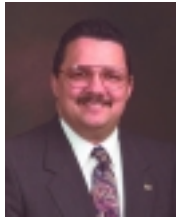




# National Management Association

## Individual Member News

Volume 3, Issue 3  
August 2004



### From Your 2004 National Vice Chairman...

*Wendell M. Pichon, CM*  
*Lockheed Martin Leadership Association*  
*Fort Worth, Texas*

#### More Food for Thought

As member of the National Management Association, we have our code of ethics and our principles of management as do so many organizations and associations. One of the finest creeds is the one by John D. Rockefeller, Jr. It is familiar to many, but it is so good that it should be reread as least once a year. I would like to share it with you, hoping that you, too, will find great satisfaction.

- I believe in the supreme worth of the individual and in their right to life, liberty, and the pursuit of happiness.
- I believe that every right implies a responsibility; every opportunity, an obligation; every possession, a duty.
- I believe that the law was made for man and not man for the law; that government is the servant of the people and not their master.
- I believe in the dignity of labor, whether with head or hand, the world owes no man a living, but that it owes every man an opportunity to make a living.
- I believe that thrift is essential to well-ordered living and the economy is a prime requisite of a sound financial structure, whether in government, business or personal affairs.
- I believe that truth and justice are fundamental to an enduring social order.
- I believe in the sacredness of a promise, that a man's word should be as good as his bond; that character – not wealth or power or position-is of supreme worth.
- I believe that the rendering of useful service is the common duty of mankind and that only in the purifying fire of sacrifice is the dross of selfishness consumed and the greatness of the human soul set free.
- I believe in an all-wise and all-loving God, named by whatever name, and that the individual's highest fulfillment, greatest happiness, and widest usefulness are to be found in living in harmony with his will.
- I believe that love is the greatest thing in the world; that it alone can overcome hate; that right can and will triumph over might.

Yes, many have written creeds, those principles by which they live and in which they believe. Listen to yourself. You will always know what's right. Listen to that voice. That is how we can each find success as human beings.

The world hates change;  
yet it is the only thing that  
has brought progress.

*-Charles Kettering*  
*NMA Founder*

If you have any articles  
or information that  
would be of interest to  
individual members,  
please contact:

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There are some people  
who, in a fifty-fifty  
proposition, insist on  
getting the hyphen, too.

*-Laurence J. Peter*

**2004 NMA National Conference**

September 18-20

Sheraton New Orleans – New Orleans, Louisiana

# Individual Member Profile

## NMA Individual Member Activities Or, How I spent my School Year!

**Avis French  
Individual Member  
1995 NMA Member of the Year**

Recently, I received the *Dr. Peter A. Hartman Community Service Award* from the Saddleback Valley Unified School District for almost-20 years with the Saddleback Valley Educational Foundation, raising funds for special projects, distributing funds for teacher grants, and administering scholarships. Recently, I lent my efforts to Project Hope and to the 20to1 Committee to raise funds to save class size reduction in elementary schools.

I have been a member of the National Management Association for almost 20 years, and I have been active in professional development and community services at all levels of the organization. I have received several NMA awards, culminating in the National Member of the Year award in 1995. All of these awards were for activities done during the time when I was associated with a chapter.

In 1998 my chapter dissolved and I became an individual member. I thought my activities would slow down. Was I wrong in that assumption! All of my activities in the Southern California Area Council (SCAC) stayed the same. I continued to work with the American Enterprise Speech Contest at all levels of the organization. I continued to participate in the Pacific South Area Conference and in the NMA National Conference. At work, I still maintained leadership of all the company educational partnerships. I continued to lead several Red Cross blood drives every year.

The next chapter of my life occurred at 9/11, after I retired. and still my activities continued at the same previous level, as evidenced by the recent award described above.

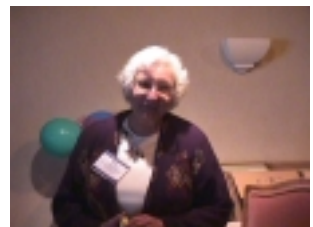
Why am I telling you all this? Because every one of these activities began when I was a member of an NMA chapter. Becoming an individual NMA member had no impact on my activities. As an individual member, I encourage you to get involved in NMA activities, in local activities, and stay involved. There might be days when you're so busy you're not sure what day of the week it is, but you'll be so rewarded and energized by your efforts, it'll all be worthwhile.



**Avis (right) with other Members of the Year at NMA's 1996 National Conference in St. Louis.**



**Avis accepting chapter award at NMA's 1996 National Conference in St. Louis**



**Avis helps with registration at 2000 PS/PN area leadership conference in Buellton, California**



**Avis (right) helping with registration at NMA's 2001 PN/PS area leadership conference in Seattle.**



**Avis (left) works registration at our San Francisco National Conference in 2002.**



**Avis (on stage at right) always willing to help with the American Enterprise Speech Contest! (2004 PS/PN Leadership Development Conference)**

A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort.

**--Herm Albright  
(1876 - 1944)**

**Example is not the main thing in influencing others... it's the only thing.**

*--Albert Schweitzer*

# 2004 NMA National Conference

## Où il faut être en septembre! *(The Place to Be in September)*

In six short weeks, we'll be convening in New Orleans to celebrate our chapters' successes, honor a number of outstanding leaders, and learn together via Educational Forums. What a grand time that will be.

The Sheraton New Orleans is booked during our stay, so if you haven't reserved a room within NMA's room block, you need to hop on it. The same goes for the special NMA Conference Shirts. Only a limited number will be produced. Log on and order yours today. And, of course, if you haven't registered for the Conference, you need to let us know you're coming!

Don't forget about the NMA Silent Auction... and we also encourage you to bring items to give away as Door Prizes. The Auction is a wonderful fundraiser for the American Enterprise Speech Contest and the "bidding wars" are a great way to meet and make new friends. Everyone likes to "win something", so don't forget to bring your company's or your chapter's specialties for the many drawings that will be held.

Most of all, just plan to come to New Orleans and see how value-added our NMA chapters are becoming to their communities and their sponsoring organizations. I just proofed the latest monthly membership report. Once again, the numbers are UP... 213 over last month alone! Our chapters are alive, they're well, and they're growing. That's reason enough to get together and celebrate.

Many of you have slowed down over the summer, but I trust you've used that time to plan ahead for the fall and spring. In September, most chapters kickoff another "season"... and we want it to be a winning season. By joining us in New Orleans, you'll get your batteries totally recharged for the months ahead. Nothing succeeds like success... and we're ready to host you, honor you, and challenge you to have a banner year in 2004-2005!

### About the Sessions

#### Keynote - Sunday, September 19, 8:00 AM

*Success by Choice, not by Chance*  
(.15 CEU)

Tim Richardson, CSP

In this high energy, motivational and fun session, Tim will examine success strategies that will help transform your life. He'll show you how implementing 3 simple principles can increase your performance and bring real results. You will learn some key things that winners do to have balance in their lives!

#### Educational Forum - Sunday, September 19, 10:00 AM

*Transformation Thinking: Tools & Techniques for Powerful New Thinking*  
(.15 CEU)

Keynote speaker Tim Richardson now turns his attention to a subject that affects all of us...change. Unprecedented organizational change and constant change in today's world requires new and innovative approaches. We can no longer afford to do things the way we have always done them. To be successful, individuals and organizations must capitalize on their collective brainpower. Transformational Thinking will take teams and organizations from what is... to what could be... resulting in a thinking and learning organization which outsmarts the competition.

#### Educational Forum - Monday, September 20, 10:00AM

*Executive Interface: Principles in Leadership* (.15 CEU)  
Alyce M. Sarno

This forum session will teach tips for success on how to engage company senior leadership as well as show you how to help them understand and support your objectives. CEO mindset principles, tactics for engagement, and helpful templates relative to NMA chapter operations will be shared to help attendees gain an upper management perspective. Chapter leaders will learn how to promote NMA chapter successes and leverage strengths.

#### Educational Forum - Monday, September 20, 2:00PM

*Leading by Example...Not by Words!*  
(.15 CEU)

Linda Barrett

If communication is a dance, then most of us have two left feet. Current research indicates that the majority of all problems in any organization can be attributed to poor communication skills. With humorous illustrations, Linda explains how and why these breakdowns occur and what can be done to remedy the situation. This program is a dance lesson for those that want to learn the elegant art of effective communication with the emphasis on non-verbal skills.

### Make plans now to attend!

Register online... Go to: <http://nma1.org> and follow the conference link or, call NMA at 937-294-0421.



2210 Arbor Boulevard  
Dayton, Ohio 45439  
Phone: 937-294-0421  
Fax: 937-294-2374  
Email: nma@nma1.org

The only place where success  
comes before work

*-Vidal Sassoon*

Visit us on the Web!  
<http://nma1.org>

## Is Your Tank on Empty?

Remember the last time you were driving down the road and noticed that your gas tank was on "empty"? How did you feel? If you're like most of us, you started feeling just a little anxious.

You probably began thinking about how and when you would find a gas station. You might have even wondered (just for a few seconds) what it would be like if you ran out of gas. If your imagination were in high gear, you would have visualized yourself trudging on foot to the nearest gasoline station, buying a can of fuel (including the can!), then hiking back to the car. What a trip!

Now switch scenarios. Recall what you felt like when you just filled the tank. You are confidently driving with an ample reserve of gas. No worries about fuel; no anxiety about running out.

Having a reserve of fuel for your car is very similar to having reserves for yourself. When you are running on "empty" with regard to time, money, space, love, faith, satisfaction, or companionship, you will feel the same negative emotions you felt when driving with an empty gas tank.

So, what's the answer? Build reserves of all these things you need in your life. Identify the things that are important to you, then set out to find ways of having more than just the bare minimum of these things. Do what you have to do to create more than enough love, attention, space, time, money and so on.

Let's get something straight first. Building more than enough of something you need in your life is only one part of the puzzle. The other piece is to identify what is draining your reserves. If you're pouring into a leaky bucket, you won't make much progress.

Start today to plug the leaks and create ample reserves for yourself in all the areas where you have needs. Some suitable candidates may be time, money, space, safety/security, ideas, opportunities, friends, love, attention, self-esteem, confidence, energy, and fuel in the tank.

Fill the tank!

Name

Address

City/State/Zip

## Training for the CM Exams!

TRAINING FOR THE CM EXAMS is accomplished through individual, self-directed study or group study. Group classes are arranged and facilitated by NMA chapters and training organizations. Each group sets their own schedule and fee for classroom training. Contact ICPM to inquire about forming a class.

Training materials for the CM Program include:

- Study Manuals. Three manuals titled Management Skills I, II and III contain program content, integrated case examples, application-based exercises and review questions.
- Online Learning Center. This electronic Program interface features chapter reviews, practice quizzes, PowerPoint slides, and other study aids.
- Instructor's Materials. Supporting materials include instructors manuals, PowerPoint slides, practice exams and case videos.

Order today by calling ICPM at 800-568-4120 or emailing your order to [icpmcm@jmu.edu](mailto:icpmcm@jmu.edu).



Coming in October:  
2004 National Conference highlights!