



NMA Breaktime

An Electronic Newsletter for NMA Members!



February 2003

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From the NMA President:



Don't Procrastinate... Nominate!!

April 15th is an easy date to remember... it's our annual rendezvous with Uncle Sam. But on a MUCH more positive note, it's also the due date for your chapter's nomination forms for the NMA Executive of the Year, the NMA Member of the Year, and the NMA Management Hall of Fame.

Let's start by looking at the Member of the Year. As you look around your organization, someone in your chapter has a reputation for moving heaven and earth to get things done. Undoubtedly there's a member in your organization who is a catalyst, the chief mentor, and a role model to others. There is no finer way to recognize them and thank them than to let them know that you've submitted them as a candidate for NMA Member of the Year. Recent "winners" have been from very large chapters and others have been from very small chapters. Every nominee has as good a chance of being selected as every other nominee. It's all in the write-up... how you present this individual and how you detail his or her contributions to your chapter. As they say in Hollywood, the real honor comes from just being nominated.

The Management Hall of Fame was developed to recognize individuals who have made significant contributions to the profession of management and/or the field of leadership. It does not have to be a business executive... and it doesn't even have to be an individual who works for your organization. It's just someone whom you admire for their

My Challenge to You!

Wendell M. Pichon, CM
2003 NMA National Treasurer
Lockheed Martin Leadership Association
Fort Worth, Texas

How we spend our time will have significant impact on the results we, as an association, want to achieve. The type of activities that we spend our time on is far more important than the amount of time we spend working toward our goals. I know, it is great to do something easy and fun, however, if you are not using your time on valuable activities, the quality of our results will be minimal. We need to strive to allocate our time towards important and profitable goals. Our Board Chairman has presented to us the 2003 goals and objectives of this association. I am going to focus on his main goal – GROWTH, because it is an essential ingredient to achieving success during the year. More than ever before, we need your individual help and support in making this number one goal a reality for 2003. All of us working together; "EACH ONE REACH ONE"; each chapter striving to create a new chapter, each member bringing on a new chapter member and each member bring on a new individual member.



I passionately believe that together we can make a difference. We can envision the future and create an ideal and unique image of what the association can become. Through our strong appeal and quiet persuasion, we can enlist others in our dream. Each of us can breathe life into this main goal and get people to see the exciting future possibilities for our association.

YES, with your help and support we can achieve our main goal! We are counting on you to do your part.

Member Profile: [\(back to top of NMA Breaktime\)](#)



Steve Menke, CM
NMA National Director
Lockheed Martin Leadership Association
Palmdale, California

Passing the NMA Torch to a Second Generation

Many members in today's NMA chapters recount stories of their parents, who were also active in NMA chapters (often called "management clubs") thirty years ago or more. One such individual is Steven R. Menke, CM, Past President of

whom you admire for their accomplishments and contributions to our free enterprise system. It may be an author... or a public figure... or an entrepreneur. The Award is NMA's way of recognizing that individual, even if it's posthumously, for advancing our profession or representing us on the national or global stage. Get creative... you'll be surprised at the names that may come forward from your chapter members.

The Executive of the Year honors a man or woman for their business ethics, for their leadership style, for their boldness, and/or for their business acumen. In today's post-Enron environment, we need to be reminded that there are still outstanding business leaders who set the standard for honest and progressive behavior. Presenting this award at the National Conference (along with the other two) gives NMA a chance to single-out one person as among the best and the brightest... someone whom we admire for their personal and professional contributions, both to his or her industry and the community at large. Remember to consider people in both the for-profit and not-for-profit environments.

Nomination information may be found on our website at <http://www.nma1.org>.

We encourage all of you to submit nominations for all three national awards. As you choose your nominees, please advise them of their nomination and inquire as to their availability, if selected, to be present for receiving the honor at the National Conference, September 21-23 in Detroit, MI. Contact us at NMA headquarters if you have any questions whatsoever. All selections will be finalized and announced by the end of June.

Change

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.

the Lockheed Martin Leadership Association in Palmdale, CA, and currently a member of the NMA Board of Directors. Steve, who also serves on the Executive Board as Pacific South Area Chairman, shared with us that, "Growing up, I remember my dad leaving every Thursday night to attend some kind of meeting. Little did I know that someday I would follow in his footsteps. Recently I asked him to write down some of his remembrances of his participation. It was quite interesting... proof that 'the more things change – the more they stay the same'."

Steve's dad, Bobby H. Menke, sent him the following:

"I was President of the organization during the 1963-1964 term, but I did not finish, as a promotion took us to the German Pilot Training Program at Luke AFB where LAS maintained the fleet of F-104s. I don't think the Management Club position was directly responsible for the promotion, but I do think the experience contributed to my career advancement.

As Club President, one is observed by the Officers of the Company, by one's peers and the membership. While guidance was provided by Company Sponsors, we were fortunate to have experienced leaders who let us "run the show". It was a very practical leadership training program. And, in those days, everyone was expected to attend every meeting and each and every Company Executive showed up unless he was out of town on business or vacation with rare exceptions.

Consequently, the performance of the leadership of the Management Club at monthly meetings as well as Management Development classes and Community Affairs activities were observed by the Senior Executives and Company Sponsors. On the other hand, the "captive audience" was quick to bring one's attention to a program that was not as good as it might have been. We were expected to produce a quality product, within the time schedule and at the least possible subsidy cost to the Company, who proudly supported our efforts. It was a great experience that I built on in later years."

Speaking of April 15th...

Steve Bailey, CM
NMA President

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As tax time approaches each year, NMA headquarters always receives inquiries about contributions to the NMA Educational Foundation, Inc. The answer is YES... donations to the Foundation are tax-deductible.

Countless NMA members are strong supporters of the American Enterprise Speech Contest. In tough economic times, NMA has had to rely upon donations and fund-raising to continue the contest, as opposed to using monies from the General Fund. Put simply, your support will help determine the longevity of the Speech Contest.

All Speech Contest funds are held in a separate account, within the Foundation, and audited yearly by an outside accounting firm. And, since it's a 501 (c) (3) organization recognized by the IRS, not only are your contributions tax-deductible, they also qualify under most organizations' Employer Match programs. In other words, you can double that investment very easily.

As you and/or your employer consider your philanthropic plan, we encourage you to remember those high school students who are able to further their educations via prize monies (U.S. Savings Bonds) awarded by NMA. Contributions may be earmarked for either of the Foundation funds... the Speech Contest Fund or the Professional Development Fund (used for new educational materials). You may send that contribution to The NMA Educational Foundation, Inc., 2210 Arbor

Chapter Happenings ([back to top of NMA Breaktime](#))

The Blue Cross Blue Shield Chapter in Oklahoma City Brings Forth the True Spirit of Christmas!



At Christmas, the BCBS Chapter of Oklahoma City adopted a single parent family with four children. Their members donated over 60 wrapped presents plus enough money to buy a dining table and two large laundry baskets...one was filled with household cleaning supplies and the other was filled with non-perishable foods. When the delivery was made, the mother told the "delivery team" to put the gifts in the closet because she wanted to hide them from the kids until Christmas morning... Well, she was totally surprised when she realized that the presents almost completely filled her living area! Isn't this what Christmas is all about! Together, NMA can make a difference!

Kat Queen
Associate National Director
Blue Cross Blue Shield of Oklahoma
Oklahoma City, OK



Kat Queen (left) and Kenna Rogers (right) display NMA awards earned from some of their chapter activities.

From the Editor...

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

Sue Kappeler, CM
VP MIS
sue@nma1.org

Is your chapter participating in NMA's Trial Membership Campaign?
? Check out all the details at:

<http://nma1.org/tmc>

Help us grow the Association...

Log on to Learn...

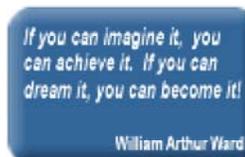
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Don't forget that MANAGE magazine is available ON-LINE ONLY. Visit the [NMA Homepage](#) and click on the following icon:



Use this link regularly to access to useful information for your personal and professional endeavors. The current January/February 2003 issue covers everything from "Termination Tips" to "...Rebalancing Your Busy Life"... and a lot more!
CHECK IT OUT!

If you need to contact one of our chapter presidents, go to <http://nma1.org/chapters/chapters.htm>. This information is updated on a daily basis!!



remember, increased membership equates to increased benefits for you!!

Within our biggest challenges come our greatest opportunities!

Professional Development Corner [\(back to top of NMA Breaktime\)](#)

Meeting Your Members' Needs...

Karen Tobias
Vice President of Professional Development
Dayton, Ohio



According to Abraham Maslow, after meeting our basic needs for food and shelter, love and belonging, we begin to yearn for a sense of achievement and recognition for that achievement. *How important is a sense of accomplishment and achievement?* It varies with each of us. Within every chapter, it is a must. We are talking about providing opportunities for individuals to experience that sense of achievement.

In *FaciliSkills,™* we teach that "the group" needs that sense of movement forward...that sense that things are getting done. It is the leader's job to make sure that happens. In your own experience, can you remember a time of being discouraged? Was it because you felt you were slipping backward and not making progress? Have you been on a team whose excitement dissolved after the first few meetings? Did team members stop showing up?

It is important to provide those opportunities to experience achievement and accomplishment.

NMA can help you, especially in Professional Development. The entire process is built on the completion of strong management education and experience as measured by the Continuing Education Unit (CEU). NMA's Professional Development Division issues certificates to members who have completed 20 CEU (200 hours) of study. NMA members who believe they have accumulated 20 CEU may contact NMA headquarters for verification and then request that the **Certificate in Management Studies (CMS)** be issued.

NMA now awards a plaque for **Advanced Management Studies (AMS)** for 50 CEU (500 hours) of credit. All work done towards the CMS counts toward the AMS, as well.

1000-Hour Plaque, NMA's highest award for participating in chapter-conducted Professional Development courses, is a handsome wooden plaque. It signifies that the recipient has completed 1,000 hours of training; 95 percent must be through the NMA chapter.

The Certificate in Management Instruction is awarded to those who have devoted 100 hours or more to facilitating NMA courses. The chapter needs to keep track of the hours and inform NMA headquarters in writing when a member has completed the necessary hours of instruction.

There are other certificates you can use, just check the Professional Development Guide for more details. *Good luck in creating opportunities for others to grow and achieve.*

Fix the Problem, Not the Blame

Steve Menke, CM
NMA National Director
Palmdale, California

While developing a computer system, a gigantic problem was discovered costing the IBM Corporation \$10,000,000 to fix. No, you didn't read that wrong, 10 million dollars was the cost to fix the problem caused by one employee.

The founder of IBM, Tom Watson's reaction was anything but ordinary. After being called into Watson's office, the employee asked, "I suppose you want my resignation?" Watson replied, "Are you kidding? We just spent 10 million dollars educating you." As J. Willard Marriott wrote, "Good timber does not grow with ease, the stronger the wind, the stronger the tree."

Fix the problem not the blame. In today's hectic world, we're quick to fix the blame before fixing the problem. Fix the problem, not the blame. It is far more productive, and less expensive, to figure out what to do, to fix a problem that has come up than it is, to waste time trying to decide who's fault it was.

What if the problem lay in the communications process?

Take for example, two experts in Communications, both experts in the art of delivering communications. Now put them in a room together asking each one to describe the best way of transmitting a communiqué.

One expert might suggest the best way of transmitting the Ones and Zeros is over fiber optics while the other expert might suggest better diction while using a wireless mic system is the best way of delivering the communiqué. Clearly, Rick Stephens, Vice President of BOEING Space and Communications, is an expert in the means of delivery in communications. Clearly, 2001-02 President - Jim Rhode, CSP, of the National Speaker's Association is an expert in the means of delivery in communications. Then how can two experts in the field of Communications be so different in their approach in the transmitting approach?

While the shortest path from point A to point B is a straight line, sometimes we might need to

NMA American Enterprise Speech Contest... Value Added! ([back to top of NMA Breaktime](#))



Recently, NMA received an e-mail from the mother of one of our finalists in the 2002 National Speech Contest which was held in San Francisco. Christina Sedor, a freshman at the Georgia Institute of Technology and graduate of Richmond Hill High School in Richmond Hill, GA, represented the Southeast area in the final competition. The e-mail reads:

Dear NMA Speech Contest "Gang" (and countless others whose e-mails I don't have):

We would like for each of you to know how your time and effort in the NMA Speech Contest continues to reap benefits for Christina....does anyone recognize someone in Senator's Miller's announcement on CNN.com?

<http://www.cnn.com/2003/ALLPOLITICS/01/08/miller.senate/index.html>

The original picture was taken when Christina gave a speech on "What The Hope Scholarship Means To Me" at the Ten Year Anniversary of the HOPE Scholarship on Georgia Tech's campus in September 2002. Senator Miller established the HOPE Scholarship as Governor of Georgia and also in the picture is Rebecca Paul, president of the Georgia Lottery Corp. Christina also got to meet Governor Roy Barnes.

Now the big question in your minds should be how was she chosen to give this speech.

When the committee to host the celebration contacted the Freshman Council Advisor and asked..."Do you happen to know a freshman who is poised and confident enough to give a speech?," her response was...."I know just the right person." Weeks before, looking for a place to practice her NMA speech before the national finals, Christina had given her speech at the Freshman Council Meeting.

So for all the times you feel your efforts go unnoticed, remember ALL the contestants are better for the opportunity you have given them.

*Thank you (again),
Carolyn & Christina Sedor*

circumvent so as to clearly communicate our objective. It wouldn't be practical to elaborate the principles of Quantum Physics to a 3rd grader as it wouldn't be practical to explain how our spoken communications are digitally converted to those ones and zeros, transmitted, then converted back to the spoken word.

The dumbest question is that not asked! How many of us won't ask that "dumb" question when in a room of experts? Which one of these numbers seems out of place? Circle your answer

- 1) One
- 2) Thirteen
- 3) Thirty-one

As we communicate, we need to be sensitive or aware of our audience. The spoken word can take on many meanings with differences in cultures and upbringings. Take a moment, so as to avoid that 10 million dollar mistake and look around your audience. It shouldn't be hard to pick out the person who might not clearly understand what you've communicated. When asking that 10 million dollar question, "Does everybody understand?", don't settle for those head nods and such. Did everybody understand how and what you communicated?

And, speaking of communication, NMA's newest workshop series, *FaciliSkills™*, is an exciting new program soon to be available nationwide. This latest offering addresses not only a critical need in the workplace, but speaks to other civic and personal activities as well... how to get people operating on the same page, focused on a shared agenda, and oriented toward good decision-making. The key to such collaborative relationships starts with interpersonal communication. *FaciliSkills™* is rooted in acquiring a skill set that helps people facilitate meetings, understand one another, and develop consensus.

By the way, the answer is 2. You weren't looking at the words One, Thirteen, and Thirty-one were you?

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