**NMA Partners with Project Management Professional (PMP®) Training**

**By Steve Bailey, CM/NMA President**  
NMA Headquarters / Dayton, OH

Our November e-mail rollout, announcing PMP® self-study and live group training classes and programs, has generated considerable interest within the NMA community. Without a doubt, PMP® is the hottest professional certification in the business world today.

Whether it’s through the NMA Live Virtual Classroom offered through IQShare (40 hours of test preparation for only $1295 – a 50% discount for NMA members), the self-study programs offered through MindEdge, or any of the other PMP® classes and workshops listed in the NMA Virtual Library (http://www.nma1.org/Education/NMA-Virtual-Library.htm), you’re sure to find whatever you need to get you on your way. Links to The Project Management Institute (PMI) and other PMI information are located there as well.

For a complete packet of information with details on IQShare’s live online classes or information about the MindEdge self study materials, go to: http://nma1.org/Education/pmpinfo.pdf.

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LMLA #541 Makes Large Contribution to Community Food Bank

By Michael Steiner
LMLA Chapter #541 / Atlantic City, NJ

What do inflation, housing bubbles, unemployment rates, and recessions have in common? These are all concerns that Lockheed Martin Atlantic City and English Creek New Jersey employees and subcontractors pushed to the back of their minds to help others. The Lockheed Martin Leadership Association Chapter 541 - Atlantic City Area Food/Personal Hygiene Product Collection raised 13,373 pounds of food and personal hygiene products. For four weeks items were collected for the Community Food Bank of New Jersey – Southern Branch. The Community Food Bank of New Jersey is a non-profit organization that fights hunger and poverty by distributing food and groceries, providing education and training, and developing new programs to help people with low incomes meet their basic needs. This year’s total was 5,341 pounds or 66% more than the event’s previous record. While impressive, this is only a small portion of the supplies needed to support the 840,000 people in need helped by the Food Bank each year. The LMLA would like to thank each department’s food drive lead, those who helped box up and load the truck, and everyone who donated for all their generosity and support of such a worthwhile cause.

Interested in Starting a New NMA Chapter??

NMA Unveils Commissioned Marketing Representative Program

By Steve Bailey, CM
NMA Headquarters / Dayton, OH

Ever wondered how new NMA chapters get started? The answer: almost always by referrals and through the efforts of current and former NMA members. Now, in an effort to multiply our marketing efforts, the NMA Board has approved a Commissioned Marketing Representative (CMR) Program for 2012. You can help us start a new NMA chapter and be compensated for every new member who joins.

Beginning in January, people familiar with NMA and interested in helping grow the Association, may apply to be part of a special sales team, calling upon individuals and organizations in your area which you deem “ripe” for establishing an NMA chapter. Following an orientation program with the NMA staff, CMRs will be encouraged to make sales call, promote the benefits of NMA membership, help organize Steering Committees in potential new companies and communities, and work to bring the organization to charter.

If you and/or a friend or colleague are interested in the CMR program, or simply learning more, please contact Steve Bailey at 937.294.0421 or via steve@nma1.org. It’s a great way to grow NMA and earn extra income at the same time.
Welcome to NMA’s New National Directors!!

REMINDER
The next Board of Directors meeting will take place at NMA Headquarters in Dayton, Ohio, on January 21, 2012. If you have any NMA issues you would like to have discussed at that meeting, contact your assigned National Director who represents you and your chapter.

If you don’t know your NMA National Director, contact Robin or Sue for assistance!!
robin@nma1.org or sue@nma1.org

Judd Sloan is from Baltimore, Maryland, and is a member of NMA’s newest chapter, Lockheed Martin Leadership Association-Baltimore.

Carl Taylor, CM, formerly affiliated with the USALA Houston Chapter, is an individual member from League City, Texas. In addition to serving on NMA’s Board, Carl was elected as the 2012 Chairman of the ICPM Board of Regents.

Joe Morano is from Huntington Beach, California, and is a member of the Boeing Aerospace Leadership Chapter (BALC).

Lisa Hart is from Richland, Washington, and is a member of the Mid-Columbia Leadership Development Association.

Jim Hart is a member of the Lockheed Martin Leadership Association Chapter #611, Moorestown, New Jersey.

Happy Holidays!

December 2011 Issue
LMLA #531 Hosts the Boy Scout Aviation Merit Badge

By Chris Howard
LMLA #531 / Marietta, GA

LMLA hosted 115 Boy Scouts for the Aviation Merit Badge at its Marietta GA facility. Scouts from three states (TN, AL, GA) attended the Oct. 15 event. LMLA sponsored the event which included opening speeches by F-22 Test Pilot Lt. Col. Robert "Trigger" Wallace from the Defense Contract Management Association, guided tours of the JSF Wing, C-130J and F-22 production line, classroom-based lectures on Flight Sciences, Navigation, and other aerospace related topics. Additionally, 15 high ranking Boy Scouts and Girl Scouts were hand-selected to participate in an expanded aviation experience which combined classroom-based lectures to earn the Aviation Merit Badge with flight training experience on the C-130J simulator from instructor pilot George James.

Shan Cooper Addresses the Lockheed Martin Retirees Association

By Kizzy Bailey
LMLA #531 / Marietta, GA

Shan Cooper, vice president and general manager of Lockheed Martin – Marietta, joined the Lockheed Martin Retirees Association (LMRA) for breakfast and gave an update on the C-130J, F-22, C-5 Modernization, P-3 Wing Modernization and F-35 Center Wing Assembly programs.

Ms. Cooper shared her thoughts on what the future holds for the Lockheed Martin plant and answered questions from the group. Also in attendance were four members from the Lockheed Martin Leadership Association (LMLA): Michelle Lewis, president of LMLA, Paul Williams, LMLA/LMRA representative, and members Leslie Nigh and Catherine Bell.

Members of the LMLA chapter #531 attend LMRA meetings to help keep the retirees informed of upcoming events in which the retirees are invited to participate with active LMLA members.
Congratulations New Certified Managers!

By Vaughn W. Abbott, CM / NMA Pacific North Area Chair

LMLA Bay Area Chapter #540 / Sunnyvale, CA

The Lockheed Martin Leadership Association Bay Area Chapter and executive leadership from Star One Credit Union honored four new Certified Managers from the “Class of 2011” at a Professional Development Graduation Luncheon in Sunnyvale, CA, on Thursday, 18 August 2011. Rick Heldebrant, President and CEO of Star One Credit Union, and Carol Safberg, CM, Executive Vice President and COO of Star One Credit Union, were featured speakers and presenters. New Certified Managers invited their managers to the luncheon to share in their accomplishment.

The Certified Manager Program is a key element of the Lockheed Martin Leadership Association Professional Development division. NMA Chapter professional development is conducted as part of the LMSSC Employee Development Forum. We use a classroom environment because this format best meets needs of the program and our participants. Classes follow the CM textbooks in a guided tutorial format to review the subject matter and discuss application to participant needs and experiences. A frequent comment from participants is that a highlight of the courses is sharing experiences and understanding among class members as specific subjects are reviewed in the roundtable class discussions.

Congratulations to the Class of 2011 Certified Managers:

From Star One Credit Union: Ranay Allred, Susan Inouye, and Kimberley Nicholas

From Lockheed Martin Space Systems Company: Paula J. Cardozo

Reminder:

Don’t forget to send in your Chapter Speech Contest Confirmation Form. You can do this electronically on NMA’s Website at: http://nma1.org

From left to right in the group photo are new Certified Managers Paula Cardozo, Kimberly Nicholas; Vaughn Abbott, CM Program Facilitator; new CMs Susan Inouye and Ranay Allred.

From left to right in the photo are Lynn Brubaker, CM, Star One VP Deposit Services; Ed Silva, Manager; Carol Safberg, CM, Star One Executive VP; new CM Susan Inouye; Rick Heldebrant, Star One President; and Vaughn Abbott, CM, CM Program Facilitator.
Holiday Greetings from ICPM!!

Year end is just around the corner and ICPM wants to remind all Certified Managers® to complete their 2011 recertification requirement by **recording four professional development (PD) activities** before 12/31/2011. Eligible PD activities must fall within the categories outlined below and can be recorded by logging on to the ICPM website and clicking on the “recertification” tab. Ensure your CM certification remains current by recording your PD activities. Only current status CMs are entitled to use the CM professional credential.

**Recertification Notices for 2012** will be emailed to all Certified Managers® of record in mid-January. If you have retired in 2011 or will be retiring soon, please complete a Retirement Form to update your CM status.

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From all of us to all of you, Season’s Greetings!

Note: ICPM will be closed for the Holidays from December 22 – January 2, 2012
Most businesses spend more time and energy trying to find new customers than retaining and making their current ones happy. The logic behind customer retention management (CRM) is simple -- it costs far less money to keep customers happy than to spend much more money replacing the unhappy ones with new customers. If you take care of your customers they tell their friends about your business and will in the long run end up spending more money. It is not rocket science. Let me provide you an example of what I am talking about.

I dread eating at airports. If you travel as much as I do, you are probably familiar with the "Three G's" as it applies to airport fare—Grumpy, Grouchy and Gross.

Recently, I had an early flight to catch at the Ontario, California airport. I found myself standing outside the closed and gated doorway to an Applebee's restaurant ten minutes before opening time. I just knew they would be late opening the doors and I expected to receive the usual grumpy service common at most airports. I was wrong!

Bam! The clock struck five, the lights popped on and this charming and professional person opened the doors. She greeted me with a smile, a warm "hello" and told me to sit anywhere I wanted. I never had seen such a positive attitude at 5:00 in the morning.

As I enjoyed my meal, I watched her cheerfully greet customers, many of which she called by their first name. They were the "regulars" she said. Felicia was the remarkable person who made that small restaurant pleasant and memorable. Next time I return to the Ontario Airport, I guarantee you this is the place I will go to first.

Here are seven steps to build customer loyalty.

1. **Select the right people.** In the book, From Good to Great, Jim Collins said, "People are not your most important asset, the RIGHT people are." Most businesses do a miserable job hiring people. They hire just anyone, provide little or no training and place them on the front-line with customers. Spend more time recruiting and hiring the right people with good personalities. Focus on those who are friendly and demonstrate an interest and enthusiasm for the job.

2. **Sensationalize the experience for your customers.** Good service is not good enough. A Gallup survey showed a customer who is "emotionally connected" to your place of business is likely to spend 46% more money than a customer who is merely "satisfied" but not emotionally bonded.

3. **Set performance standards.** Outline the behaviors of how employees should act, speak and respond to customer needs and requests. One of our clients developed twenty customer service commandments outlining the actions and behaviors he wanted his service people to provide to customers.

4. **Sustain on-going training and reinforcement.** Good customer service skills are not natural for most people. Effective customer service training must be reinforced and taught on a recurring basis. For example, the Ritz-Carlton hotels provide a thorough customer service training program for all of its employees during their orientation. Then each supervisor conducts a daily "line-up" to review one of the commandments with his employees ten minutes before each shift.

5. **Shower good employees with rewards and recognition.** It is hard to find and keep good employees. So do everything in your power to retain and motivate them. Sure, employees want to be paid well, but they also want to be treated with respect and shown appreciation. The front-line supervisor has the greatest impact on motivating and retaining employees.

6. **Survey your customers and reduce your defection rate.** On average, businesses lose 15-20 percent of their customers each year to their competition. All businesses encounter this, but few do much about it. To improve retention, one client sends out a customer service report card to its top customers every month. This requires an evaluation based on four specific criteria. They tally the results and make sure employees see the scores. This motivates the employees to do a better job.

7. **Seek customer complaints with enthusiasm.** For every complaint there are at least 10 other customers that visited your business who have the same criticism. A portion of those 10 people just took their business to your competitor. Look at customer complaints as an opportunity for improvement.
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Membership Campaign Incentive—2012!

A NEW and special incentive to help NMA attract new members during the first of half of 2012

One VERY lucky new member will WIN a FREE 2012 Annual Conference Package valued at over $1,300!!!

All new members reported to NMA between January 1, 2012, and June 30, 2012, will be entered into a drawing for a FREE 2012 Annual Conference registration plus 4 nights lodging at the beautiful Seattle Marriott Renaissance Hotel—a package worth over $1,300!! All new members will be eligible to win—Chapter Members...Spousal Members...and Individual Members.

Chapters should start planning and promoting their Membership Campaign as soon as possible. Simply submit the Membership Reporting Form (Payroll or Annual) as you normally do; all dues and any applicable $20 registration fees must be paid for new members to be entered into the drawing. No special forms are required and no $20 registration fee is required from anyone who’s previously been an NMA member. Note: Chapter dues must be current in order for your new members to qualify.

As in the past, all new members automatically receive the NMA New Member Packet which contains member benefits, personalized membership certificate and card, and NMA lapel pin.

Remember too – Chapters receive one point on the R-1 for each new member added.

Please contact Robin Furlong with any questions at robin@nma1.org or 937-294-0421.

Conference Package Non-transferable!
Registration fees will not be waived for this campaign.

October 6-9, 2012