As I set out to recap our West Leadership Development Conference in Spokane, WA, and our East LDC in Columbus, OH, rather than give you just my own glowing reviews, I thought it might be fun to look at the electronic post-meeting surveys and share some attendee input.

I have to start with one of the funniest ones. In answer to the question, “What was the most important thing you learned at the LDC?”, one of our Columbus guests wrote, “That I really stink at social media and need more practice!”

Besides providing a good chuckle, this reply really speaks to one of the unexpected outcomes of both meetings – that everyone wants to get better (personally) at using social media (and such networking services as Twitter, Instagram, etc.) and chapter leaders are really, really interested in learning how to use ALL forms of social media to “get the word out” about chapter membership, events, community service projects, etc.

Only “one day in”, in Spokane, and suddenly a large percentage of attendees started Tweeting. In the blink of an eye, #IamNMA was everywhere! Talk about “getting with the program!” At the risk of leaving someone out, allow me to give a shout-out to Jennifer Boone, Tanaya Lanning, Peter Burns, Nancy Bennett, Candi Creel, and Laura Spamer for jumping on their devices immediately – and within seconds Twitter Fever spread like wildfire!

Because of the enthusiasm shown in Spokane, we made a last minute addition to the East LDC and Heather Brazee and Arianne Overholtz (left) from The Blues, in Lansing, MI, conducted a Social Media and Communications Workshop in Columbus. It was a hit – so look for more attention to this subject at the Annual Conference in Reno.

Ok, so what else do we find in the surveys? Here’s a sampling:

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.  

Albert Schweitzer
2015 LDCs—What Our Attendees Had to Say (Cont’d)

“I enjoyed seeing the BIG picture about NMA. We have ALL these resources and friends to help and aid us with our chapter’s mission!!!!”

“Sharing knowledge and best practices is a beautiful thing!”

“All chapters have their hurdles to jump, but we also have something in common and can learn from one another”.

“Thanks. I have a better understanding of what NMA can bring to government”.

“After being a member for more than 20 years, it was good to see the structure and personnel behind this organization. It now has more meaning.”

“I was able to pick up on new approaches to the things we were doing in our chapter.”

“Now I know how to state our chapter’s value proposition in different ways.”

“I came back with a lot of ideas on professional development that will be cheap and easy for our chapter to put on”.

“It was inspiring…”

“I learned that the NMA cares a lot about its members and their progress as leaders.” (Ed. Note: Thank you, East LDC attendee!)

“I have three pages of notes and I write small. Where do I start? “

“There’s not much we can add to what you, as chapter leaders, said in your evaluations. But we can report that it was the ATTENDEES who made our 2015 LDCs a success. They were imbued with energy, enthusiasm, drive, and determination. A total of 12 Speech Contest semi-finalists joined us as well, and once again proved the merits of this special youth program. Four of them now advance to the Finals in Reno.

Our thanks to our hosts, our presenters, and everyone who had a hand in two highly successful gatherings. I don’t know if NMA owns the patent or not, but our conference attendees surely know how to make learning fun, as well. Smiles were everywhere! Two great LDC’s, two engaged audiences, and 100+ chapter leaders all home now, ready to make “NMA – THE PLACE to Be!”
Congratulations, Heather Brazee!  
2015 Member of the Year! 

Heather Brazee is an Instructional Technology Specialist at Blue Cross Blue Shield of Michigan in Lansing, MI. At “The Blues” chapter, Heather serves as VP of Communications. She approaches both positions with the spirit of inclusion – creating an environment and connection through technology and communication to achieve greater goals.

Members of The Blues Chapter work from multiple locations which presents a challenge with subsidiaries not always able to access the company’s internal web communications system. Heather immediately understood the challenge and began seeking solutions. After a year’s worth of work, she was able to create an outward-facing website accessible to the chapter’s entire membership. Furthermore, it was developed in a format that is user-friendly to contributing writers.

Heather is also responsible for the chapter’s monthly newsletter. She continually reaches out to others for input and member spotlight information. With her strong graphic design skills, the publication is pleasantly readable and was recently merged to a web environment as well.

Heather leads the charge in terms of social media endeavors on Facebook, Twitter, and LinkedIn, posting article teasers, pictures from events, and inspirational leadership quotes. She lends her talents to events promotions with attractive promotional materials which have undoubtedly contributed to increased awareness of and attendance at chapter events.

Additionally, she automated the application process for the subsidiary members. Now, new members from outside the main organization can quickly and easily complete the membership application, and their membership information is deposited into a usable database.

Heather Brazee’s “energy and dedication” are recognized by her colleagues as being instrumental in the chapter’s renewal and its ability to attract new members.
Annual Conference Preview
About Our 2015 Executive of the Year!

Orlando P. Carvalho
Executive Vice President, Lockheed Martin Aeronautics
NMA 2015 Executive of the Year

Orlando Carvalho is Executive Vice President of Lockheed Martin’s Aeronautics business area and an officer of Lockheed Martin Corporation. Aeronautics is a 25,000-employee enterprise that generated $14.9 billion in sales in 2014. He was appointed to this position by Lockheed Martin’s Board of Directors in March 2013.

In his 35 years with Lockheed Martin, Mr. Carvalho has held several integral leadership positions, including Executive Vice President and General Manager of the F-35 Lightning II Joint Strike Fighter program. In this role, he led the System Development and Demonstration program, aircraft production, flight testing and global sustainment of the three F-35 variants for the United States, eight partner countries and three foreign military sales customers.

Previously, he served as Vice President and Deputy for the F-35 Lightning II Joint Strike Fighter program; President of Lockheed Martin Mission Systems & Sensors; and General Manager and Vice President of Surface-Sea Based Ballistic Missile Defense Systems. He is credited with establishing and building the Spanish Navy’s F-100 Combat System program – Lockheed Martin’s first significant entry into the European naval combat system market.

Mr. Carvalho serves on the Board of Directors for the Smithsonian National Air and Space Museum and on the Board of Advisors for the University of Maryland Robert H. Smith School of Business. He is an Associate Fellow of the American Institute of Aeronautics and Astronautics.

Born in Vineland, New Jersey, Mr. Carvalho earned his Bachelor of Science degree in mathematics from Fairfield University and his Master of Business Administration degree from the University of Maryland. In 1980, he joined the Aerospace Sector of the RCA Corporation, which ultimately became part of the Lockheed Martin Corporation in 1995.

CONGRATULATIONS MR. CARVALHO!
NMA Hall of Fame recognizes business and community leaders who have positively impacted the professions of management and leadership through their writings, managerial and leadership styles, and contributions to growing others. Sal Acosta is superbly qualified to join this collection of innovative and talented women and men. Born a minority during a time of incredible prejudice, and orphaned at a young age during The Depression and World War II, he learned that the only way to survive and thrive is through hard work, innovation, positivity, and taking leadership of one’s own life.

Mr. Acosta’s HVAC (Heating, Ventilation, and Air Conditioning) career began at a small company where unethical practices ran rampant (lack of respect for customers and employees, overall unfair and dishonest business practices, etc.). He tried for years to bring the company to a professional and ethical state, but was fought at every turn by the vice president. As the problems grew, Mr. Acosta knew that he needed to leave and in the late 1960s, decided to risk his life savings to start his own company out of the garage of his San Jose, CA, home. He toiled long nights and weekends, in order to support his family. Never one to give up, he knew hard work would win the day; in fact, he never advertised his business for he never wanted to “steal” (in his own words) from his previous employer. Soon, orders were coming faster than his garage could hold and he began renting warehouses in San Jose, CA, to meet demands. By 1996, he began to purchase his own and then expand them.

His now multi-million dollar company not only employs more than 50 individuals at any given time, but also provides top-of-the-line healthcare and union benefits, which is not an industry requirement. He has also made sure to only use the most health-conscious and safe materials for all manufacturing processes in order to ensure the utmost safety for his workers. When he needed new machines that were safer for employees, he invented them himself when the need arose. Examples abound as to how Sal Acosta always puts his employees first.

Sal joined the Santa Clara Valley Leadership Association (then known as “the Foremen’s Club) in the early 1950’s and he is still a strong supporter of what is now NMA. Constantly encouraging and visibly coaching chapter members and leaders, he truly lives the life of “servant leader”.

At age 80, he is still the first one on the job and the last to leave. Sal knows every employee by name and is always willing to step in and help a worker or assist a customer standing in line. His fleet of trucks bear his life-long motto, brightly painted on the side ... “Yes we can!”

**CONGRATULATIONS MR. ACOSTA!**

**“I am personally convinced that one person can be a change catalyst, a “transformer” in any situation, any organization. Such an individual is yeast that can leaven an entire loaf. It requires vision, initiative, patience, respect, persistence, courage, and faith to be a transforming leader.”**

—Stephen R. Covey
Annual Conference Preview
2015 NMA Shorey Silent Auction

YOUR BIG OPPORTUNITY TO SUPPORT THE NMA LEADERSHIP SPEECH CONTEST!

WHAT IS THE SILENT AUCTION?

The Silent Auction is a great event, held in conjunction with the Annual Conference and designed to raise funds to help NMA continue to hold the Leadership Speech Contest. This will be the 14th year for the Auction and those who have previously participated know that this is an exciting and entertaining event! For three days, attendees mingle and network with others while checking out the various items available for bid — strategically targeting those “must win” items over the course of the conference so when that final bell rings, they win (and the Speech Contest wins!). Last year, thanks to the generosity of both our donors and our bidders the Auction proceeds totaled over $6,000 — singularly covering about 25% of the annual cost of the Speech Contest. With your participation this year, we would love to substantially increase the contribution the Auction makes! See page 17 of this publication for contest details.

NMA’s first Silent Auction was conducted by a group of NMA volunteers at our 2002 Annual Conference held in San Francisco, and brought the Speech Contest $5,235.50!!! The auction is dedicated to the memory of two very special people, Dot and Forrest Shorey, who were stalwart volunteers of the International Management Council (IMC), an organization that subsequently merged with NMA in 2004. Dot, who had a vision that would strengthen the purpose and programs of IMC by raising funds (and having a little fun along the way!), championed the original IMC Silent Auction in 1992 in honor of her husband, Forrest. Forrest served the IMC in many capacities, most notably as National President of IMC. Supporting Forrest efforts to champion outstanding programs involving the development of youth, Dot was a visionary and an energetic team player — serving in a broad range of positions in her 35 years as an IMC member. She was a remarkable person and a dear friend to all who knew her — and attended 22 consecutive IMC National Conferences. Her daughters, Barbe Herrholz and Cindy Racic, have continued her legacy and supported this effort since its inception.

The 2015 NMA Shorey Silent Auction will continue to carry on the original intent initiated by Dot with all the proceeds used to support activities involving youth... specifically the NMA Speech Contest!
HOW CAN YOU PARTICIPATE?

There are two ways that NMA members, chapters, and sponsoring companies can participate in the fun and philanthropy of the NMA Auction:

• Bid early – and often – on the auction items up for bid at the Annual Conference, and

• Donate items, as well as solicit donations from other companies and/or organizations. It just isn’t much of an auction without items to bid on! Item donations are tax deductible as the funds raised by the Auction accrue to the NMA Educational Foundation, a 501(c)3 organization. It’s a great opportunity for companies – or suppliers to chapter or company – to get their products and brand great marketing exposure to a wide audience of consumers. We’ll also highlight their donations in our Conference materials, and (did we mention?) the donations are tax-deductible.

The idea is to have a wide diversity of items... and things that appeal to a variety of tastes and pocketbooks. We suggest a minimum value of $25. Keep in mind that items should be relatively portable, since Conference attendees will have to carry them back home in a suitcase or carry-on. If you cannot think of anything to donate, rest assured that monetary donations are always welcome and contribute greatly to the overall success of our Auction. REMEMBER, ALL CONTRIBUTIONS ARE TAX-DEDUCTIBLE!

In order to do some planning for space and materials needed for the Auction room, we would love to hear from you soon. If you are considering making an auction donation, please contact Cathy Longo (clongo@bcbsm.com) or Robin Furlong (robin@nma1.org) to let them know that you will be shipping items or bringing items to the conference. MONETARY CONTRIBUTIONS should be made payable to NMA Educational Foundation and sent to Headquarters in Dayton, and be clearly marked that the funds are for the 2015 Silent Auction.

Thank you so much for your consideration.

We look forward to seeing everyone in Reno!
And the Winner Is …

Avis French / 1995 NMA Member of the Year / NMA Associate Director

Isobel Tweedt, a sophomore from Foothill High School presenting Leadership for Dummies and Winston Churchill, was declared the winner of the 27th annual NMA Leadership Speech Contest for high school students sponsored by the Boeing Leadership Association of Southern California (BLASC) of NMA. Placing second was Raj Gambhir, a sophomore from Aliso Niguel High School. In third place was Miriam El Hasan, a senior, also from Aliso Niguel High School.

Other students entered in the competition were:

- Tiffany Arman, Aliso Niguel High School
- Evette Jahangiri, Aliso Niguel High School
- August Gweon, Canyon High School
- Yeo Jean Song, Orange County School of the Arts
- Chase Gray, Whittier Christian High School
- Josaphine Luu, Wilson High School
- Logan Nantais, Wilson High School
- Raj Mahtani, Wilson High School
- Sophia Beshoff, Wilson High School

Serving as judges were members of Toastmasters International Founders District Judges Bureau and Boeing employees:

- Avis French, Chief Judge Toastmaster Competent Communicator, Competent Leader NMA Associate Director
- Elayne Bendel Boeing retiree
- Jim Gonzalez Boeing retiree
- Holly Killian Law school alumni, works in the Boeing Contracts department, 2015 BLASC Vice President Special Events
- Kelly Kim Boeing Senior Manager, responsible for production of two commercial services that provide fuel efficiencies to the Airlines, 2015 BLASC Vice President Budgets & Procurements
- Seanna Kim Portfolio manager at BlackRock Asset Management Company
- Sheryl Sizelove Engineering Director for Global Engineering, Operations & Integration for Boeing Defense Systems
- Judie Vullo Boeing Engineering Support Specialist, 2015 BLASC President, Toastmaster Competent Communicator, Competent Leader

Leading the contest was Contest Director/Coordinator Daniela Nau, Vice President Community Services, BLASC. Assisting Daniela were members of BLASC and/or the Southern California Area Council (SCAC) of NMA:

- Denee Martel Master of Ceremonies
- Steve Stakley, Donald Rising Timers
- Dave Andersen Judge Ballot Counter
- Joe Morano Photographer
- Glenn Button Student Briefing, Hospitality
- Felie Beaty, Lenny Rodriguez Student Escorts
For over 25 years, with continued support from members and chapters along with corporate donors, the NMA Leadership Speech Contest for high school students has been a premier youth and community program for NMA...The Leadership Development Organization. The National Association of Secondary School Principals (NASSP) has placed this program on the NASSP national advisory list of student contests and activities.

The NMA Leadership Speech contest is based on four levels of competition and is aligned with the NMA’s two geographic regions - East (contestants compete at the East Leadership Development Conference (LDC)) and West (contestants compete at the West LDC). The contestant’s speech is to relate to Leadership. Speeches at all levels shall have Leadership as its main theme to be considered eligible for competition. Non-leadership issues such as social, medical, environmental, political etc. shall not be primary subjects unless integrated into how leadership plays a role. Each contestant shall research, write and deliver his/her own speech. Advice and coaching is allowed and changes may be made to the speech at any time prior to the contest regardless of level.

Family members, friends, educators, and NMA members looked on proudly as the students presented their interpretations of the meaning of Leadership. All in all, everyone agreed that the contest was “well done.”

And the Winner Is … (Cont’d)
Avis French / 1995 NMA Member of the Year / NMA Associate Director

2015 Cape Canaveral Air Force Station Beach Clean-Up
Elizabeth Thomas / Chapter President and NMA Associate Director
Lockheed Martin SSC Leadership Association #546 / Cape Canaveral, FL

Each year, Florida’s beaches collect tons of trash from tourists, locals and the many commercial businesses that rely on the ocean economy. On April 23rd, 15 Lockheed Martin employees dedicated their personal time to patrolling the Cape Canaveral Air Force Station shores and making a difference by joining with sailors, soldiers and civilians from all over the base in the 2015 Cape Cleanup Beach Bash to collect trash from CCAFS’s shores.

The semi-annual affair is a 45th SW Environmental group-sponsored event and included 87 volunteers from all over the Air Station. Always concerned about safety, the CCAFS Environmental group provided gloves, tools and bottled water to everyone who showed up and collected the gathered trash for disposal afterwards.

Approximately 6 tons of trash and debris was removed from the beach (~3 dumpsters full) which brings the running total since 2008 to 142 tons of trash removed. Imagine what the beach would look like without these cleanups!

The effort was both rewarding and telling about man’s impact to the environment. Despite the infrequent use these beaches get, the Lockheed Martin team collected several bags of trash with items ranging from discarded fishing gear to cups, bottles and other plastic items. Unfortunately, the same soothing waves that carry driftwood and seaweed ashore also carry overboard items from ships and other sources to our beautiful shorelines here on CCAFS. Trash is mistaken as food by sea turtles and other marine life which ultimately can lead to their death.
A recent e-mail exchange among chapter leaders and members of our Port of Seattle Chapter caught my eye – both for the “cause” (volunteering to feed families at a local Ronald McDonald House) and for the manner in which chapter members were reminded of the importance of this activity. I’m sharing the email from the chapter president and the pictures, to remind us of the value of serving others AND the importance of always sharing the chapter’s good works with all your members and encouraging them to step up and get involved. I trust you will enjoy this as much as I.

Good morning NMA!

Hopefully you’ve all seen Steph’s email (Editor’s Note: Stephanie Warren, Community Service Chair), but did you know that our Port of Seattle Chapter of NMA…the Leadership Development Organization, coordinates this event annually? Did you know that we are able to support this event through your generous participation in the raffles at our dinners? When you buy a raffle ticket at an NMA dinner you are buying more than a chance at a 50/50 pot or a chance to win a cool book on Leadership or some other prize. You are investing in a wholesome night of heartwarming goodness and feeding a family at a Ronald McDonald House.

Highlights of this year’s night included: meeting and singing an impromptu ‘Happy Birthday’ song to little girl who is a patient and who was celebrating her 6th birthday and watching the tears well up in her Mother’s eyes when she saw the huge smile on her daughter’s face; meeting a 20-month-old little girl who had just successfully received a liver transplant and getting to see the relief and joy in her parent’s faces because their baby girl was doing so well; and finally, having a rock star Kitchen Supervisor, Deanna Dickson, who is a fulltime Microsoft employee during the day and a Ronald McDonald House volunteer by night.

This year’s event was coordinated by our Community Services Chairperson, Steph Warren, and she did an AWESOME job of pulling it all together! Thanks to Steph’s careful management of this program, we fed 85 people for less than $2.50 per person. Please give her an extra thank you for being a good steward of this program and making the most impact possible with the resources available.

Also give a GIGANTIC thank you to our volunteers for the evening (Michelle Carioto, Pat Carioto, Jeremy Barker, Steph Warren, Sherry Weiss, Remy Alvarez, Kathleen Moriarty, Rod Covey, and Rick Wright) because these wonderful, compassionate, service oriented people gave up their Sunday evening to make food for families who are going through what is very likely, the most difficult time of their lives. Finally, if you’ve ever bought a raffle ticket at a dinner event, give yourself a BIG pat on the back because without you, this program would not be possible.

I feel grateful to be a member of an Association like NMA that makes community service a priority and that our employer, the Port of Seattle, makes these opportunities possible through our Total Rewards philosophy. I hope that you will consider joining us at next year’s event.

With gratitude,

Tanaya

Tanaya M. Lanning
Chapter President
National Associate Director
NMA – Port of Seattle Chapter
I feel so honored to say I am Lockheed Martin’s Team Captain for Cobb County Relay for Life. We really represented Lockheed Martin this year. It takes the true meaning of Team to make such an event come together and I can say – Lockheed Martin has a Great Team! We came together to celebrate cancer survivors, remember those lost, and fight back against a disease that has taken so much from each of us. Our team of 44 strong helped in the fight by raising $10,000 which was double our goal.

This year the American Cancer Society had a few friendly challenges. Out of 10 awards our Team came home with bragging rights on 4: Best Dressed Campsite, Most Successful Carnival Game, Best Delivery of ACS Mission and Oldest Relay T-shirt onsite. The team was awesome, the weather was perfect, all the awards were icing on the cake! But the best reward is to know you made a difference in someone’s life.

Relay can mean many different things to people. For some, it is a great place to fellowship and celebrate. For others, it is about the carnival and fun. But for many others, it is a time to reflect on the loves ones they have lost. The sad but good thing is, there is always someone there who knows what you are going through or have been through, which helps in the healing process. This brings me to a story that one of our Team members shared from the survivor kickoff lap. As she was finishing the survivor lap, she saw a young boy red eyed, just standing there watching the survivors with tears falling down his cheeks. Her heart was so taken by it, that she went up to him and took him in her arms and held him while he let go of his emotions. She invited him to walk with her and other LM survivors. You see, 14 year-old Jack is a survivor; having been diagnosed with Leukemia at the young age of one. Although Jack was there with friends, he felt alone. She was so glad that they were there to love on him and share many relay celebration laps with him; in the end he found out he was not alone.
David Williams is a financial analyst for the Engineering and Technical Operations of Lockheed Martin in Fort Worth, Texas, and NMA’s 2000 National Member of the Year, was recently honored by Junior Achievement with the 2015 Inspiring the Future Award for his ongoing dedication and support to the organization.

For more than 25 years, David has been a strong advocate for the mission of Junior Achievement and has demonstrated great enthusiasm for the organization’s programs. His involvement included volunteering in school classrooms, orchestrating the annual Bowl-a-thon, and coordinating classroom volunteers from Lockheed Martin. On April 23, he received the award at the Junior Achievement Inspire Event held at the Fort Worth Zoo.

Junior Achievement is a nonprofit organization that inspires and prepares young people to succeed in a global economy. It’s volunteer-delivered, kindergarten-12th grade programs foster work-readiness, entrepreneurship and financial literacy skills, and use experiential learning to inspire students to dream big and reach their potential. With help from volunteers, like those from Lockheed Martin, students develop the skills they need to experience the realities and opportunities of work and entrepreneurship in the 21st-century global marketplace.

David Williams and J.D. McFarlan, Vice President of F-35 Test and Verification and Junior Achievement Board Member, are proud to support Junior Achievement.

Pictured left to right: Junior Achievement Board Member Hadley Woerner, Lockheed Martin representative David Williams, President of Junior Achievement of the Chisholm Trail Randal Mays and Junior Achievement Board Member Jeff Schmeltekopf.
SCAC Members Participate in West LDC
Avis French / 1995 NMA Member of the Year / NMA Associate Director

In late April, the president from the Southern California Area Council (SCAC) and presidents from the council’s member chapters, BLASC, the Harbor-UCLA Medical Center chapter, and the City of Orange Leader Development Association, traveled to Spokane, Washington to attend the NMA Leadership Development Conference (West LDC). Between the workshops, networking, the Speech Contest and several training sessions, the leadership teams kept very busy.

In-depth sessions focused on how leaders and members in NMA could effectively use existing and new processes to better engage and serve NMA members. Furthermore, the West LDC offered refreshing new perspectives, meaningful feedback, personalized learning, and opportunities for NMA leaders to work as a team. Conference attendees left with improved leadership abilities, and greater knowledge about the methods needed to make positive change happen in their chapters. Due to the West LDC, NMA leaders are better prepared to operate their local councils and chapters, and improve engagement with members, industry and the community. Steve Stakley said “In my role as SCAC president, and BLASC VP of programs and as someone who has attended previous West LDC, I was pleased to see that leadership continued to evolve as attendees tackled some of the important organizational issues through workshops, networking, the Speech Contest and various training sessions.” Steve and Judie Vullo, BLASC President, conducted the Programs workshop at the conference. Both of these presents have considerable experience in this area.

The sessions were extremely well received with high levels of energy that lasted throughout the entire conference. There was a lot of information exchanged...from planning through execution. Scribes at each of the table took pages of notes on best practices which will be shared via the NMA website for chapter officers and all members. Judie Vullo, President of BLASC, said “I am proud to say that the chapters are doing a lot of things “right” when it comes to serving their members. Let us take the inputs and suggestions from West LDC and bring them back to our chapters. I know our chapter plans to implement some of these new ideas.”

The City of Orange Leadership Development Association (LDA) was honored to be chosen by the national organization to make a presentation about Community and Youth Services at the West LDC. Aaron Schulze, the Chapter President, a first-time attendee at the West LDC, made the presentation on Saturday, April 25. He was able to highlight the many great community service activities in which LDA participates, including: Joanie’s Purse Project, Working Wardrobes, Thanksgiving baskets, blood drives, and its partnership with The Friendly Center. Because of the support that the chapter receives from the Orange City Council and the City’s Executive Team, the chapter is able to offer a wide range of...
professional development and community service activities for City. The conference attendees were impressed by the community engagement of the LDA membership and the passion that they show for helping others. Aaron said, “It was great to be able to network with officers from other chapters and learn from the great things that they are doing. The format of the LDC was very helpful, and the presentations were on relevant topics. After each presentation, we were able to meet in small groups and share ideas of what works in our chapter. These small group discussions were very helpful in learning from other chapters and getting real ideas that we can implement in our chapter.”

Lorena Toro was another SCAC chapter president attending the West LDC for the first time. “Serving as President of the Harbor-UCLA Medical Center Chapter of NMA, I deemed my attendance mandatory. Not knowing what to expect, I can tell you that my experience overall was AWESOME! I had an opportunity to meet and network with a group of people who share the same goals and face the same challenges. I learned techniques, tools and strategies to aid in my quest to take my chapter to the next level. Some of the takeaways include: becoming part of my organization’s onboarding process; Executive Advisors’ commitment will only come after their buy-in into what we do and how it benefits the organization; importance of chapter’s participation in CAR-1; provided insight as to the “bigger picture” of NMA – we have a lot of resources through our national network. I also had a chance to “hang out” with my SCAC team and got to know them better. This trip was rewarding in every aspect. I am “pumped up” and working on implementing that which I learned.”

When all is said and done, the SCAC team of presidents all benefited from attending the West LDC and they are all returning to their chapters with renewed information and energy.

Left to Right: Aaron Schulze (City of Orange LDA), Judie Vullo (BLASC), Steve Stakley (SCAC), Lorena Toro (Harbor-UCLA Medical Center).
The Junior Achievement “Sportspalooza” Bowl-a-thon, recently held at Cityview Lanes, was a tremendous success as we helped JA surpass their goal for the 2015 - 2016 school year. LM AERO and LMLA sponsored fifty-nine teams (296 bowlers) for this annual fundraiser. Together, we had great team spirit and raised $49,235.30.

Junior Achievement provided the fun for the annual Bowl-a-thon. Everyone bowled two games while competing in Sports Trivia and playing PLINKO for numerous prizes. Along with cheering for their teammates, many bowlers participated in the hula-hoop and push-up contests. Prizes for the events were donated from LM AERO and other local businesses.

It was a tough competition for the “Sportspalooza” Costume and Lane Contest as several of the costumes and decorations were very creative. The best costume contest went to the team members of Branyan’s Bumpers and Sippel’s Spares (Jennifer Maggard, Eric Branyan, Julian Gonzales, David Hill, Rachel Leonard, Courtney Willoughby, John Caroselli, Debra Verner, Amy Plaskota and Kellenie Lopez). The best lane decorations went to JD McFarlan team featuring Auburn Stadium. In addition, Charnice Williams won the F-35 model donated by LMLA. Obviously, everyone had a great time!

All of the donations received through this fundraiser help directly support Junior Achievement, a nonprofit organization committed to preparing kindergarten through high school students for the business world. The books and materials purchased from the donation go to various classrooms where business professional volunteers help the students learn the importance of staying in school. The program provides students the opportunity to develop the knowledge, skills, and attitudes to become productive citizens, workers, and leaders of tomorrow. Junior Achievement impacts thousands of students through educational programs that are focused on work readiness, financial literacy and entrepreneurship.

Special thanks to Ron Bessire, Tom Bradley, Joe LaMarca, Lorraine Martin, JD McFarlan, Rod McLean, Tom Simmons, Jean Wallace, LMLA and SHPE for sponsoring teams. Also, for everyone who donated their time and/or money to make this fundraiser a success, many thanks to you. Finally, we appreciate all of our outstanding bowlers/ fundraisers.

Your sponsorship and participation does make a difference for our children and our community.
Book Club roundtable discussions were a new addition to the WLA Professional Development offerings in 2014, and for those of us who have participated in them, we can happily report they have been a great success! With the final two roundtable discussions behind us, we take a moment to recap the proceedings with flash texts of what you would have heard if you had been present.

One of the last books discussed was Barbara Kellerman’s *Followership*, published in 2008 by the Harvard Business Press.

Todd Elliott commented, “I knew leaders needed to be able to see the direction they wanted to take a company, but according to Kellerman, followers many times get to the answers before a leader does. I found that intriguing.” Amy Holloway-Margiolas followed, “It’s the bits of information from a variety of sources that a leader uses to put together and see the bigger picture from there.” Jocelyn Murray noted, “I thought it was really on target when Kellerman stated early in the book that she was not trying to take away from any leadership style/structure but that flat leadership structures seemed to be more successful. I think it goes back to being able to stay connected with the diversity of thoughts from your followers if you, the leader, can stay connected/closer to them (from an organizational structure perspective).

David Rubin stated, “I liked this book. Other books are kind of formulaic. 10 steps to... or 5 ways to... But not Ms. Kellerman’s book. It goes deeper into the subject and lets you think for yourself.” Jocelyn Murray quickly responded, “It wasn’t formulaic, I agree. I did enjoy her breaking down the follower classification “types” by chapters and found myself thinking that one could be one type at one point and then another type at another point. It helps to define your priorities and your major influences. Though, thinking on it, I’m glad we’re not all the same types because if so, and we were all the diehards type, well, that would be something!” Todd Elliott agreed and said, “As Kellerman describes her follower classifications based on progressive engagement, from isolates to bystanders, to participants then activists and finally to diehards, I find myself floating through the various types, at different times!” Amy Holloway-Margiolas also agreed and said, “When it comes to my child, I’m definitely a diehard, but on other issues, I’m more an activist.” David Rubin agreed as well and reminded all of us, “Kellerman states that the importance of context is the key point in this book.”

Amy Holloway-Margiolas agreed and said “There’s a whole world of free available knowledge you can use without depending on a leader to provide all the information so followers can be leaders in place” and David Rubin agreed but cautioned, “but you need to have the wisdom to know what information to listen to or follow.”

Adriana Babiak-Vazquez agreed and summarized the book and discussion with the following: “I think Kellerman really drives home her point when she stresses that all leaders are followers at some point and all followers could be leaders. Followers, as Kellerman explains it, especially in today’s information age should take responsibility for saying “No” to bad leadership. I like that. There are no victims here. You don’t like the way your management, leadership, is handling things, you should go up to them and voice your concerns directly and hopefully give some helpful advice or information the leadership may be unaware of that can be of service. It’s not easy to lead, and having people just complain or mutter about things won’t help the matter. This is similar to what [our CEO] encourages us to do—to lead in place. I like what Kellerman had to say about that, as one of her key take-home messages.”
Thank You, Speech Contest Donors!

NMA wishes to thank those who have become new Speech Contest Donors since our last issue of Breaktime by making a tax-deductible contribution to the NMA Leadership Speech Contest. You, too, can help support this important NMA youth activity by becoming a “Speech Contest Donor.” The levels are:

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

NMA proudly presents its Leadership Speech Contest as one of the nation’s leading competitions among high school age students. Its primary purpose is to promote better understanding of leadership and reinforce the importance of leadership development all across the globe. The top prize is $4,000 cash!

The contest involves young men and women in grades nine through twelve. They research, write, and then deliver a speech based upon their interpretation of a variety of leadership topics. Topics such as leadership in the world, its application to the free enterprise system, and what leadership means to them personally are some examples of speech themes. In short, the students are limited only by their imagination and creativity.

Students report to us that participation in this contest increases their awareness and understanding of leadership competencies. It forces them to look at whether leaders are born...or made...or both! Their research teaches them about people and principles. The contest also provides an incentive for the development of communication skills – vital to those preparing to enter the workforce or continue their education. In communities across the country, the NMA Contest has become recognized as a unique and innovative program supporting our young people.

The financial rewards, at all levels of the competition, contribute to students’ furthering their education. NMA members take enormous pride in their program and herald the contest as one of NMA’s greatest contributions to understanding and promoting leadership development to a whole new generation.
Curious About Individual Memberships in NMA?

Steve Bailey, CM / NMA President

At our Leadership Development Conferences (LDCs) this spring, the question came up, “Can you explain the various types of membership that are open to people who are unable to join an NMA chapter?” As a reminder, here’s that answer:

Individual Members

NMA’s Individual Membership Program serves professionals who do not work for organizations that have a “Company Chapter” or who do not live close to a “Community Chapter”. Dues are $48/member per year, plus a one-time $20 Registration Fee (waived for anyone who has previously belonged to an NMA chapter). This category of membership comprises working women and men across a broad range of business and industry as well as professional speakers, seminar leaders, consultants, and academicians.

Individuals have full rights and privileges and may even serve on the NMA Board of Directors if interested. All regional and national educational programs, group discussion and self-study courses, workshops, webinars, affinity programs, and any other member benefits are open to Individual Members. They receive all association newsletters, discounts, access to certification programs, and social media communications and participation.

Spousal Members

Spousal Members are spouses or “significant others / partners” who reside at the same physical location of a current NMA member in good standing.

All member programs and benefits are available to Spousal Members. Dues are $25/year paid directly to NMA. Spousal members receive a 20% discount on conference registration fees when attending an NMA conference with their spouse, who is also a registered conference attendee and a current NMA member.

To join as an individual or spousal member, please visit: https://nma1.org/types-of-membership/

NMA wishes to publicly thank those chapters, councils, and individuals who volunteered and helped make our 2015 Leadership Development Development Conferences a big success!!

Need a Current Chapter Membership List?

Interested in receiving a list of your chapter membership currently on file at NMA? If so, please contact Robin Furlong at robin@nma1.org in order to receive a membership roster. We ask chapters to annually review the NMA roster and submit any changes. Current member information, especially email addresses, assures your members are receiving important NMA benefits and current announcements.
One of the most frequently asked questions received by the Institute of Certified Professional Managers (ICPM) is “What is the difference between the CM and PMP certification?” To address this question, ICPM turned to an authority who has attained both certifications, Kiran Dambala, NMA’s 2014 Chairman of the Board. Kiran uses aspects of both certifications in his everyday work and explains the differences in the blog article that follows. The link at the bottom of the blog allows you to download the comprehensive CM vs. PMP infographic.

**CM vs. PMP: Compare or Combine?**

Posted by Kiran Dambala

Many professionals approach certification by comparing and contrasting the differences between the Certified Manager (CM) and Project Management Professional (PMP) certifications; however, numerous benefits can be gained from acquiring both certifications. The CM and PMP certifications complement each other, and leaders in any industry, armed with skills validated by these two certifications, are well-positioned to excel in their careers.

**People or Processes**

The CM certification develops and validates *interpersonal skills* or those skills used to interact with and manage *people* (skills such as leading, communicating, listening, and problem solving), while the PMP certification validates *project management skills* or those skills used to manage *processes* with tools and templates (skills such as planning, scheduling, budgeting and evaluating). Both skill sets (people and process) overlap and are necessary in order to successfully accomplish organizational goals in an efficient and effective manner.

**Body of Knowledge**

The *body of knowledge* for both the CM and PMP certification share many similarities, but with a different focus. For example, in the area of resource management, PMPs need skills to ensure adequate resources are planned and secured for an organization to meet project objectives; whereas CMs need skills to manage and administer resources to meet organizational objectives. Similarly with teaming, PMPs need tools and templates to plan and monitor projects and key team performance parameters to measure progress, while CMs need the ability to form diverse teams to brainstorm best practices and make informed decisions to benefit the organization as a whole.

**Form and Function**

The scenario-based learning and testing methodology of both the CM and PMP certification enable leaders to hone their analytical and critical thinking skills. These skills directly apply to the workplace and enable leaders to respond quickly to challenging situations and unforeseen events.

In summary, both the CM and PMP certification offer significant value and validate essential skills that can help leaders to excel professionally in their career, as well as personally.

To view the original blog, please visit: [http://blog.icpm.biz/cm-vs-pmp-should-they-be-compared-or-combined](http://blog.icpm.biz/cm-vs-pmp-should-they-be-compared-or-combined)
Invite New Members to Join Your Chapter for Some Fun This Summer

The 2015 Membership Campaign is underway. Chapters may select a “Sale” month (of your choice) during 2015 in which the National New Member $20 Registration Fee is reduced to $10 per new member. No special forms are required, simply indicate “Sale Month” on the Chapter Dues Worksheet.

Contact Robin Furlong with Membership Campaign questions
robin@nma1.org or call 937-294-0421