



# NMA Individual Member News

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*L. Cay Robertson*  
2006 NMA  
Chairman of the Board

## *Individual Member Elected 2006 Chairman of the Board*

Cay Robertson from Tampa Electric Company in Tampa, Florida, was unanimously elected 2006 Chairman of the Board at NMA's 2005 National Conference held on October 1-3 in Reno, Nevada.

A member of NMA since 1989, She was initially elected to our NMA Board of Directors in 1994. Prior to becoming Chairman of the Board, she served in various positions on NMA's Executive Board including Recognition Chairman, Southeast Area Chairman, NMA National Vice Chairman, NMA National Treasurer, and NMA National Secretary.

Cay was recently promoted to Manager, Business Computing Services at Tampa Electric. She resides in Tampa with her husband, Jim, and their two sons, Danny and Garrett.

If you have any articles or information that would be of interest to individual members, please contact:

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## *Are You Committed to Your Challenge?*

Today's leaders must demonstrate their commitment to the values that they hold by setting good examples. The fact is, this is how leaders earn and sustain their own credibility over the long haul. Setting an example is simply doing what we say we will do. It begins with the clarification of personal values and an appreciation of our constituent's values. As leaders we need to unify our constituents around our shared values. Shared values focus people's energies and commitments, and they result in more positive work attitudes and a much higher level of performance.

Our one true test of our credibility as leaders is what we as leaders pay attention to and what we do. We are measured by the consistency of our words, our deeds and our actions. So you see, leadership is a performing art. The collection of our measure of performance includes how we spend our time, how we react to critical incidents, the stories we tell, the questions we ask, the language and symbols we choose, the measures we use and the design of our physical space. Again I ask... are you committed to your challenge?



*Wendell M. Pichon, CM*  
2005 Chairman of the  
Board  
Lockheed Martin  
Leadership Association  
Fort Worth, Texas

Every passing day is one that is gone forever. Make sure it is one in which you have done something for others, especially those who cannot do for themselves.

*New! Professional Development NMA LiveOnline at <http://nma1.org>!*



# NEW NMA Leadership Model!

*From the NMA President!*

## *Why Do We Have a Leadership Model... and Who Cares?*

*Steve Bailey, CM  
NMA President  
Dayton, Ohio*

Clothing designers use live models... humans who walk the runway to display the latest in fashion and showcase the talents of the designer. Engineers build models to create a three-dimensional representation of their latest buildings or other projects. NMA and virtually every Fortune 100 company have a leadership model. Why? Because most of us are visual learners and we tend to remember that which we can "see".

Our model was developed with the input of a broad cross-section of our affiliated organizations as well as non-affiliated businesses. The advantage of a model is that you can look at it and begin to see how it can be aligned and integrated throughout the organization. A model is not a process; rather, it visually sets or depicts standards. In our case, we are promoting the NMA Leadership Model as establishing behavioral expectations for leaders at all levels - in your place of business as well as within our NMA chapters.

The 2006 NMA theme is "Developing The Leader in You". The core competencies for you to become a leader are contained within these four circles... you know how to set direction, mobilize others, and engender organizational capabilities, and do so while demonstrating the personal characteristics (and character) of a leader.

You'll be seeing a lot of this model in 2006... by design. Leadership traits must mirror and keep pace with the strategic challenges of your business. This is where our chapters fit in. Their assignment? To sit down with their executive management, human resources people, and chapter leaders and ask, "How can our chapter set an agenda of activities and programs that addresses the four areas of leadership development within these four circles?"

An understanding of what we're trying to do... and a truly collaborative effort... will ultimately link all of your business/organization's leadership development efforts to organizational outcomes. That is the ultimate goal... and that's why the NMA Leadership Model is out there, front and center, in 2006. History will not reward us for developing the Model. History will reward us only for driving it all the way through our chapters and our parent companies and helping instill the appropriate leadership competencies in our leaders.

## The NMA Leadership Model



*Steve Bailey, CM  
NMA President  
Dayton, OH*



## *Southern California Area Council (SCAC) Presents Lifetime Membership to Individual Member*

*Karen Jeffries  
Boeing Anaheim Leadership Association  
Anaheim, California*

At the December meeting of the Southern California Area Council (SCAC), NMA presented Avis French with a Life Retired Membership certificate and gold membership card. Avis' association with NMA and SCAC began in 1985 when she joined the Burroughs Professional Association (BPA); the chapter was later renamed Unipro when Burroughs and Sperry merged to become Unisys.

Avis served the chapter in many officer roles. As coordinator of the American Enterprise Speech Contest when that program began, she saw several chapter contestants go on to win at upper levels of the event, including winning the national competition in 1994. She was known as "Mother Avis" for her mentoring of chapter members. She served as chapter newsletter editor, and the chapter won several NMA Publication Awards. The newsletter also was recognized as Outstanding by the Orange County Chapter of the Society of Technical Communicators (STC). Avis took all of the first line supervisor courses and the advanced management courses. She then used her knowledge to facilitate project management 10-week courses and advanced management 7-week courses. In 1988, the chapter recognized Avis as Member of the Year and in 1991 as Manager of the Year.

At the same time as her chapter activities, Avis was also active in SCAC programs. She served as Secretary for several years, was instrumental in the success of the American Enterprise Speech Contest, and helped with other SCAC programs. She also served as council newsletter editor, and the newsletter again won several NMA Publication Awards. In 1992, the council recognized Avis as Member of the Year.

Avis has actively participated in programs for the Pacific South Area. At the Leadership Development Conferences, she staffed registration and helped with the American Enterprise Speech Contest. She presented workshops on Secretary, Awards, American Enterprise, Speech Contest, and Newsletters.

Avis is well known in Dayton and throughout the NMA for staffing registration at national conferences, helping with silent auctions, and participating in contest activities. In 1994, NMA honored Avis as the National Member of the Year.

In 1997, her NMA chapter disassociated with NMA and Avis stayed in NMA as an Individual Member. Since then, she has maintained all her activities in SCAC, in the Area, and in Dayton. She retired from Unisys at the end of 2001. In presenting the award, the NMA staff said "Avis certainly qualified as a Life Retired Member." Pete Kurzhals, SCAC President, thanked Avis for "all her efforts on behalf of SCAC in the past 20 years", and we all hope she will continue to be active in the council and in the NMA.



Dr. Pete Kurzhals, SCAC President, presents Avis with her Life Retired Membership Certificate



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One of the secrets of life is to make  
stepping stones out of stumbling  
blocks.  
--Jack Penn

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## *Opportunities Are Knocking!*

Would you like to get more value out of your individual membership in NMA? Are you familiar with NMA Chapters and Councils in your area? If you are interested, we would like to be a resource for you so you will get the most out of your membership. Just let us know that you are interested. We will provide you with the opportunity to make a connection with chapters and/or councils in your area. Many areas across the USA have community chapters and/or councils that have open membership for individual members. Many other chapters offer individual members the opportunity to attend seminars, meetings, etc. that are part of their programs. There are lots of NMA activities going on and we would like for you to become involved. If you are interested, email us at [nma@nma1.org](mailto:nma@nma1.org) or snail mail your request to NMA, 2210 Arbor Blvd., Dayton OH 45439-1580. We look forward to hearing from you!

## *WHO SAID IT?*

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|--|-------------------------|
| 1. Always do right. This will gratify some people and astonish the rest.       | A. Golda Meir           |
| 2. Courage is very important. Like a muscle, it's strengthened by use.         | B. Muhammad Ali         |
| 3. The man who has no imagination has no wings.                                | C. Norman Vincent Peale |
| 4. Getting people to like you is simply the other side of liking other people. | D. Mark Twain           |
| 5. You can't shake hands with a clenched fist.                                 | E. Ruth Gordon          |