As we say goodbye to 2012 and usher in 2013, we conclude this year on a positive note for NMA.

Our 2012 NMA Membership Campaign has brought in many new members from our 64 affiliated chapters as well as Individual and Spousal member programs. This could not have been done without the tireless efforts of both the Association Development and Services Committee and all of the chapters that participated—THANK YOU!!!

Our Recognition Committee has worked hard on revising the R-1, RC-1, and RI-M reports and capturing what our chapters do to reflect the value-add in belonging to NMA. These reports speak volumes as to the amount of time each chapter or member contributes to the communities, the amount of hours in Professional Development taught, and the amount of hours that our members volunteer to the local schools and outreach programs.

This committee is the voting body for NMA’s Member of the Year, Executive of the Year, Hall of Fame Inductee, and the Publication Awards. They review the qualifications for each nominee as well as read each newsletter submitted, excluding their host chapter.

The Professional Development Committee continues to offer more opportunities for continuing education with programs such as Project Management Professional training at a reduced price, Business Training Experts (BTE) and their suite of 44 courses, NMA Proprietary courses such as FaciSkills and Supervisory Management Skills program, and ICPM’s Certified Manager program.

Our Community and Communications Committee is keeping up with the trends in the social media arena such as Facebook, blogging, and LinkedIn while continuing to enhance our NMA Leadership Speech Contest for high school students, grades 9 – 12. Thanks to these efforts, NMA now also offers Lifelock identity protection services and the new Partnership discount program.

What does 2013 hold? NMA is dedicated to managerial excellence, personal and professional growth, and leadership development! We will continue to build on the momentum from 2012 with even more courses being offered including the unveiling of Foundations of Management, and exploring opportunities with IFI Training, Dale Carnegie, and partnerships with other professional and certification organizations such as The Association for Operations Management (APICS). All these opportunities are aimed at meeting the needs of our membership and creating opportunities that maximize the potential of our members, sponsoring organizations, and communities.

The future of tomorrow is built on the foundation of today.

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LM SWFPAC Tees It Up for Charity!
By Jeremy Ellis
NMA Chapter 534 President / Silverdale, WA

On June 28th, 16 teams comprising SWFPAC employees, retirees, family, and friends, took to the links for some friendly competition to benefit Toys for Tots. Sponsored by NMA Chapter 534 and organized by Chapter Vice President Melissa Calloway, the tournament featured magic string, plenty of mulligans, and even SpongeBob golf balls. Gold Mountain Golf Course was no match for the team of Ryan Platt, Matt Dalton, Jason Selby, and Brian Seidl shooting a winning 49 on the Par 71 Cascade Course.

With everyone back in the clubhouse, awards were handed out to the top teams, men’s and women’s longest drive (Greg Mick (M), Sharon K-Pearl (W)), and closest to the pin (Mike Clark (M), Sue Allensworth (W)). Graciously receiving the award for worst score, and a complimentary copy of “Golf for Dummies”, was the team of Michelle Dennis, Tim Jordan, Sharon K-Pearl, and Rick Hamberger. A great time was had by all with over 700 dollars raised to benefit Toys for Tots.
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 17-19, 2013. 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

Failure Is an Option!
By Peggy Lynn
Wyle Leadership Association #492 / Houston, TX

After watching the remarkable video “Celebrate What’s Right with the World” and being challenged by our president, Lisa Stephenson, to write a 6-word mission statement, I wrote the following list to inspire myself to be more innovative and creative:

- Failure is part of innovation and goal setting.
- Failure shows you have goals. Without goals, you don’t know whether you’ve succeeded.
- Failure indicates willingness to risk and test limits. It requires confidence.
- Failure shows you what you need to improve.
- The self-confidence to admit failure leads to facing and solving problems.
- Failure to fail is a failure to grow. It was a sign of maturity when I finally took mandolin lessons, despite my perceived (and actual, as it turned out) lack of musical talent.
- Failure can uncover talents you didn’t know you had.
- We define for ourselves what constitutes failure.
- You become wiser, stronger, and more confident in your ability after you fail.
- Failure makes you more aware of how you block your own success.

So, quit stalling! Join me. Try something new!
Retirees Association Supports the United Services Organization (USO)

By Paul Williams, CM
LMLA #531 / Marietta, GA

LMRA (Lockheed Martin Retirees Association) members spent the day greeting military members at Hartsfield Jackson International Airport. We greeted the troops, fed those who visited the USO, made sure luggage was safely stored and assisted moving these items when their flight was ready for boarding.

Pictured left are LMRA volunteers, Joe Tulkoff and Andy Moore. This picture was taken in the airport atrium where individuals have deplaned and are locating their luggage. The purpose of this position is to make sure military personnel know where to move their luggage and wait for their military flight to an overseas location.

On a typical day we feed and help over 200 people. One comment that we get is that they feel the hospitality in Atlanta is the best that they have experienced. The result of this is that each of us can’t wait for the next opportunity to support our troops.

LMLA Supports Science Olympiad Workshop

By Kathy Jacobson
LMLA #531 / Marietta, GA

LMLA was a premier sponsor of a Science Olympiad Workshop for 19 middle schools from around Georgia on Saturday, Oct. 27. This event was held at Dodgen Middle School, with help from seven Lockheed Martin volunteers, three Dodgen teachers, 11 Pope High school students and other Georgia Science Olympiad volunteers. Approximately 200 students and 50 teachers/coaches attended the workshop. A total of 11 different Science, Technology, Engineering, and Mathematics (STEM) based subject areas were taught. The first workshop was conducted in 2007 with 25 attendees from nine schools and one all-day class. Each subsequent year we’ve added more students and classes.

The following Lockheed Martin employees volunteered at this workshop:

- Sheldon Wolstein – instructor – Rotor Egg Drop
- David Hansen – instructor – Rotor Egg Drop
- Leslie Nigh – setup and all-day volunteer
- Tina Corbett – all-day volunteer
- Laura Pavese - Volunteer
- Cynthia Nguyen - Volunteer
- Kathy Jacobson – lead / organizer & instructor – “new coach” class and Coach Roundtable session

Tom Brown, the Cobb County School District Science Department Grade 6-12 Supervisor attended the workshop, sat in on and taught few classes, as well as observed other event sessions. Here is an excerpt from the letter Mr. Brown wrote to me and the Dodgen Middle School teachers that supported the workshop –

“Debbie, Jeff, Janet, and Kathy,

Thanks for putting on an outstanding Science Olympiad Workshop yesterday. The sessions were great and the collaboration between students, teachers, and community members was fun and fruitful. Your long term support and dedication to your students and their science education is amazing it can serve as a great model for us work to improve STEM opportunities for more teachers and students. Please send me a couple good pictures and I will request that they be posted on our CC website. Thanks for all you do. Let me know how I can help. Tom”

Teachers from the attending schools were all very appreciative of having the opportunity for their students to participate in this outstanding science learning experience. LMLA looks forward to sponsoring the Science Olympiad programs for years to come.
Burnt Muffins Again!
By Beth Fairman Kinney
Columbus Public Service Chapter #220 / Columbus, OH

One of my hardest jobs to do was to bake muffins at a small coffee shop at 4am. It was the summer between junior and senior year. I was a starving college student, living on campus, trying to pay tuition, credit cards and the semester abroad in England. I knew that to get by I was going to have to work 2 jobs during the summer, and applied all over town for all positions. I sat down at the coffee shop. Yes, I had experience being a barista. But they were looking for a person to close and clean during the week and open and bake muffins on weekends. Would I do it, yes!

Cleaning at night, when the shop was closed was easy. I played Sheryl Crow on the radio and went to work. I was able to daydream about school projects and write papers in my head. Cleaning toilets was not glamorous, but it was paying that credit card.

Then at 4am on Saturday and Sunday, I woke up (trying not to awaken my roommates) to bake the muffins. The dough was made the night before. I had to scoop it into the tins, and have the oven at the exact temperature, and then use the timer. My manager explained it to me, that it should be super easy, a no-brainer.

What my manager did not know was that I come from a long line of burnt-muffin makers. This was a very difficult job for me. I remember the stress I had, making sure that the muffins were filled about ⅔ the way, and not over. They couldn’t have flat tops, or overly round tops. They couldn’t be burnt or raw, just lightly browned and topped with the perfect amount of sugar. I would sit and stare at the muffins while they cooked, trying to make sure I got them out at the right time. My manager was crazy about her muffins, they had to be perfect. But my Manager was not awake at 4am on the weekends. So, after one quick lesson, she left me alone in the kitchen.

I ate a lot of muffin mistakes. She wouldn’t sell the imperfect ones, and I couldn’t put them in the trash because she’d know. So, every morning after the muffin case was full of warm blueberry, lemon, apple cinnamon goods, I slipped out the back door with a bag of warm mistakes for my roommates.

My manager would meet me during the week to explain her displeasure with the muffins. They had too much sugar, too many blueberries, or were too rounded. And on Saturday morning, I would try again, alone in the kitchen with her notes to make the perfect muffin.

After a few months, we parted ways. My manager found a much better muffin baker, one who got it right the first time. She never understood why it was so difficult for me to get the muffins right and why I made so many mistakes. She never tried to find out.

As a manager, we have to take the time to understand why an employee may not be succeeding. Is it the task at hand? Or is it our management (or lack of) and insufficient instructions? And instead of yelling over burnt muffins, we should discuss the problems, and maybe we can reach an understanding with the employee that will make a better work environment for all involved.

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
Event Management Tips Learned during My Summer Working with a 6-Ton Orca!

By Beth Fairman Kinney

Columbus Public Service Chapter #220 / Columbus, OH

There is something magical about the three months that take place between the end of the school year and the beginning of the new one. Musicians write about it. Movies are made about it. Every school age child has countdowns to the beginning of it. Everyone has memories of ice cream, sun, sand, beach, summer loves and amusement parks. I think of one of my favorite summer memories, working special events at a marine park.

I worked in the Whale stadium, as the event crew for a live action performance with trainers, dolphins and a 6 ton Killer Whale. Within a 12 hour day we had up to 10 shows, one of which was with lights and fireworks. We had video feed, live cameras, lights, sound, music, and animals and trainers. What I learned from my summers there I still carry today.

1. The show must go on.
   No matter what, the show will go on. Unless there is thunder. Then the show will be postponed for at least 30 minutes until the storm passes.

2. Wear the right shoes for the job.
   Sometimes you have to sacrifice fashion for comfort. When standing on your feet all day near salt water, you need the right shoes. And salt water can make your shoes look and smell pretty awful at the end of the day.

   One day someone above had a great idea for the show opener. “Let’s have an eagle fly through a cloud of fog, while a person is on a kayak paddling over the water, and then have dolphins jump over her.” After days of watching an eagle trainer trying to coax the eagle over the water, I saw that this was not going to go well. There were too many variables. Sometimes simplicity is the key to a good event.

4. Be prepared. You will get wet.
   If you work in the splash zone, there is a strong chance that one day, it will happen. Pack an extra set of clothes.

5. Everyone has off days.
   Sometimes we all have a hard time getting out of bed in the morning. But when the 6 ton orca doesn’t want to perform, there’s nothing you can do. I learned how to apologize for all inconveniences.

Sima Gellman Selected NMA Chapter Member of the Year!

By Teresa Langer

Columbus Public Service Chapter #220 / Columbus, OH

Sima Gellman, a member of the Columbus Public Chapter of the National Management Association and presently the Chair of the Public Relations Committee, was nominated and unanimously awarded as NMA Member of the Year for 2011-2012.

Sima’s work on the newsletter each month is outstanding, producing a product worthy of recognition by NMA leaders in various contests.

A team player, you can always count on Sima to help out when needed, attend Board and member meetings, and just “be there” as an always involved member.

A well deserving individual, I nominated Sima for all of the above reasons, and look forward to working with her in the new NMA year.
Tim Baker Selected NMA Chapter Manager of the Year!

By Barb Crawford

Columbus Public Service Chapter #220 / Columbus, OH

As a Street Maintenance Manager, Tim Baker is responsible for managing the day to day operations of the street cleaning and maintenance section within the Public Service Department, Division of Planning and Operations. These operations cover the inspection, repair and maintenance of streets, alleys and bridge-decks within the City, as well as snow removal and cleanup efforts associated with scheduled neighborhood events, City-sponsored festivals, and the aftermath of storms. Tim manages the 165 employees engaged in operations at the four city outposts (Roberts Rd., Central Outpost, North Outpost and Marion Rd.) and the Street Maintenance Operations Facility on 25th Avenue.

Tim has demonstrated the NMA Code of Ethics for Management by encouraging his employees to practice their occupations to the best of their abilities by encouraging participation in professional development activities, and recognizing the importance of providing training to, and recognition of, his employees. Tim arranged to have SMS classes presented to his employees at the 25th Avenue facility. He values the talent within his section and supports their efforts to improve overall operations. As just one example, his employees have been recognized by the Mayor for developing cost-saving measures associated with recycling asphalt. By scheduling regular meetings with his supervisors, Tim strives to maintain open lines of communication among the management team, supervisory personnel and employees.

As a fellow employee, I have worked with Tim over the years while developing and administering examinations. He extends the full cooperation of his section and makes our job much easier. His employees are courteous and cooperative, which, I believe reflects his management abilities. Tim Baker is well deserving of the Manager of the Year Award.

NMA Members Help with Mayor Coleman’s Block Party!

By Beth Fairman Kinney

Columbus Public Service Chapter #220 / Columbus, OH

Thanks to all the NMA volunteers and especially Teresa Langer, Donna Garland, Leo Ross and Ron Stewart who helped Neighborhood Pride during the weekend of August 18th. It was great to have some extra help for Mayor Coleman’s Block Party and the 10tv Fitness Expo!

Thank you to all the City departments and programs who participated with Mayor Coleman’s Block Party. The event was a great success. CTV created a nice short about the event, and there is also video of the flash mob at www.facebook.com/NeighborhoodPride. Who knows, you may see somebody you know!

Picture at right: NMA Members Donna Garland and Bruce Black dancing with the flash mob at Mayor Coleman’s Block Party.
At the September BALC GMM, members enjoyed Astronaut Story Musgrave’s imagination and spirit of leadership as presented in his life’s journey. Story Musgrave was born in 1935 on a dairy farm in Stockbridge, MA. He was in the forests alone at an age of 3 and by 5 floated his homebuilt rafts on the rivers. He rode combines at 5, drove trucks and tractors at 10 and when alone in remote fields repaired them by 13. As a teenager, he didn’t finish school; instead ran off to Korea with the U. S. Marines where he was an aircraft electrician and engine mechanic. He started flying with the Marines and over the next 58 years, accumulated 18,000 flight hours in over 160 aircraft. He is a parachutist with over 800 freefalls.

He has 6 graduate degrees in math, computers, chemistry, medicine, physiology, and literature. He has been awarded 20 honorary doctorates. He was a part-time trauma surgeon for the duration of his astronaut career. He was a NASA astronaut for over 30 years and flew on six spaceflights. He performed the first shuttle spacewalk on Challenger’s first flight, was a pilot on an astronomy mission, conducted two classified DOD missions, was the lead spacewalker on the Hubble Telescope repair mission and operated an electronic chip manufacturing satellite on Columbia. He was the communicator in mission control for 25 missions. Today he is a producer/director of multimedia, a landscape architect, a heavy equipment operator, an innovator with Applied Minds Inc., and a professor of design at Art Center College of Design in Pasadena, CA. Story also performs multimedia corporate presentations on the topics of design driven innovation, project management, operations, human performance, reliability, quality and safety.

Members enjoyed Story’s interesting life story and his advice on how to take advantages of opportunities in life and business and why leadership is important for everyone. Guests were inspired by his presentation and left this enjoyable event with a better understanding of the U.S. aerospace industry and what it takes to become a better leader.
Year end is just around the corner and ICPM wants to remind all Certified Managers® to complete their 2012 recertification requirement by recording four professional development (PD) activities before 12/31/2012. 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.

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Recertification Notices for 2013 will be emailed to all Certified Managers® of record in mid-January. If you have retired in 2012 or will be retiring soon, please complete a Retirement Form to update your CM status.

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

Note: ICPM will be closed for the Holidays from December 21–January 1, 2013.
Want to Earn $$$ Revenue for Your Chapter?

Help NMA Charter a New Chapter in 2013!

Beginning January 1, 2013, NMA chapters will receive a financial incentive for taking a lead role in chartering new NMA chapters. For example, if your chapter can help us develop a 100-person chapter nearby or within your parent organization, then keep reading and learn how to receive $2500 for your efforts!

This new Chapter Marketing Incentive Plan has been designed to get our existing chapters engaged in initiating and sustaining a new chapter development relationship with a potential prospect. You’ll get $25 for every member who joins that chapter within the first six months after chartering.

How do you get started?

1. Survey your local geographic area and/or personal and professional “spheres of influence” to find organizations/communities suitable for an NMA chapter
2. Call upon representatives/key decision-makers in the organizations/communities in order to introduce the NMA chapter concept to appropriate audiences; invite them to chapter meetings, possibly recognize their executives through NMA awards, etc.
3. Establish, maintain, and “work” all promising leads, calling upon the NMA staff and/or volunteer leaders (Directors, chapter leaders, etc.) to assist in marketing NMA as appropriate
4. Work with the NMA staff to establish a Steering Committee and provide advice and counsel to individuals working toward the establishment of a chapter
5. Guide said new chapter(s) through all steps of formation and chartering and keep NMA Headquarters advised of all action plans and accomplishments
6. Serve as an ex-officio advisory group to new chapter during its first year of operation.

What assistance will be available?

1. Chapters should have a New Chapter Development Committee and a Chair who will contact NMA headquarters to express interest in learning more and/or declaring that you are positioning yourselves to become representatives of NMA and will identify target organizations/communities as ripe for new chapter development.
2. NMA will provide your chapter with marketing materials and work with you to design “targeted” materials if requested. Chapters that develop their own will be asked to share them with headquarters to ensure uniformity, conformity with standard NMA marketing messages, and professional appearance.
3. The NMA President or a designated Board member will coach and counsel your chapter representatives in the areas of representing NMA professionally, your knowledge of NMA chartering processes and procedures, your ability to understand and apply first-rate marketing strategies, and your desire to work collaboratively with the NMA staff and volunteers.
4. Chapters will be asked to determine any “conflict of interest” concerns or appearances; those will need to be addressed as appropriate.
5. Interested chapters may ask for a new chapter development tutorial/orientation program conducted by the NMA President.

What is the compensation/revenue-sharing plan?

1. $25 will be paid to the sponsoring chapter for each member of the new chapter for whom dues and registration fees are paid and received by NMA.
2. Payment will be made after the submission of the new chapter’s first Membership Report (along with dues and registration fees).
3. Additional compensation (at $25/member) will be paid at the end of six months if the new chapter adds new members and their total membership is more at the end of six months than it was at the end of the first month.
4. No expenses for travel or marketing will be reimbursed; volunteers who work on new chapter development projects are not employees of the Association.

Don’t forget that in addition to this new chapter incentive program, NMA will also work with individuals who wish to become Commissioned Marketing Representatives of NMA under a similarly styled program. To learn more, simply contact NMA Headquarters.
Free to NMA Members!!

Save on every shipment you send and receive

NMA is pleased to offer the FREE NMA Shipping Program, managed by PartnerShip®. This FREE member benefit provides significant savings on every shipment. These savings go straight to your bottom line, to help your business operate more profitably. There is NO COST to enroll and NO MINIMUM SHIPPING requirements to meet — only terrific savings!

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Save up to **26%**
on select FedEx® services

**LTL FREIGHT**
Save at least **70%**
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(Enter 5753 in the Promo Code field)

Call PartnerShip at 800-599-2902, or complete and fax back the enrollment form (on reverse) to 800-439-8913

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*Includes a bonus 21% online processing discount. Full details available at [www.PartnerShip.com/12NMA](https://www.PartnerShip.com/12NMA).*
NMA Member Answers Question: “Why Volunteer?”

Driven from Within – Kelly Schiewe
By JoAnn Cummings / Writer for Leisure Living Magazine
Sandusky, OH

Time is the most valuable thing a person can give according to Kelly Schiewe, a frequent volunteer for Firelands Area Runners Club and the Humane Society of Erie County (Ohio). "I've been part of groups that had the money to do things and had the structure, but could not find enough volunteers to make it happen. There are these groups out there and they can't get things done because of the lack of commitment of time. That's really sad. There are all kinds of members, and all kinds of money, and yet there is no one to steer the ship. At this stage in my life, I find that I have the time and I want to be there."

He says people volunteer for a variety of reasons, but the best reason is because you get some personal gratification out of it. "Like my work with the Humane Society at their holiday gala, I know I'm helping and doing a good thing." He's worked with a number of non-profits throughout his adult life. He became involved when he went through the Leadership Erie County program offered through the Chamber of Commerce. It encourages philanthropy among a community's leaders. "Also, I have to give a lot of credit to my employer, Industrial Nut. When I first started to work for them, they emphasized community work and they were the inspiration for a lot of what I have done."

He has spent a lot of time working with the YMCA. "People don't realize the amount of labor that goes into providing these services. And people don't realize the hidden value of volunteering. It's not like a bank deposit where you get a statement every month and you see the interest. You can't see what volunteering earns, but you know it's there. It's driven from within."

Schiewe is a familiar face to many who are out there running 5k and 10k races. Many of these races are for charitable events, raising money for police funds, medical payments for individuals, or non-profit groups. "Running is really near and dear to my heart. I can't do it anymore because of my knees, but I am still there, getting out of the house and encouraging the runners club on. I can't just sit around and sun bathe. But, I have the time to donate and I know the time is needed."

When asked if people get too old to volunteer, he laughs. "Age isn't something to use as an excuse. It's an excuse to set the bar even higher. I frown on people who say they're too old to do something. You're never too old. Never think that something is beyond you. Set an example. There's that saying: "Stay busy or they will start shoveling dirt on you."

(Kelly Schiewe was the 2003 Chairman of the Board of the International Management Council that merged with NMA in 2004.)

Happy New Year!