How Sanford Health Re-energized Its Base

Late last summer, I was contacted by chapter officers at SLA (Sanford Leadership Association, formerly Med-Center One) in Bismarck, ND. They were getting ready for a membership drive and needed a few NMA materials to distribute. Happy to help. Little did I know that their request was just the tip of the iceberg!

Let me say at the outset that what happened in 2013 was a team effort and I spoke with probably four chapter leaders in preparation for their drive. For the sake of convenience, I’m referencing input from Chapter President Vanessa Raile from an email exchange last month. I had written to congratulate them on the new members they had just reported. In fact, Vanessa’s first sentence reads, “I really need to congratulate our membership drive team/committee and our board of directors for really stepping up to the challenge!”

How did they get to the root of their value proposition and add 15 members? Allow me to share some details and some quotes from Vanessa:

- Sanford’s chapter leaders stated at the outset that their number one goal for the year was to increase membership and stimulate participation in chapter activities. They zeroed in on improved communication and more professional development opportunities as the pathway for success.

- “In January 2013 as president-elect, I got involved in the professional development committee and decided we needed to focus on getting learning opportunities out to the membership. With the excitement of at least one professional development opportunity a month – and sometimes up to three! – we were able to create excitement for the SLA. We kicked off a book club in January, too. We go with a fast-read book and have a monthly discussion. Our group is starting small, but we do not give up that one day it will gain momentum!”

- “We also continued with programs. With this professional development lead-up to the October Benefits Fair, we had an easier time encouraging employees to join our organization. We have also added communication pieces such as Outlook meeting invites for sessions, professional development flyers sent to all of our senior leadership and managers via email, and hardcopy flyers to every department at the Bismarck medical center campus.”

- Along the way, chapter leaders are working to “add the component of succession planning to have better continuity in our leadership”.

- In September, two officers (Gretchen Sass and Vanessa) held a videoconference with a leader in Human Capital at the Sanford Health corporate office in Sioux Falls. Med-Center One’s merger with Sanford was only 18 months “new”, but the chapter leaders felt it was time to gain support from that level and find out how the chapter “fit” in terms of enterprise goals for professional development. Since then, they continue to marry the chapter programming with what they’ve learned and “prove” the value that SLA brings to the parent company.

Leadership Quote

The ultimate measure of man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.

- Dr. Martin Luther King, Jr.
How Sanford Health Re-energized Its Base (Cont’d)

- Vanessa and Nicole Mills (president-elect) have also completed short presentations of the benefits of SLA to the senior leaders and managers at the Bismarck complex. They have received FULL support from their President in Bismarck!

- By October, it was time for the hospital’s Employee Benefits Fair. With information from NMA and additional input from the membership drive committee, they created a huge storyboard about Sanford Leadership Association – “We had a prime spot at two of the Fair locations”, Vanessa reported. She added, “Even though this marketing piece was not in our budget, we decided to take the risk and spend the money to hopefully increase our membership! By fully and thoughtfully preparing for this event, we really were able to make an impact in membership!”

- And guess what? They’re not done yet:

  ◊ “Hopefully, we are laying the ground work to be a proven benefit to the Sanford Health organization so that we can bring NMA to other Sanford Health locations. As our West Region of Sanford Health includes clinics in Dickinson and Minot ND, we are looking to add a web/intranet streaming capability to include those outlying locations in our professional and personal development opportunities.

    We are few, but we have a super leadership team in the SLA that has created great excitement about our chapter ... and we are on a roll!”

McFeely Award winner Rosabeth Moss Kanter wrote in her book Confidence: How Winning Streaks and Losing Streaks Begin and End, “Organizations begin to change when one person ‘lifts’ self to higher positive expectations and then attracts others to higher positive expectations. Confidence creates positive momentum. It leads to the expectation of success and the emergence of a self-fulfilling prophecy.”

Way to go Sanford Leadership Association. We are very proud of your new found confidence in 2013. You’ve proven that with thought and planning, anything is possible. Keep up the good work.

Dates to Remember!!

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<th>Event</th>
<th>Dates</th>
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<tr>
<td>COMPLIMENTARY—NMA R1 Webinar / Learn how to make your chapter “Award Winning”!!</td>
<td>March 6</td>
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<tr>
<td>West Leadership Development Conference / Westin Houston Memorial City / Houston, TX</td>
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<td>East Leadership Development Conference / Hyatt Regency / Greenville, SC</td>
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<td>July NMA Board of Directors Meeting  NMA Headquarters, Dayton, OH</td>
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<td>September Board of Directors Meeting / Hyatt Regency / Miami, FL</td>
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<td>2014 NMA Annual Conference / Hyatt Regency / Miami, FL</td>
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Insight from Unexpected Resources!
Sanford Leadership Association #581 / Bismarck, ND

Insight can come from unexpected sources if we take time to reflect on life experiences … I had walked across the room after coming in from outside without taking my shoes off and apparently something on the bottom of my shoes left a stain on the carpet. When my wife brought it to my attention, she asked in a frustrated tone, “How many times have I told you to take your shoes off when you come into the house?” I said, “I don’t know maybe 5 or 6.” I quickly discovered that although I did not dispute the fact that she had mentioned it before, although fewer times than the hundreds she suggested, she was not actually seeking a response to that question. My observation that when a disagreement occurs, getting historical did not help nor meet with the response for which I had hoped.

What does this have to do with leadership you ask? It occurred to me that when trying to resolve a situation or reach a common goal, we often will get better results if we focus on what is relevant to the present circumstance and discard what is unnecessary. Allow me to illustrate with a history lesson.

During the 1800’s the earliest settlers in America left their homes in the East to seek their fortunes out West. The safest way for pioneers to navigate the tough terrain to the West was the wagon train. These wagon trains crisscrossed the Old West on trails --- some of the most famous being: The Overland, Santa Fe, Chisholm, and Oregon Trails.

As they began their journey, these early pioneers were committed to starting a new and better life and set off in a rush of enthusiasm --- but many had no idea what that commitment would cost. As the wagon trains made their way west along the trails, they routinely encountered two things: graves and discarded household goods left abandoned along the trail.

The reason for the discarded items soon became obvious to the travelers. Water was often scarce, and if they were to reach the next watering hole, it was crucial to balance between their immediate needs and their eventual wants. If a bedroom set was slowing them down --- out it went. If a piano was too heavy for the horses --- out it went. In order to reach their destination they had to discard those things that were unnecessary. Those who tenaciously hung on to things that were not essential to their immediate state of affairs more often than not were the occupants of the graves that were scattered along the trails.

Good leaders have enthusiasm and focus on what is relevant to the present, while at the same time instilling a vision for the future. Sometimes, however, their vision gets cluttered by too much junk and like the pioneers in the wagon trains they become bogged down by non-essential accoutrements that life has to offer. The pioneers who successfully made it to the West figured it out. Those who clung to their past and refused to let go of those things not relevant too their present situation often didn’t make it to the next watering hole. Those who divested themselves of all their unnecessary stuff did not let the past interfere with their commitment to the future.

As leaders on the brink of a new year, this is a great time to take inventory of where you are and where you want to go. If you are carrying around unnecessary baggage that is preventing you from reaching your goals, let it go. Not only will you lighten your load, but it will inspire creativity as you focus on the present and look to the future instead of clinging to past hurts and regrets.

Thank you!

Speech Contest Donors!
NMA would like to publicly thank all those individuals who became Speech Contest Donors in 2013. Because of your generosity, we raised nearly $6,500. In addition, our Shorey Silent Auction raised over $5,200 for the NMA Leadership Speech Contest. Let’s see if we can do this again in 2014! See page 10 for complete details!
Bay Area Chapter Members Bottle First Leadership Vintage
By Vaughn W. Abbott, CM
Lockheed Martin SSC Leadership Association / Sunnyvale CA

The late autumn Saturday dawned crisp, but our unseasonably warm fall weather continued for the first Bay Area Chapter Leadership Association wine bottling event. Approximately two dozen members and spouses journeyed to Thomas Kruse Winery, a small family-owned winery in Gilroy, to learn some winery operations and bottle a 2011 Santa Clara Valley Estate Merlot. Chapter Membership Chair Paul Vreeburg arranged with Owner Tom Kruse to buy a cask of Merlot from the bumper grape crop in 2011.

Since a cask will produce about 25 cases of wine, would there be enough interest from chapter members to buy out the cask? There would. While Paul was arranging for winery time, Chapter President Araya Silpikul and Social Events Chair Paula Cardozo publicized the opportunity and put together a scrumptious luncheon for participants following the wine bottling event. Attendees had a great time watching and assisting emptying the cask, filtering the wine, and pumping to an elevated stainless steel tank. Tom and his winery employees handled that work. Next, we started the bottling process.

We gladly found the family winery to be a low-tech affair. Gravity brought wine from the elevated holding tank to the filling machine. A float in the chamber matched fluid levels in the six bottles that could feed from this filling machine. Tom’s neighbor Bill, who grows grapes that support the Kruse Winery, ran the filling machine. The only power was used in the machine that inserted the cork into the now-full bottle of wine. Chapter members corked, wiped the full bottles clean, carried them to the table, applied the labels, placed completed bottles in the cases, and set cases aside for pickup.
After bottling 25 cases of wine and sampling wines from the tasting room, participants adjourned to the outdoor luncheon. A beautiful fall day, sunshine and not a cloud in the sky, moderate temperature, salad, condiments, sandwiches, and dessert. Even tablecloths. And Tom provided several bottles of wine to accompany the meal. Luncheon in the Vineyards!

All had an enjoyable time in learning winery operations and bottling our own vintage. A huge thanks to Paul Vreeburg for arranging this event and to Araya Silpikul and Paula Cardozo for publicizing the event and arranging the Luncheon in the Vineyard. And thanks to the participants who did the bottling, set up the tables and luncheon, and then cleaned up afterwards.

Tom enjoyed our group, welcomed us back, and for the next event, we won’t be strangers.

A great day, great luncheon, and great people!!
Recertify Your CM® Professional Credential Today!

By Aly Wilkins / Institute of Certified Professional Managers

CM certification validates a level of managerial competency and embodies a commitment to lifelong learning to stay current on ever changing management practices. Each Certified Manager is required to recertify annually to maintain high levels of performance and to continue to be recognized by the CM® professional credential.

Recertification consists of 2 parts: (1) paying a $50 professional fee by February 28th, and (2) completing four professional development activities during the calendar year (January thru December 31, 2014). Recertification notices are emailed by ICPM in mid-January to all Certified Managers that earned their certification prior to December 31, 2013. If you do not receive a notice, you continue to be responsible for recertifying and can initiate the process yourself by logging on to the ICPM website at www.icpm.biz. Upon login, you will see instructions on how to recertify online. Additionally, you will want to review your CM profile to ensure your contact information (including email address) is up-to-date so that you continue to receive ICPM’s communications.

Don’t let your CM recognition lapse by failing to recertify. Questions about CM recertification can be addressed to ICPM by emailing info@icpm.biz or calling (540)568-3247.

It’s time for chapters and councils to start preparing nominations/entries for our National Awards programs: Member of the Year, Hall of Fame, Executive of the Year, and Publications. We have updated criteria and better explanations of what is expected with your nomination/entry for 2014 and Instructions are on the first page of each form!

You may download the new forms by clicking on the following links:

The following nominations are due at NMA by April 15, 2014.
Member of the Year | Executive of the Year | Hall of Fame

The Publications Contest Entry is due at NMA by May 1, 2014. Publications Contest

Each R1 is due at NMA within 30 days of the end of the month for which you are reporting.
R1 - Chapter Monthly Activity Report Form

If you have any questions or need any clarification, please contact Sue Kappeler at: sue@nma1.org
CHAPTER REWARDS PROGRAM

NMA chapters can SAVE MONEY on a wide array of NMA products and services

How does it work?

As a chapter “in good standing” (with dues current), you get $2.00 “credit” for every member of your chapter, based on the official number of members reported to NMA for your chapter as of December 31” of the previous year. If you had 200 members as of December 31, 2013, (in essence January 1, 2014) then you have a $400 credit to “spend” as listed at the right.

There is no carryover from year to year. We will provide Rewards Program “available credit” notice in the early part of the year as well as a reminder notice in September, advising you of any unused credits still available to you. Feel free to “check your remaining rewards points” with a staff member at any time, of course!

Rewards credits may be used to receive a “percentage” of the cost of selected NMA products listed at the right.

If you have any questions about this new program, please contact NMA at 937-294-0421 or email:
Steve Bailey—steve@nma1.org
Robin Furlong—robin@nma1.org
Sue Kappeler—sue@nma1.org
Kim Kelly—kim@nma1.org

YOUR REWARDS CREDITS MAY BE APPLIED AS FOLLOWS:

- Awards and merchandise – 10% off the purchase price of all awards & merchandise
- LDC Registrations (in addition to the Early Bird Discount!) – 10% off
- Annual Conference Registrations (in addition to the Early Bird Discount) – 10% off
- President & Past Presidents Pins – 20% off
- Foundations of Management program – 20% off
- FaciSkills™ - 50% off
- Building Virtual Teams (available March 2014) – 50% off
- NMA’s Next Top Leadership Model – 50% off
- SMS (Supervisory & Management Skills Program) – 100% off
- Live Online Group Login – 100% off
- Sponsored Speaker - 100% of the cost of a speaker reimbursed to you with a $200 maximum
Every business professional—and every business—is dealing with lightning-fast change and long-term uncertainty. Only the strongest will survive. Having robust skills in multiple areas opens up a whole new world of possibilities for success. You will adapt more easily, erase shortcomings, collaborate more successfully, and become far more valuable to your organization. — Management Centre Europe

Make sure you are prepared for the challenges ahead.

NMA’s Foundations of Management Program offers 28 hours of contemporary management and leadership skills training. It’s a tremendous opportunity to join with your colleagues in sharing best practices and lessons learned.

**Course 1 – MANAGEMENT FUNDAMENTALS**
- The Manager’s Role in the Workplace
- Discovering the Leader Within You
- Developing Effective Communication Skills
- Solving Problems and Making Ethical Decisions
- Delivering First Rate Customer Service

**Course 2 – MANAGERIAL FUNCTIONS**
- Planning for Goal Achievement
- Organizing Work, Relationships and Teams
- Staffing, Training and Appraising Human Resources
- Leading and Motivating People
- Controlling to Improve Results

**Course 3 – BUSINESS CONCEPTS FOR MANAGERS**
- The Business Environment
- The Role of Economics in Business
- Basic Concepts of Information Technology
- Managing Accounting and Financial Information

**Cost:** $79 per course / $99 per leader guide

For more on Foundations of Management, go to the Education tab at www.nma1.org!
New Benefits Available for NMA Members!

NMA members have access to exclusive savings on our endorsed programs. The savings that people enjoy can more than cover their annual national (and often local) membership dues. Through NMA, members are treated to special, competitive offers, dedicated customer-service teams, and individualized treatments in order to offer you multiple opportunities to save money via your Association membership.

To view a list of your member benefits and access links for all of them, go to www.nma1.org.
Become a

Leadership Speech Contest Donor!

Support Our Most Popular Youth Program

You may now support the NMA Speech Contest at one of several different levels! Become a donor and receive a beautifully embossed certificate, framed in a goldtone-trimmed plaque, prepared especially for you! In addition, you will be recognized in NMA Breaktime as well as during our Annual Conference National Speech Contest Finals! Individual Members and chapters earn points on the monthly R-1 report too!

You, too, may receive one of these beautifully framed certificates!

Select Your Donation Level Today!

Bronze Level - $25 Donation
Silver Level - $50 Donation
Gold Level - $100 Donation
Platinum Level - $250 Donation
Diamond Level - $500 Donation

To make a donation, contact an NMA staff member by calling 937-294-0421 or go to www.nma1.org and click on “Become a Speech Contest Donor”. You may pay by credit card or request an invoice in order to pay by check/money order.

Remember: Donations to the NMA Educational Foundation, Inc., (a 501-c-3 organization) and its Speech Contest are tax deductible. Your chapter will also receive 5 points for each $75 contribution received by a chapter member!

NMA…THE Leadership Development Organization
Tax Time is April 15!!

Deduction Available for NMA Dues!

If you itemize on your tax return (Schedule A) you may deduct costs for dues to professional organizations. They are unreimbursed employee business expenses; however, the NMA deduction plus other deductions have to be at least 2% of your adjusted gross income.

Visit our website today and register for one of our Leadership Development Conferences. Information and registration information for our 2014 Annual Conference will be on the website soon!

www.nma1.org
Countdown to ...

Florida Spaceport Leadership Association

Kennedy Space Center, Florida

Scheduled Launch
February 18, 2014
with a crew of 255 already on board!

Congratulations to the NEW Chapter 830!!!!

MEMBER EMAIL ADDRESSES!

Know members of your chapter who would like to receive updates from NMA on a regular basis?? If so, please have them (or you) send us their email address and we will gladly update our database to include them! Email to: sue@nma1.org, robin@nma1.org, or kim@nma1.org. Be sure and include their name and chapter number OR, if you don’t know the chapter number, the chapter name and city and state.

We want to touch as many members as we can because we have lots of new and exciting offerings coming your way in 2014!!
Join Sue and Kim for the first of this type of R1 webinar. You will learn all the changes and enhancements to the 2014-2015 R1 effective July 1, 2014. In addition, find out some additional ways you can earn points for your chapter to achieve one or all three levels of Chapter Awards. This class is limited to 25 connections. It will be done VOIP so if you want your entire leadership team to take part in this useful webinar, get everyone together in a conference room and plan to attend. We plan to record this session, so if you are unable to participate, it will be made available on our website after the class. We will be sending an invitation to all chapters by February 15...so watch for your invitation.
2014 Membership Campaign!

NMA 2014 Membership Campaign
This campaign is designed to reward your chapter and your top recruiter!

Select a Sale Month for Reduced Registration Fee

- Chapters may select a “SALE” month (of your choice) during 2014 in which the national New Member $20 Registration Fee will be reduced to $10 per new member. Just indicate "sale month" on your regular membership reporting form.

Win a Free 2015 Conference Registration for Your Chapter

- Also, the chapter reporting the highest % of net growth for the year (2014) will receive a free 2015 Annual Conference registration valued over $800 (to be issued/used at the chapter’s discretion).

Three Opportunities for Your Recruiters to Win:

- The top recruiters from the two chapters reporting the highest % of new member growth for the first 6 months of 2014 will each receive a $100 VISA Gift Card.
- The top recruiters from the two chapters doing the same for the second half of 2014 (July - December) will also earn a $100 VISA Gift Card.
- The ONE top recruiter for ALL of 2014 (from the chapter with the highest % of net membership growth) will receive an additional VISA Gift Card for $400!

Campaign Rules!

- To track your recruiters’ success, when you complete your regular Membership Worksheet, the tab at the bottom will take you to the second worksheet where you will be able to submit the names of your recruiters.
- The starting point for calculating the percentage of net growth is based on the chapter membership figures reported and on file at NMA as of 1-1-14 and 7-1-14.
- "New members” are those paying the $20 New Member Registration Fee and/or a $10 New Member Registration Fee (during your SALE month).
- All forms and fees must be received at NMA by the end of the appropriate contest periods (June 30th and December 31st respectively).