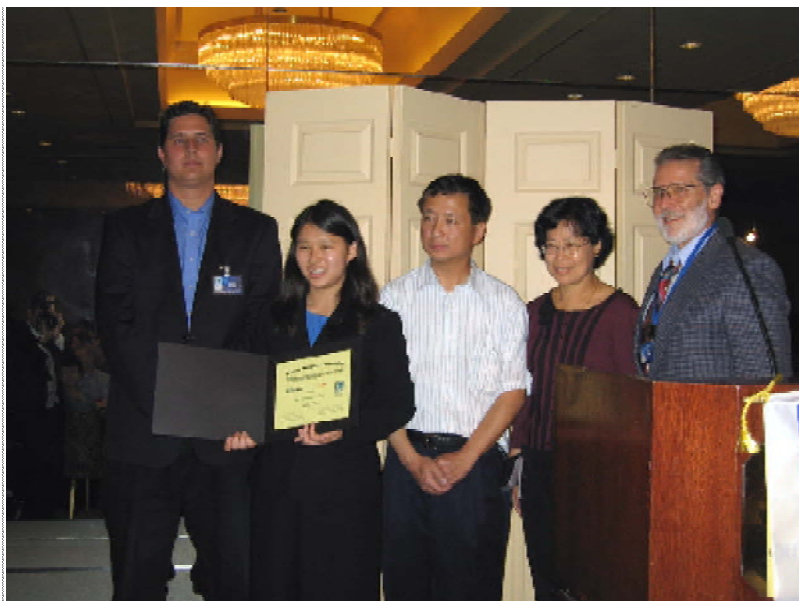
Padma Sampath earned the top honors 1st Place BALC scholarship award of \$5,000. With Community/Education Services VP Justin Weiler on the left, to the right of Padma are her mother Santhi Sampath, a Boeing programmer analyst, her father and former employee Sam Sampath, and scholarship presenter Gary DuMas.

**Padma** will graduate the special entrance magnet school, Gretchen Whitney High School, in June, as class valedictorian. Padma will attend Northwestern University, where she plans to pursue studies in genetics and bio-technology, but leaves open her options for perhaps a year of international studies abroad. Padma speaks three languages: Tamil (a dialect of India), Spanish, and English. She indicates an interest in studying in Mexico or Spain, to immerse herself in the culture, and to fully realize the language.

***Christina Ling receives 2nd Place \$3,000 award.***

Christina is the daughter of Linda Lee Ling, working in Huntington Beach. For years Linda worked on International Space Station's External Control Zone Software Requirements. She has 12 years with Boeing, the first four (1982-86) in software analysis with Boeing Aerospace, Houston, TX, followed later by tenures in California with Space Station software requirements and support for core software process and structure analysis.

Christina's father, Peter Y. Ling, has worked in marketing for many years in various industries.



Christine Ling accepted her 2nd Place \$3,000 BALC scholarship award. Pictured (l to r) are Justin Weiler, BALC VP Community/Education Services, Christina, her father, Peter Ling, a marketer, and mother, a Boeing software requirements employee, Linda L. Ling, and scholarship program chairman and director Gary DuMas.

**Christina** graduates in June from Diamond Bar High School, also near the top of her class and as class valedictorian. With impressive SAT scores, she is on her way to St. Bonaventure University this fall, where she will begin an 8-year program that will conclude at George Washington University School of Medicine. This is a dual degree medical program (BS/MD). Christina's ambition in life is medicine, whether as a practicing physician to help those in need, directly, or in research, where she might make an impact of wider proportions, to perhaps help save millions of lives. Her ambition and aspirations are, indeed, her calling in life.

Christina enjoys math and science, particularly the life sciences. Biomedicine fascinates her. Her school studies consist virtually of all AP and Honors classes, plus some IB (International Baccalaureate) program courses. She garnered an astounding 4.744 weighted GPA counting only the qualifying academic subjects considered in this competition. Her transcript has all A grades, many A+.

***Daniel Greene receives 3<sup>rd</sup> Place \$2,000 award.***

Daniel is the son of Bruce I. Greene, a manager for Business Management, Orbital Express Program, Advanced Systems (formerly Phantom Works) California Business Operations in Huntington Beach. Bruce has been in his present Advanced Systems post five years. He has a total 22 years with Boeing and heritage BNA/Rockwell, primarily in contracts and pricing and business management functions for various programs.



Daniel Greene garnered a 3rd Place scholarship of \$2,000. With Danny beaming in this photo are: Justin Weiler, BALC VP Community/Education Services (l), behind Danny, his mother, writer Anne Noelle Greene, then his father, Boeing business manager Bruce I. Greene, with Gary DuMas, director of the BALC scholarship program.

Danny is in the top 3% of his graduating class at a public school known for its highly academic program. Awards include: the Heritage Award, the highest one by department nomination (history); AP Scholar with Honors, and Boys State. Danny loves sports, hoping to continue at the collegiate level, if even only intramural. He has earned varsity letters in soccer and baseball. With demanding and rigorous academic and athletic commitments, he achieved a weighted 4.56 GPA. He has done all this while working 10-15 hours a week. Such a practice not only provides him spending money, but builds character and a sense of self reliance.

### **Congratulations to Padma, Christina, and Danny!**

These young people offer promise. Each has a mature, productive work ethic their parents helped foster. All are sensitive to a world of need that they can improve. With BALC scholarship assistance, they will pursue paths to careers that will contribute to society.

Thanks to Financial Partners Credit Union for its \$5,000 annual contributions since 1998-99. And thank you, to chapter members who participate in events and activities that help fund these scholarships.

*Change has a considerable psychological impact on the human mind. To the fearful, it is threatening because it means that things may get worse. To the hopeful, it is encouraging because things may get better. To the confident, it is inspiring because the challenge exists to make things better.*

**-King Whitney, Jr.**

### **News from National!**

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## **2006 Publications Contest Winners!**

**1st Place Winners**

195	City of San Diego - CityScene
271	Dakota West Chapter - Dakota West Chapter News
401	Hernandez Engineering Houston Chapter - Viva Hernandez!
410	Central Kentucky Leadership Association - Intercom
535	Lockheed Martin Leadership Association - Challenge
540	Lockheed Martin SSC Leadership Association - Missile
633	United Space Alliance/Houston - "Leadership News"
701	Boeing Aerospace Leadership Chapter - New Horizons
c190	Southern California Area Council - On Track With SCAC

**2nd Place Winners**

141	BCBSM Management Association - Blueprint
395	Hanford Chapter - Leading Edge
525	Lockheed Martin Leadership Association - Stardust
554	Lockheed Martin Leadership Association - LMLA Voice
618	NCDOT Leadership & Management Development Association - Management Insight/LMDA Postcard
703	Boeing Anaheim Leadership Association - Communicate
c240	Texas Gulf Coast Council - Directions

**3rd Place Winners**

531	Lockheed Martin Leadership Association - The Leader
573	East Tennessee Leadership Chapter - Manager
581	Medcenter One NMA Chapter - NMAAction
610	Nebraska State Government Chapter - The Nebraska Manager
611	LMLA Chapter #611 - LMLA Communique
830	United Space Alliance/KSC - INSIGHT
c150	North Texas Council - North Texas Star

Congratulations to all chapters and councils who produced award-winning newsletters this past year. All of them will be recognized during our Recognition Luncheon on Sunday, November 5, at the 2006 NMA National Conference in Nashville, Tennessee.

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## **Membership Sale for Chapters! - Just a Reminder!!**

**Robin Furlong**  
 NMA Membership Coordinator  
 robin@nma1.org

- **What?** 2006 NMA Membership Sale

- **When?** Between January 1- December 31, 2006
- **Incentive?** NMA will temporarily waive the \$20 NMA Registration Fee
- **For how long?** For a one-time period of two months (60 consecutive days) or two 30-day periods... of your choosing. Whatever works best for you. We ask that the dates conform with a calendar month... they must start at the first of a month and end on the last day of a month.
- **Say that again?** Chapters may choose any 2-month period (or 2 - one month periods) that work best for them. This is our way of letting YOU have a say and improve your chances of a successful campaign.
- **Special reports?** No special report forms for you to complete.
- **How?** Chapters must submit the report forms for their sale months in the regular fashion and on time in order to have the \$20 waived for the new members during those months. For example, if you have a sale from March through April, then your March report and your April report need to be filed on time... the March report by May 31<sup>st</sup> and the April report by June 30<sup>th</sup>.
- **Help for you?** NMA has designed two posters that you can receive electronically and print for your campaign. Contact [sue@nma1.org](mailto:sue@nma1.org) to receive these two posters.

Questions?? Contact Robin Furlong at NMA. She can be reached at 937/294-0421 or <mailto:robin@nma1.org>

**Good Luck to You! Please contact us if you have any questions.**

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## 2006 NMA National Conference

November 4-6  
Nashville, Tennessee... Music City USA!



**MARK YOUR CALENDARS!!** We have an action-packed conference planned for you at the Sheraton Music City Hotel in beautiful Nashville, Tennessee, on November 4-6. For the first time, our conference will kick off at **NOON** on Saturday with an exciting combined Keynote and CEU Session that is sure to get things started on an high note!!! Immediately following that session, we will conduct our National American Enterprise Speech Contest, one of the highlights of the conference. There will be a total of 9 (nine) CEU Sessions offered to participants, some of them interactive sessions.

Visit <http://nma1.us/conference06/index.htm>

for information about the conference and COMPLETE registration information!!

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### **GET VISIBILITY VIA CONFERENCE ADS AND SPONSORSHIPS!**

Our conference booklet will be in the hands of all 2006 conference attendees! It will provide vital conference information—award recipients, presenters and educational presentations (this year we are offering 9 educational sessions), and NMA general information. **What a great place to advertise your chapter and gain visibility! In addition, if you have a member running for National Office, what better way to show your support than with an ad!**

You may download ad information at: [Ads for 2006 NMA National Conference Book](#). If you want NMA to create the ad for you, **YOU MUST COMPLETE THE FORM AND RETURN TO NMA NO LATER THAN JULY 31; however, IF YOU PREPARE YOUR OWN**

**AD, YOU MUST SUBMIT IT NO LATER THAN AUGUST 4**

You may submit and pay for your ad electronically at our [Online Ad Form](#).

All chapter/organization ads along with payment should be sent to Conference Ads, NMA, 2210 Arbor Blvd., Dayton, OH 45439-1580. Electronic ads should be emailed to [sue@nma1.org](mailto:sue@nma1.org).

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## **Sponsorships**

***Get your chapter and/or company name in front of everyone at the National Conference!  
Sponsor one of the special events listed below!***

### **Conference CEU Educational Session Sponsor or Conference Event Sponsor**

- Hospitality - Sponsor One Day of Hospitality for Attendees by contributing \$250 to \$500
- Sat - Nov 4 - 12 Noon - Keynote CEU Educational Session - *The Splendid Seven* \$1,500
- Sat - Nov 4 - 4 pm - American Enterprise Speech Contest National Finals (Any Amount)
- **Sat - Nov 4 - 7 pm - Member of the Year Banquet \$750 \***
- Sun - Nov 5 - 7 am - Buffet Breakfast AND McFeely Presentation/Lecture \$1,500
- Sun - Nov 5 - 10:30 am - CEU Educational Session - *Getting Above Your Raisin'* \$500
- Sun - Nov 5 - 10:30 am - CEU Educational Session - *Are You Pedaling as Fast as You Can?* \$500
- **Sun - Nov 5 - 12 noon - Recognition Luncheon \$500 - \$1000 \***
- Sun - Nov 5 - 2:30 pm - CEU Educational Session - *Getting Above Your Raisin'* \$500
- Sun - Nov 5 - 2:30 pm - CEU Educational Session - *Are You Pedaling as Fast as You Can?* \$500
- Mon - Nov 6 - 7 am - Continental Breakfast AND Annual Meeting \$250 - \$500
- Mon - Nov 6 - 10 am - CEU Educational Session - *Making Leadership Development Work for You* \$500
- **Mon - Nov 6 - 12 noon - Hall of Fame Luncheon \$500 - \$1000 \***
- Mon - Nov 6 - 2:30 pm - CEU Educational Session - NMA LeaderLab: *Operation Overload* \$500
- Mon - Nov 6 - 2:30 pm - CEU Educational Session - NMA LeaderLab: *Delivery Delay* \$500
- Mon - Nov 6 - 7 pm - Executive of the Year Banquet \$1,000

*\* Sponsors of the Member of the Year or Hall of Fame will have the opportunity to sit with the recipient (or the recipient's representative) at that event. Sponsors of the Recognition Luncheon will have an opportunity to sit at the head table at that function.*

All Sponsors will be proudly displayed on a banner or sign at the sponsored event as well as acknowledged in our conference booklet (if received by August 4). In addition, sponsors will be presented a "Certification of Appreciation" for their sponsorship.

**[Download the sponsorship form](#) OR Complete the [Online Sponsorship Form](#)**

**MUST SUBMIT BY AUGUST 4 TO BE RECOGNIZED IN CONFERENCE BOOKLET!**

*Checks should be made payable to NMA and sent to the National Office at 2210 Arbor Boulevard, Dayton, Ohio 45439. You may pay by Visa or MasterCard on the Online Form. If you have any questions regarding the sponsorship opportunities, please don't hesitate to contact us.*

Thank you for your support of the NMA! See you in Music City USA!

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## **2006 Shorey Silent Auction**

One of the highlights of the National Conference is the Silent Auction. Why? Because it's so much fun and the monies go to support such a good cause.

Make sure your chapter is planning to bring or send items to be auctioned off in Nashville. Proceeds help fund the American Enterprise Speech Contest.

There are several ways you and/or your chapter or sponsoring organization can help support our high school students:

1. **Donate an auction item...** Baskets of home state items, digital cameras, handmade quilts, crafts, the ever popular aircraft models, astronaut-signed shuttles, and holiday items, just to name a few suggestions.
2. **Make a financial contribution** to the Speech Contest Fund.
3. **Shop at the auction... BID OFTEN AND BID HIGH!**

You can send your donated item to NMA Headquarters for transport to the auction. Auction items or checks (made payable to: NMA Educational Foundation - Speech Contest) should be sent to: 2006 Shorey Silent Auction, NMA Headquarters, 2210 Arbor Boulevard, Dayton, Ohio, 45439. Be sure to include the value of the item and the donor name. Remember that contributions to the Foundation are tax deductible.

We would like to receive items - or at least notification that you will be bringing one - by **September 15**. You can contact Cathy Longo at (313) 225-7982 or [clongo@bcbsm.com](mailto:clongo@bcbsm.com).

**We hope you plan to attend!! You won't be disappointed!**

## ICPM Notes



***Come meet the ICPM Staff in Nashville on Saturday, November 4 from 8:30 - 10:30 am! They will be hosting their Annual CM Meet & Greet at our 2006 National Conference! Just drop by the NMA Registration area for some for some Southern Hospitality... ICPM Style!!!***

What are you doing to improve your management knowledge and practice? What is your NMA Chapter doing to help raise the competency and professionalism of managers?

The Certified Manager Program can assist with these goals by taking one of the following steps:

- Visit the ICPM website to see what the Certified Manager Program is all about at [www.icpm.biz](http://www.icpm.biz), or
- Call ICPM at 1-800-568-4120 and talk with the ICPM staff about how to start a CM Program, or
- Send an email to ICPM at [icpmcm@jmu.edu](mailto:icpmcm@jmu.edu) and request some brochures and applications for your next NMA chapter meeting, or

We will give you the basics on how to run a successful CM Program. There is no time to get started like now. So, contact us today!

**Melody Branner**

July 2006

Manager, Customer Relations  
Harrisonburg, VA

Effective leadership is not about making speeches or being liked; leadership is defined by results not attributes.  
--Peter F. Drucker--

### ***From the Editor...***

If you have any articles you would like to submit for NMA Breaktime, please contact:

Sue Kappeler, CM  
VP MIS  
[sue@nma1.org](mailto:sue@nma1.org)

### **REMINDERS!**

- *If your chapter's administrative year is July - June, your end of the year (June 2006) R1 is due to NMA no later than July 31.*
- *Be sure to get your conference Ad to us by July 31. Simply go to <http://nma1.us/conference06/index.htm> and follow the link to Conference Ads.*

### ***Log on to Learn...***

Don't forget NMA LiveOnline!!! Below is the August schedule. Go to <http://nma1.us/lrc/online.htm> for registration information.

## **AUGUST 2006**

**Thursday, August 3, 2006**

**NEW**

**Trumped Up Selling... *Skills so good, YOU'D be The Apprentice!* – Apprentice Audition**

- Define your products and customers
- Develop your applications
- Select your production and sales approach

.1 CEU

CEU Code 06112wb

**Thursday, August 10, 2006**

**NEW**

**American Business Idol: *How To Find Winners In Your Organization* – Hiring Opportunity**

- Selecting the criteria for success
- Understanding the linkages
- Creating a strategy map
- Validating your criteria

.1 CEU

CEU Code 06113wb

**Thursday, August 17, 2006**

**Increasing Participation - *How to keep people engaged, motivated, and committed***

*Learn ways to:*

- Identify the right people to be involved
- Reach out versus doing outreach
- Make participation easy; use a no hassle attitude

.1 CEU

CEU code 050101wb

**Thursday, August 24, 2006**

**Win-win Leadership - *Making diversity of thought work for you***

- Harness the energies of the team
- Create an atmosphere of trust
- Encourage people to jump in with both feet

.1 CEU

CEU code 05103wb

**Thursday, August 31, 2006**

**Pressure Driven Performance - *Building high-performance teams***

- Leading in a multi-responsibility environment
- Laying down the communication tracks for
  - Situation awareness and mission analysis
  - Critical decision making
  - Workload management and task allocation
  - Monitor results—adjust as necessary
- Enabling people to speed up

.1 CEU

CEU Code 060110wb