



# NMA Breaktime

An Electronic Newsletter for NMA Members



NMA... THE Leadership Development Organization

February 2009 Issue

## From the Desk of the President



Steve Bailey, CM  
NMA President

At the January Board of Directors meeting, the national officers and staff met early to conduct an “environment analysis” - looking at the current business landscape and identifying issues and trends that will impact NMA in the coming months. We came up with ten, right out of the gate.

It’s no secret that times are tough and major challenges lie ahead. But challenges can also be opportunities. What separates successful organizations from mediocre ones is the ability to rise to the occasion... to confront the present and plan accordingly for the future. We must “step up to the challenges of leadership” as our 2009 theme suggests.

Team NMA requires that chapter leaders, national leaders, and NMA staff all work together to navigate choppy waters. It’s a journey that requires unrelenting focus on our customers, both internal and external. The reality is that NMA must find a proactive response to the following:

1. Ongoing job losses, with possible cascading impacts, will lead to membership declines. NMA chapters must become harbors in the storm by nurturing a sense of community and developing programs and activities that meet real member needs.
2. Members will increasingly have three questions on their minds and NMA needs to be prepared to help answer them:
  - a. “How do I hold on to my job?”
  - b. “How do I showcase my value to my employer?”
  - c. “What is executive management looking for?”
3. People are swamped at work. No one works a 40-hour week anymore. That means our members have less time to participate and our chapter officers are struggling to hold on to their jobs and do their NMA work. We have to make it easier for everyone to keep their heads above water.
4. There’s a new administration in Washington... change is everywhere. We all need to know what businesses and agencies will see fewer dollars and which ones will see NEW dollars. Where is the money going? Where are there opportunities for employment, for new NMA chapters, and for partnerships? Do we understand both the positive and negative impacts that are a by-product of any new administration?
5. New external influences are impacting people and businesses. 401-K’s are down, pensions are being cut, healthcare is increasingly hard to come by, people are taking pay cuts and/or losing vacations and holidays. How do these affect our operations and peoples’ psyches? Are NMA chapters prepared to help employees deal with this kind of stress?
6. Our NMA membership is “mature”. That’s code for saying that we’re an older workforce, yet we must provide opportunities for knowledge workers AND new hires. NMA must become “the place to be”. Attracting people to NMA means providing value at both ends... and the middle... of the age and educational spectrums. Are we up to that challenge? Do we deal with it head-on?



Happy Valentines Day  
from Your NMA Staff!

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**From the Desk of the President Cont.**

7. The rise of virtual organizations is here to stay. The challenge for NMA is simple - can we structure a chapter so that it plays a huge role in assisting companies which are no longer site-specific? How does NMA assist in tying people and sites and processes and goals, together?
8. When budget axes start to fall, they often land in the training department first. While most of us don't view that as necessarily prudent, it is what it is. Therefore, NMA needs to be there to pick up the slack. Our job is to say to the HR folks, "We're here... and we're not going anywhere; how can we help?"
9. As cutbacks continue and those who are left take on more and more, a "victim" is often the chapter administration. We must strive for more cross-training in our chapters and we must make sure that transitions occur. Where they don't, we must be quicker to see that and react to it... both on a local and national level.
10. Lean organizations tend to focus on project management skills and not people skills. But there has been no better time in recent history for Team NMA to step up and be "the communicators", the "soul soothers", and the "hand holders". NMA must stay in the solution, not in the problem. We must make the NMA environment a vehicle that showcases people as crucial assets and worthy of investment. Why? Because they are.

To all of our NMA leaders we say, "Take this list to your next officer and/or board meeting. Go down the ten points. Make it your mission to be able to respond to as many of these challenges as possible. There has never been a better time to change... to find new ways to innovate or new ways to collaborate." To quote a Cisco ad in The Wall Street Journal, "There has never been a better time to find new ways to thrive. New ways to share human knowledge, to work together, solve problems together, and bring the whole world a little closer. Together. That's the human network effect."

**From the Editor:**



Sue Kappeler, CM  
 NMA Vice President

It's that time of year again when our thoughts turn to...

**Member of the Year**  
**Hall of Fame**  
**Executive of the Year**  
**Publications Contest**

The new 2009 forms are online and available for download.

**DEADLINE** April 15, 2009 for:  
**Member of the Year**  
**Hall of Fame**  
**Executive of the Year**

**DEADLINE** - May 1, 2009, for:  
**Publications Contest**

All the winners will be recognized at this year's Annual Conference which will be held on September 12-14 at the Astor Crowne Plaza in New Orleans, Louisiana...right on the corner of Canal and Bourbon Street.

Get your nominations in early and be sure and complete every blank on the forms. If you leave some of the lines blank, you are taking away points from your nominee/entry!.

Please email Sue Kappeler at if you have any questions!

## *2009 Special NMA Membership Offer*

NMA recently announced a unique 2009 chapter membership drive - one that provides chapters with a new and very different avenue for promoting membership in NMA. For the first time, new members get a valuable “free gift” simply for joining or re-joining.

Some FAQ’s would be:

### *How long does this drive last?*

Between January 1- December 31, 2009; retroactive.

### *What is the incentive?*

Those who join your chapter will receive a FREE **NMA LEADS** assessment (a \$35 value) and follow-up analysis simply for signing up. (Free assessment accessible by February 20.)

### *What about the \$20 Registration Fee?*

That is still in place. NMA “national” is offering the FREE **NMA LEADS** assessment (valued at \$35) in lieu of any discounted registration fee.

### *Remind me... what does “LEADS” stand for?*

*Leadership Evaluation and Development System*, NMA’s one-of-a-kind electronic leadership assessment - 120 questions, available 24/7, and rooted in the 30 leadership competencies identified in the NMA Leadership Model. Participants who complete the assessment receive a complete analysis and suggestions for reading, training, and future work assignments.

### *Are there special report forms for chapters to complete?*

No.

### *What does NMA have to assist in this 2009 drive?*

Two flyers accompanied the campaign announcement. One promotes this special offer and the other is for handing to a new member once he or she has officially joined your chapter. Both can be distributed in hard copy or via email. If you don’t have printing capabilities, let us know and we’ll be happy to provide you with hard copies.

### *How does all of this work?*

Chapters hold their 2009 membership drive(s) as they wish, whenever they wish. The marketing piece should accompany any promotional materials one would normally use. Then, once the chapter has a firm commitment, simply hand the second brochure to the new member. It provides them with information about NMA and gives them instructions for taking their FREE **NMA LEADS** assessment. It’s as simple as that!

### *What if a chapter has gone ahead with publicizing a membership “sale” similar to what was done last year... with a reduction in registration fees?*

Answer - we will work with any chapter in that situation. Contact the NMA office and we’ll figure out how to make it a win-win for everyone involved.

### *Does this special offer apply to someone who might wish to rejoin the chapter after a lapse in their membership?*

Yes, absolutely. It’s nice to have an incentive to encourage them to return. Now... they receive a FREE **NMA LEADS** assessment for coming back into the fold.

This FREE **NMA LEADS** assessment emphasizes the importance of personal development. It reaffirms the NMA commitment to honing leadership skills in tough economic times... and speaks to the fact that success is so often a combination of professionalism and preparation.

# **SPECIAL NMA MEMBERSHIP OFFER!**

# NMA NEWS BRIEFS!

Stepping Up  
to the  
Challenges of  
Leadership



2009 NMA Theme Graphic Now Available for Download  
at <http://www.nma1.org>

At its January meeting, the NMA Board of Directors approved “2009 Stepping Up to the Challenges of Leadership!” as this year’s Association theme. Chapters and councils are encouraged to make the theme and the graphic part of their own publications and promotional materials for the year.

## April 15th Deadline Reminder

Chapter nominations for NMA Member of the Year, Hall of Fame, and Executive of the Year are due at NMA Headquarters.

## Leadership Development Conferences

West—Southwest/Pacific North/Pacific South

April 23-25—San Jose Marriott  
San Jose, CA

East—Central/Northeast/Southeast

May 14-16—Doubletree Hotel  
Cocoa Beach, FL

## 2009 NMA Annual Conference in Partnership with ICPM

September 12-14—Astor Crowne Plaza  
New Orleans, LA

## MARK YOUR CALENDARS!!

### Preview of Upcoming NMA LiveOnline:

Wednesday, February 4

**Promise-based Management**  
1:00 pm EST

Wednesday, February 4

**Chapter Leadership Webinar**  
Come learn about the changes in the NMA  
Leadership Speech Contest.  
2:30 pm EST

Thursday, February 12

**Promise-based Management**  
11:30 am EST  
2:30 pm EST

Wednesday, February 25

**Earning Trust**  
1:00 pm EST  
2:30 pm EST

Thursday, March 5

**Chapter Leadership Webinar**  
The Recognition and Awards Program is your  
roadmap to successful chapter operation.  
11:30 am EST

Thursday, March 5

**Earning Trust**  
2:30 pm EST

Wednesday, March 11

**Managing Continuous Change**  
11:30 am EST  
1:00 pm EST

Thursday, March 19

**Managing Continuous Change**  
2:30 pm EST

Wednesday, March 25

**Email—Put Microsoft Outlook to work for  
you.**  
1:00 pm EST  
2:30 pm EST

To register or to be added to the mailing  
list contact Karen Tobias at  
937-294-0421 or [Karen@nma1.org](mailto:Karen@nma1.org)

## *Tribute to Joe Blackman*



While the NMA Directors were in town for the January Board meeting, we received word that Joe Blackman, who served NMA faithfully as our maintenance man for 23 years, passed away on Saturday afternoon. Joe had actually retired several years ago, but came back part-time and did the NMA offices on the first floor. Another part-time employee cleaned the rental offices on the second floor.

Joe was born in Murfreesboro, TN, in 1930 but lived in Dayton for 52 years. He was a veteran of the Korean War and then spent 30 years in the construction business before joining the NMA staff. Almost every first-time visitor to NMA Headquarters remarks, "Are these bright, shiny floors new?" The answer is always, "No, we just have Joe taking care of the premises!"

Joe taught us all the importance of taking pride in one's work. Everything he touched, shined. No project was ever too small to tackle and everything worth doing was always worth doing well... and right! When Joe would finish with his routine work, he would then volunteer to help make new member packets, fold brochures, insert course material into binders, and bind books. At Conference time, if we needed to ship something that didn't have a box, Joe would make a box. He was the King of Improvisation.

The flowers outside and the plants inside stayed alive because he watered and fed them. The holiday decorations got up because Joe would nudge us all to get moving and then help string lights, decorate trees, and find the missing extension cords. He kept the snow off the walks and he watched every morning for Sue, to make sure she made it across the dark empty parking lot safely. When we visited with him in the hospital a week before he passed away, he was still hoping to get out of there in time to help us put the decorations away in his always organized and neat fashion.

One word will always come to mind when we remember Joe. He was WISE. As has often been said, "You know how some people just 'know stuff'?" Well, that was Joe. He was intuitive, he was clever, and he was kind. He watched over his wife and two daughters like the precious people they are. When his three grandsons came along, he came back to work to help make sure they got a good education. In short, there was nothing he wouldn't do for anyone and everyone with whom he crossed paths.

We already miss Joe enormously, but we are thankful to have had him on our staff for all those many years. He was a class act and a gentleman. He enriched all of our lives and he impacted us in ways he never knew. We cherish his memory.

## *Tribute to Steve Grissom*

*From Chapter 525*



We have had several columns in NMA Breaktime highlighting some of our members, but we've never highlighted someone who is no longer with us but who really made a difference.

Here is what Steve Grissom's chapter had to say about him:

On December 23rd, 2008, the LMLA & Lockheed Martin Aeronautics lost one of its finest, Steve E. Grissom. Steve worked at Lockheed Martin Aeronautics for 23 years. Some of Steve's recent assignments included Contract Proposal Coordination on the U-2 Program and most recently Steve performed the same function for ADP. He was a very active member of the LMLA as the Vice President of Programs and dedicated countless hours in the coordination of the highly successful LMLA dinner meetings. Steve lived in California since the age of four; he grew up in Whittier California. and in his High School senior year he met Barbara who would later become his wife. Steve and Barbara celebrated their 40th wedding anniversary last summer. Steve and Barbara had two children, Stacey and Lee, and three grandchildren.

At age 19 Steve joined the U.S. Army where he served one tour in Vietnam. Steve truly enjoyed learning and continuing his education; he obtained his A & P license, B.S. degree and ultimately his Master's Degree in Business and he did all of this while balancing his time with his family, his endless handyman projects around the family home, and his responsibilities at work. Steve's love of life and unwavering willingness to help his fellow man undoubtedly touched everyone that had the fortune to have met him. *He will truly be missed....*

## LMLA Participates in 22nd Annual Bike MS Atlanta Cycling Tour

Karl Schulze

Lockheed Martin Leadership Association • Marietta, Georgia

Last fall, an LMLA-sponsored team of 22 cyclists from LM Aero - Marietta traveled to Callaway Gardens to participate in the 22nd annual Bike MS Atlanta cycling tour. Team members enjoyed beautiful weather conditions and picturesque scenery while pedaling between 60 and 160 miles during the two-day fundraising event. The team included several LM Aero employees who served as volunteers in support of the cyclists. In its fourth year of participation, the Lockheed Martin team was able to raise nearly \$15,000 for the National Multiple Sclerosis Society, making it one of the event's top ten corporate teams.



## Lockheed Martin Chapter 531 Hosts 2008 Holiday Dinner Dance

Lucy Sharpe

Lockheed Martin Leadership Association • Marietta, Georgia



We have worked all year long and for a few hours the annual Lockheed Martin Chapter 531 Holiday Dinner Dance offered a chance to dance the night away. Guests arrived at the beautifully decorated Renaissance Waverly and dined on baked black tail grouper, carved prime rib, steamed veggies and tasty holiday desserts. James Matthews provided country, soul and holiday tunes that had all on the dance floor. A rising talent, Torey Williams, sparked the crowd to cry for an encore with his dance performance. Our EVP and Site General Manager and his wife (Mr. and Mrs. Lee Rhyant) greeted the holiday party guests and made the evening special by taking photos with all who asked.

## ICPM Corner:

### Call for 2009 ICPM Award Nominations

Professional recognition is an activity that continues beyond obtaining CM certification. Each year ICPM recognizes CM certificants, instructors/facilitators, and ICPM Board members who have made outstanding contributions to management and leadership education and/or the management profession.



Award nominations are being accepted thru **March 31, 2009**. To make a nomination, please complete the <http://www.icpm.biz/images/stories/forms/awards.pdf> and submit it to Melody Branner by mail or fax (540-801-8650).

Below are the 2008 ICPM Award recipients:

Permanent CM:  
Mark Nappi, CM  
United Space Alliance  
Cape Canaveral, FL

CM of the Year:  
James W. Rudolph, CM  
United Space Alliance  
Titusville, FL

Training Partner:  
Sun Learning Systems, LLC  
Raleigh, North Carolina  
Dubai, United Arab Emirates

CM Facilitator:  
Burlene (Carol) Morgan, CM  
United Space Alliance  
Houston, TX

### Annual Conference Feedback from San Diego

Jim Hart

Lockheed Martin Leadership Association • Moorestown, NJ



The NMA Annual Conference provides a venue to interact with NMA representatives from around the US to celebrate NMA chapter accomplishments, and recognize individuals who have demonstrated excellence in leadership. Additionally, there were seminars devoted to leader training. One of the leadership sessions that I enjoyed included the following exercise. Draw a 6-slice pie chart and label it as indicated. Plot your personal reality for each attribute, where the center point represents total fulfillment and the outer edge represents a real need for improvement. Connect the dots to see your self diagnosed balance. Think about how you can make improvements in an unbalanced area of your life. Write down three action steps using the SMART model (Specific, Measurable, Achievable, Realistic, Time-bound). Identify someone to hold you accountable, then commit to your self improvement plan. By performing this type of periodic self analysis and follow through, you can help become the leader you want to be.

### Leadership Quotables:

*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 he is done, his aim fulfilled, they will say: We did it ourselves.*

—Lao-Tzu

## Tech Bits #1

Gregg Marshall, CPMR, CSP

Oil Prices are going up. Airfares are going up too (some say faster than oil).

Looking for the best airfare?

One of my favorite starting places is ITA Software:  
(<http://beta.itasoftware.com>).

They wrote the Orbitz booking engine.

This site is where they try new ideas. You know it's unbiased since they don't sell any tickets, just display the fares.

Check out their help pages. They have a "route language" that lets you specify all sorts of things (like connecting through a certain city on a certain airline).

And they have a monthly fare display. Say you need to go to Toledo sometime in December for 3 days, but you can be flexible when. They will show a calendar of the lowest fare each day. I've seen differences of 200% by changing a date by one day.

I then go to the airline website to book (and get the booking bonuses).

## Tech Bits #2

Gregg Marshall, CPMR, CSP

100 million hard drives fail every year. I've had my share, including one last Christmas eve.

When was the last time you backed up your notebook? Your home desktop? Your work PC?

500 gigabyte external USB drives are selling for \$99 to \$129 on sale. That's enough to back up a notebook and most people's desktop(s).

My favorite backup software is CMS Products' BounceBack Professional (\$79, [www.cmsproducts.com](http://www.cmsproducts.com)). While Windows has a built-in backup program, BB Pro can create a backup drive that can be simply installed to replace a failed drive (obviously you can't put a 3.5" hard drive into a notebook).

What I really like about BB Pro is it's the ultimate "nagware." You tell it how often you want to back up and it will nag you to plug in that external drive and do your backups.

So really, when was the last time you backed up?



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