

GUIDEBOOK

**Chapter Leadership
Training**

Management Week in America



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

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Management Week In America Dates

June 6-12, 2010

June 5-11, 2011

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Dear Chapter/Council Presidents:

Here is your Management Week in America Promotion Guide.

Since the first Presidential Proclamation in 1983 designating the first week in June as Management Week in America, NMA chapters nationwide have used this opportunity to advance and recognize the importance of developing leadership and management skills. Many also choose to honor a respected individual -- one whose leadership style and business acumen have done much to positively impact an organization or local community.

Your Promotion Guide includes:

- ◆ Management Week fact sheet
- ◆ A time table and instructions on when and how to secure proclamations from your community leaders
- ◆ Sample letters to aid in your communication program
- ◆ Sample endorsements
- ◆ Criteria - Local Manager of the Year Award
- ◆ Local News release and radio announcements
- ◆ Tip sheet of Management Week activity ideas
- ◆ Award plaque order form

All of these items have been designed to strengthen your Management Week program. If you have any questions, please feel free to call NMA Headquarters.



MANAGEMENT WEEK IN AMERICA

FACT SHEET

PURPOSES

Public recognition of management as a profession through Management Week in America will improve the quality of management; encourage those with management responsibility to increase their competence; inspire young citizens and educators to become familiar with the benefits quality management provides to all of society; foster respect for the management profession; and create an understanding of the essential role of management in increasing productivity. Some chapters may wish to emphasize team building and the organization of self-directed work groups as part of the "management challenges of today". They might also want to stress that today; we all "manage" something -- our desks, our projects, our time, and/or other people. This, then, can lead to a total team celebration of Management Week.

BACKGROUND

Since its inception in 1978 by NMA... THE Leadership Development Organization, Management Week in America has grown in recognition and activities each succeeding year. Annually, numerous governors, mayors, and commissioners ceremoniously proclaim the first week in June as a special time for people to recognize the profession of management and to appreciate the contribution and dedication the millions of managers offer in all our organizations.

During 1982, a Joint Congressional Resolution was signed into law reflecting the dates of the 1983 observance, and President Ronald Reagan issued a proclamation designating the week of June 5-11, 1983, as Management Week. From 1983 until 1993, special nationwide awards ceremonies were held:

The 1984 observance received national visibility through the presentation of the American Manager of the Year Award to President Reagan. Recognition was extended to the President for his support and approval of bi-partisan legislation designating Management Week. The 1985 and 1986 award recipients were: J. W. Marriott, Jr., President and Chief Executive Officer, The Marriott Corporation and Roger B. Smith, Chairman and Chief Executive Officer of General Motors. The 1987 and 1988 recipients were Stanley C. Gault, Chairman and Chief Executive Officer of Rubbermaid, Inc., and Kenneth H. Olsen, President, Digital Equipment Company. In 1989 and 1990, the recipients were Donald E. Petersen, Chairman and Chief Executive Officer, Ford Motor Company, and Dr. P. Roy Vagelos, Chairman, Merck & Co., Inc. In 1991, the recipient was John F. Welch, Jr., Chairman and Chief Executive Officer, General Electric Company and in 1992, Allen F. Jacobson, Immediate Past Chairman of the Board and CEO, 3M Company accepted the award. (The presentation of the national Management Week in America American Manager of the Year award was discontinued after 1992.)

The Management Week co-sponsors presented the award to "an executive whose leadership, integrity and management skills profoundly, visibly and favorably influenced the outstanding performance of a key element of American business, industry, governmental or nonprofit activity such as to set the person apart among contemporaries." Its presentation did much to "launch" Management Week as a nationwide observance.

INITIATING ORGANIZATION

The non-profit NMA... THE Leadership Development Organization originated in 1925 at the inspiration of Charles F. Kettering, a great inventor who influenced today's Association philosophy: There is no substitute for attaining the highest level of professionalism in each of the many fields of management. That is why, for example, NMA has developed and made available to its members and aspirants hundreds of hours of management course study and awards outstanding achievers--including non-members.



**MANAGEMENT WEEK IN AMERICA
Time Table for Seeking Proclamations**

APRIL

PROCLAMATION PROCESS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Completed	
1. Write your request letter (see sample letter)																							
2. Contact, by telephone, the office of your governor, mayor, county commissioners, base commanders, etc. Ask for the person in charge of proclamations.																							
3. Address your letter to the official in office and send it to the individual in charge of proclamations. It is important to send your request early in April to allow time to prepare the proclamation, and then act upon it, usually at a regularly scheduled monthly meeting.																							
4. Inform all NMA directors and chapters in your state or area.																							
5. Follow up by telephone. Seek specifics.																							
a. Date, place, and time proclamation will be issued.																							
b. Will you and other NMA officials be permitted to attend the ceremony or meeting?																							
c. Will there be a photographer present or will you need to supply one, and will you be allowed to take additional pictures?																							
6. Prepare a list of names of all NMA officials that will be attending the ceremony or meeting. Include company names, titles, and home addresses.																							

MAY

PROCLAMATION PROCESS	1	2	3	4	5	6	7	Completed
7. Now that you have the proclamation and photographs in hand, use them to seek local publicity.								

EXAMPLE LETTER

Honorable Robert Taft
Governor of Ohio
Columbus OH 43215

Dear Governor Taft:

On behalf of NMA... THE Leadership Development Organization and its chapters located in Ohio, I am respectfully requesting that you proclaim the week of June ____, 201_, as Management Week in Ohio.

During that week, the NMA will sponsor their 32nd annual Management Week in America, highlighting its objectives to advance management/leadership in our organizations.

The NMA is the largest non-profit organization of its type with over 18,000 members covering the entire spectrum of American business, industry and organizations in the public sector.

I respectfully look forward to your favorable response to this request. I am enclosing a copy of a recent Proclamation for reference. We would like you to sign the Proclamation early in May during a public ceremony that we may attend. This will enable us time for local press coverage.

Sincerely,

William T. Mahaffey, CM, CCPB, Director
NMA... THE Leadership Development Organization



MANAGEMENT WEEK PROCLAMATION ISSUED

The NMA Chairman of the Board, (Chairman's Name), has designated June __ - __, 201_ as "Management Week in America," according to K. Stephen Bailey, CM, and President of NMA. "This recognition of the management profession will encourage those with managerial responsibility to increase their competency and improve the quality of management, not only in their own organization, but in the community as well," Bailey commented.

"This recognition will also be an inspiration to students and educators to become familiar with the benefits that quality management provides our society."

"Management Week in America will also foster respect and understanding of the profession, its essential role in increasing productivity, and its contribution to our American Economy."

(Chairman's Name)
NMA Chairman of the Board

K. Stephen Bailey, CM
NMA President

city of plano

Proclamation

MANAGEMENT WEEK

WHEREAS, the National Management Association is the largest non profit management organization in the United States; and

WHEREAS, the National Management Association covers the entire spectrum of American business, industry and organizations in the public sector; and

WHEREAS, the National Management Association is sponsoring the 10th Annual Management Week in America, highlighting its objectives to develop and recognize management as a profession and promote our American competitive enterprise system;

NOW, THEREFORE, I, JOHN LONGSTREET, MAYOR OF THE CITY OF PLANO, TEXAS, do proclaim June 7 - 11, 1996, as Management Week and call upon the people of Plano to join their fellow citizens across the United States in supporting this observance.



[Handwritten Signature]
Office of the Mayor

EXECUTIVE DEPARTMENT
STATE OF CALIFORNIA



A PROCLAMATION
by the
Governor of the State of California

WHEREAS, responsible and resourceful management practices are vital to the success of business, education, industry, government, and other activities in our state; and

WHEREAS, our nation's system of free enterprise is dependent upon sound, efficient management strategies; and

WHEREAS, the National Management Association is committed to upholding and promoting the ideals of solid, effective management in diverse areas of society; and

WHEREAS, NMA members are dedicated to improving management and business productivity in our state and nation and are continually working to increase their knowledge and expertise regarding new and effective management principles; and

WHEREAS, once again this year, National Management Association chapters throughout America will join in celebration of National Management Week;

NOW, THEREFORE, I, PETE WILSON, Governor of the State of California, do hereby proclaim June 3-7, 1996, as Management Week in California.

IN WITNESS WHEREOF I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 24th day of April 1996.

Governor of California

ATTEST:

Secretary of State



CHAPTERS ENCOURAGED TO RECOGNIZE LOCAL MANAGER OF THE YEAR

NMA chapters are encouraged to promote a Local Manager of the Year Award... or a Leader of the Year. One of our responsibilities as an Association is to recognize and reward outstanding leadership and management in America. You can do your part by organizing your Local Manager/Leader of the Year Award. In addition to promoting excellence in management, you will gain exposure for your Chapter/Council.

It is an excellent opportunity for your company/organization to publicly recognize an outstanding leader in your community. If you have any questions or need help please contact NMA Headquarters at (937) 294-0421.

LOCAL

"MANAGER/LEADER OF THE YEAR AWARD"

CRITERIA

1. Be a top manager in a business, industry, government, or non-profit activity.
2. Has demonstrated community leadership through significant contribution and participation in outside professional and civic activities.
3. Has a reputation as a fair, impartial, and ethical manager and business leader in dealings with subordinates, peers, and associates.
4. Has demonstrated strong managerial leadership by applying generally recognized management principles to achieve success.
5. Practices visibly the NMA Code of Ethics in dealings with peers, subordinates, and associates.

Management Week in America Activities

NMA celebrates Management Week in American (MWIA) annually in the first week in June. Many chapters use this occasion to promote an awareness of the management profession through a myriad of activities. Several directors recently reported some novel activities that their chapters found to be very successful. We hope that the following information may, in turn, help your chapter promote MWIA in new, exciting ways.

1. **Governor:** Arrange for a visit and appointment to meet directly with your state Governor. Take photographs of the group receiving a proclamation declaring Management Week in America.
2. **Television/Radio Interview:** Arrange an interview with a local television or radio station to discuss what MWIA is and highlight what the local chapters do to celebrate this occasion.
3. **Business Award:** Present an award to a local business at a chapter meeting. The selection criteria emphasizes the recipient company be an entrepreneurial business and enjoy community-wide recognition as a successful corporate citizen. The company's CEO becomes the spotlight speaker at the meeting to share information about the company and often displays its products or services.
4. **Mayoral Presentation:** Invite a local mayor to present the city's proclamation of MWIA at a chapter meeting. Arrange news coverage and publish a news release or article in the local newspaper(s).
5. **Breakfast Meeting:** Host a breakfast meeting and invite city/county officials to attend. Arrange for a "major" community-interest speaker to address the group. Obtain support from the local company/corporate management and have the senior management support and attend the meeting.
6. **Joint Award Meeting:** Schedule a "joint" dinner meeting with several chapters (or several chapters of a council) and present a Manager of the Year award to a deserving individual.
7. **Community Banquet:** Hold a banquet inviting community leaders and the company's senior management and leadership team. Present the state and local proclamations in recognition of MWIA. Appoint a selection committee to review nominations solicited from local businesses and identify a Manager of the Year who receives an award at the banquet. Also, take the occasion to present a Gold Knight Award. Invite the winning contestant from the Council's NMA Leadership Speech Contest to recite their speech. Submit articles and photos to each chapter for their newsletter as well as the local newspaper.
8. **"Excellent Manager" Campaign:** Publish flyers announcing an NMA campaign to recognize "Who is an Excellent Manager/Leader?". Distribute nomination forms to all employees, asking the respondent to rate the person's qualifications of accessibility, ethics, communication, employee support, encouragement of life-long learning, group participation, delegation, problem solving, and respect for employees.

**FORWARD THIS COMPLETED SHEET TO YOUR LOCAL TELEVISION STATIONS
AND NEWSPAPERS**

**NMA... THE LEADERSHIP DEVELOPMENT ORGANIZATION
MANAGEMENT WEEK MEDIA KIT**

Local NMA News Release

FOR IMMEDIATE RELEASE

MANAGEMENT WEEK PROCLAMATION ISSUED

NMA Chairman of the Board, (Name of Chairman of the Board), has designated June ___ - ___, 201_ (insert actual date of MWIA) as "Management Week in America," according to K. Stephen Bailey, CM, NMA President, Dayton, OH. "This national recognition of the management profession will encourage those with leadership responsibility to increase their competency and improve the quality of their performance, not only in their own organizations, but in the community as well," Bailey commented.

"On both the national and local levels, this recognition is an inspiration to students and educators to become familiar with the benefits that real leadership provides in our society."

"Management Week in America fosters respect and understanding of the profession and its essential role in increasing productivity. In today's collaborative environments, the abilities to lead teams and drive change are critical skills, up and down the business ladder."

In the (City) area, the (Name of Chapter) of NMA has a membership of (No. Of Members) men and women, according to Chapter President (Name of Chapter President). Mr./Mrs./Ms. (Chapter President) stated that (Name of Mgmt. Week Chmn.) has been selected as the chairman for the Management Week Observance. Mr./Mrs./Ms. (Mgmt. Week Chmn.) has been a member of the (Name of Chapter) for ___ years_ and is employed as (Title of Company) at (Name of Company).

Note: Chapters should complete the missing information on their release and submit to the news media, on its own stationery.

FORWARD THIS PUBLIC SERVICE ANNOUNCEMENTS TO YOUR LOCAL RADIO AND TELEVISION STATIONS PROGRAM DIRECTOR.

NMA... THE LEADERSHIP DEVELOPMENT ORGANIZATION - MANAGEMENT WEEK MEDIA KIT

Public Service Announcements

30 SECONDS

Version 1

(Name of Chairman of the Board), NMA Chairman of the Board, has officially recognized management as a profession by designating June __ - __, 201_ (insert actual date of Management Week In America) as Management Week in America. In this proclamation, (Name of Chairman of the Board) said, "The high level of dedication of the members of the management profession has contributed significantly to the success of American business." (station) joins in saluting the professional managers in the (city) area and around the country.

Version 2

NMA joins over 500,000 professional managers nationwide in observing Management Week in America, June __ - __, 201_ (insert actual date of Management Week In America). Founded in 1925, the Association is committed to the principles of professionalism in management. (station) joins the NMA in observance of Management Week in America.

NMA... THE LEADERSHIP DEVELOPMENT ORGANIZATION - MANAGEMENT WEEK MEDIA KIT

Public Service Announcements

10 - SECONDS

Version 1

The local members of NMA join over 500,000 professional managers nationwide this week to promote the role of management in American business in observance of Management Week In America, June __ - __, 201__ (insert actual date of Management Week In America).
Version 2

NMA Chairman of the Board (Name of Chairman of the Board), has acknowledged the essential role of the management profession in ensuring the continued strength of the American business by proclaiming June __ - __, 201__ (insert actual date of Management Week In America) as Management Week in America.

Version 3

(city) Mayor (name) proudly joins the 15 million American management men and women in proclaiming June __ - __, 201__ (insert actual date of Management Week In America) as Management Week in America.

Version 4

In observance of Management Week in America, June __ - __, 20__ (insert actual date of Management Week In America) (radio or TV station) salutes the men and women in management in the (city) area.

**TIP SHEET OF ACTIVITIES
LOCAL MANAGER OF THE YEAR
AWARD PRESENTATION**

Your involvement in the Local Manager of the Year award will provide your chapter/council with exposure to the media and with valuable planning and implementation experience. The many chapter/councils now actively involved in the presentation of this award have expressed total satisfaction in this event. PLEASE CONTACT NMA HEADQUARTERS WITH ANY QUESTIONS YOU MAY HAVE CONCERNING YOUR AWARD PLANS.

1. Contact other organizations in your area to submit nominations for Manager of the Year; designate a selection committee and honor the winning manager at a luncheon or banquet during Management Week in America.
2. Have chapter submit nominees for Manager of the Year and follow the above pattern. Then, have the council host an event to honor the winner.
3. Submit newspaper and radio press releases 4-6 weeks in advance. Then follow up with thank you notes if press coverage is received. (Sample press releases are included in this guide).
4. Contact local TV talk show now to get scheduled in late May or June.
5. Keep TV media informed as you progress in your selection of Manager of the Year so they will be present when the presentation is made.

* * * *

Management Week in America certificates (mounted on a wooden plaque) may be ordered for presentation to local Manager of the Year recipients. The certificates are \$39 each plus shipping. Please call NMA at 937/294-0421 to place your order.

