2018 ANNUAL CONFERENCE AND SPEECH CONTEST UPDATES

Steve Bailey, CM
NMA Executive Director
Dayton, OH

In order to make sure that all of our chapters and councils are up-to-speed and ready for a successful 2018, NMA is stepping up its communication game. There are some changes for 2018 that we want to make sure you’re completely aware of ... and most importantly, fully understand. We have a definitive goal to keep you in the loop, 24/7. We recognize that you have full-time jobs and a host of other duties and responsibilities ... and it can be hard, sometimes, to keep up and “catch” each and every communication. So we will do our best to make sure that you have the information that you need.

Most of the changes are linked directly or indirectly to Hurricane Irma and its impact on the 2017 AND 2018 Annual Conferences. It cost NMA a considerable amount of money to cancel a conference on the same day that we had a Welcome Mixer!

The city made the decision that morning to evacuate Clearwater Beach, so we had no choice. However, we had completed two days of Board Meetings and had other activities in the works. Not only did NMA have to endure the challenge of over $20,000 of non-refundable expenses, but chapters and individuals who prepaid a Conference registration only received 64% of their Registration Fees in refunds. We recognize the hardship that caused, especially for our smaller chapters. Thus, your NMA leadership team has made some changes for 2018 that should help everyone recover and recoup from some of the 2017 losses.

Let’s start with Chapter Leadership Training (the CLTs). For 2018, there will be no CLTs as we know them. Chapters which struggle with choosing to send people to either the CLT or the Annual Conference, or who are able to do both ... but barely ... will get some financial relief. Chapters will only have to budget for one “national” meeting – an Annual Conference in San Antonio, September 12-15.

The educational programming at the Conference will comprise BOTH chapter leadership training and the more usual leadership & management educational workshops. They will be co-mingled and coordinated.
NMA is currently developing a series of brief Chapter Leadership Training Webinars for release in the spring – webinars that speak to the various chapter offices and positions. They will be recorded and available for you to use as you wish, at a time and place convenient for you. Some of them will be offered live; some will be recorded. Please feel free to give us a little feedback on that!

How about the Annual Conference? As many of you are aware, we will honor BOTH the 2017 and 2018 Members of the Year, Executives of the Year, and Hall of Fame inductees. You will be encouraged, as always, to submit nominees for all three awards. At the Recognition Luncheon, we will also honor our 2017 AND 2018 award winning chapters and councils for all their achievements for both years. The Annual Meeting, Welcome Reception, and most other events will continue “as usual”. As mentioned above, the only other major change will be an increased emphasis on chapter leader training (with the exchange of lessons learned and best practices) alongside the more traditional educational sessions with professional speakers and presenters.

The pick of San Antonio was a deliberate move to find a location that is on top of nearly everyone’s preferred destination list. It’s always number one or two, every time we survey NMA members. It seems that even Texans never tire of going there, strolling the world famous RiverWalk and enjoying the great restaurants right outside the hotel doors. No need to rent a car – you can even walk to the Alamo! And it’s a VERY short walk! Best of all, you don’t have to choose between a CLT or the Conference, or struggle to send people to both. Now you have just one NMA national event to consider at budget time. We are finishing hotel contract negotiations this week and will be able to get room costs and registration fee information out to you much earlier this time around … all to assist you in your planning.

And what are the changes to the Speech Contest? The CLT level of competition will be eliminated for 2018 since there will be no CLTs. So, how are we working around that for this coming year?

- Chapter and or Council Level Speech Contests will be conducted with no change.
- If there is not an active Council, Chapters must submit a waiver request to NMA in order for their contestant to advance to the National Finals.
- The expenses for the National Finals are shared between NMA and the Chapters and/or Councils (transportation, food and lodging - for 2018 only).
- This could result in approximately 10 contestants at the National Finals compared to the normal 4 finalists (for 2018 only).
- Chapter/Council winners advance to the Finals. Chapters/Councils cover the cost of transportation to the Finals for contestant and 1 chaperone. NMA Speech Contest Fund will cover the cost of 1 hotel room for 2 nights, prize money and meal stipend for the contestant and two guests.

Despite all of our best intentions to always “deal with change”, in reality, it’s not always easy. Yet, we believe that these changes for 2018 will be a win-win for everyone in an effort to streamline some processes and provide cost-effective solutions for NMA meetings in 2018. Please contact the NMA staff and/or your National Director with any questions!
NMA DELEGATION ATTENDS 2017 IMC CONFERENCE IN TAIPEI, TAIWAN

On Tuesday, October 31, 2017, NMA’s 2018 Chairman-elect, Kathy Spatz from The Columbus Public Service Chapter, and our 2018 National Treasurer-elect, Michelle Lewis, CM, from the Lockheed Martin Leadership Association in Marietta, GA, and Michelle’s husband Michael Lewis, boarded a plane for Taiwan in order to attend the IMC (International Management Council) of Taiwan’s Annual Conference in Taipei, Taiwan. A wonderfully written article by Kathy and Michelle, with complete details of their 9 day journey, can be found at:

https://nma1.org/documents/2017-NMA-Taiwan-trip-overview.pdf

For this issue of NMA Breaktime, we’d like to provide some highlights.

The purpose of the trip was to explore the possibility of NMA and the IMC of Taiwan joining efforts as sister organizations. Discussions centered on the previous history of both associations. Both NMA and IMC began in Ohio with similar missions, visions, and goals of leadership development and providing training to employees. The IMC in America merged with and members became a part of NMA nearly seven years ago. This left the IMC of Taiwan behind because of differing organizational governing structures. Members continue to support sister agencies of YMCA, Lions and Rotary Clubs in their mission of service to the community in Taiwan.

NMA’s organizational structure and the Professional Development programs were identified as a potential value for their IMC membership and as a tool to promote professional development for young professionals and entrepreneurs. In order to better understand the IMC, its mission, goals, and diversity of membership as a whole, these two 2018 National Officers of NMA had the opportunity to represent NMA and visit six different chapters to learn about the business and culture in several distinct regions of Taiwan.

Upon their arrival, Michelle & Michael Lewis and Kathy Spatz were met at the airport gate by over twenty IMC leaders and members of the Taipei Chapter and officially escorted into Taipei City. Day Two began with a business meeting to better understand how the NMA and IMC organizations are structured and begin dialogue exploring future possibilities.

After lunch at the local sushi bar, they toured the Taipei 101 Observatory building for a great view of Taipei, Taiwan, and the surrounding area. The density of the city was offset by the openness of the surrounding mountains on three sides. Later that evening the IMC hosted a Welcome Party at the “Flower Teppan” Restaurant for IMC leaders, the Japanese Ambassador, and the NMA representatives.

Each day of their journey was filled with meeting local IMC chapter leaders who took turns providing tours of local businesses, arranging sightseeing, providing/arranging transportation, and hosting get-togethers in honor of their American guests.

IMC Board of Directors and NMA business meeting, in Taipei, at the offices of President Oscar Chen. Shown from left to right are Mr. Everest, Cultural Expert, 2017 IMC President, Oscar Chen, 2018 IMC President Ms. Judy Won Ching Chao, 2016 IMC President Simon Chang
Day Four ended with the opening ceremonies of the IMC Conference. Shortly after the opening and introductions, Kathy Spatz delivered her speech introducing NMA and its shared history with IMC to the conference attendees.

The International Management Council of Taiwan has 13 chapters with over 2,000 members in all regions of the country. There were over one hundred fifty members in attendance at the conference with equal representation from each chapter.

The structure of the IMC conference is similar to the NMA annual conference with the focus upon recognition, awards, fellowship at meals, and the transition of the leadership for the next year. Care is taken to recognize the Chapter Presidents as well for their efforts and in recognition of the time invested with IMC.

The major difference was the 12-13 dishes prepared for the feast and presented on an oversized lazy susan. After each section of 3 courses or so, there was an activity to engage the audience in some way. There was singing and dancing by performance artists. There was music, in Taiwanese, Japanese, and English and dancers interpreting the lyrics. There was also a sing along of heritage songs and dances of Taiwan that the audience was encouraged to take part in.

For three more days following the actual Conference, they continued their tour of Taiwan, meeting business leaders and chapter members everywhere they went. Kathy and Michelle conclude their recap of their time in Taiwan by writing:

“What an amazing journey. The opportunity to visit all of the companies, restaurants, and hotels we toured was extraordinary. Care was taken to highlight businesses that were owned and/or operated by IMC of Taiwan members. We were able to understand, if only in some small way, how IMC members as business owners come together to support each other. This is similar to how companies in the United States are organized within the local Chamber of Commerce. They share in each other’s growth personally … and professionally in the network of the IMC organization. This was a trip of a lifetime to learn the culture of the Taiwanese people and how they support each other.

We have learned so much through this voyage. Through this exchange we have seen the similarities of these two associations and recognize there are endless possibilities for the NMA and IMC to grow and learn from each other. Hopefully in the future we can all go to Taiwan to network with the IMC Chapters and in return, more IMC members in Taiwan will continue to come to visit NMA.

Good Bye and Thank You, IMC of Taiwan, for amazing and unforgettable memories.”

NOTE: To see complete details of their travels within Taiwan, please go to: https://nma1.org/documents/2017-NMA-Taiwan-trip-overview.pdf
HAPPY ANNIVERSARY TO OUR NMA SPEECH CONTEST!

2018 marks 30 YEARS for the NMA Speech Contest! Help us celebrate by becoming 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 gildtone-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 CAR1 report too!

![Certificate of Appreciation]

You, too, may receive one of these beautiful certificates! Select Your Donation Level Today!

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

For additional information or to make a donation, contact an NMA staff member by calling 937-294-0421 or simply go to https://nma1.org/become-a-speech-contest-donor/ to pay by credit card; you may also send a check made payable to: NMA Leadership Speech Contest and mail it to the address below.

**Remember:** Donations to the NMA Educational Foundation, Inc., NMA Speech Contest (a 501(c)(3) organization) are tax deductible. Your chapter will also receive 5 CAR1 points for each $75 contribution received by a chapter member!

NMA...THE Leadership Development Organization
2201 Arbor Boulevard
Dayton, OH 45439
937/294-0421

THANK YOU—2018 SPEECH CONTEST DONOR

NMA... would like to sincerely thank the Lockheed Martin Leadership Association, #531, Marietta, GA for their generous PLATINUM LEVEL donation to our annual Leadership Speech Contest for high school students!
Join together to offer an extraordinary Cutting Edge Tech Seminar Series

What? Six OUTSTANDING evening workshops for NMA chapters and members

Since 2004, IQ Share has been a training source for many of NMA’s aerospace, defense, and IT parent companies. With over 500,000 students taught and more than 10,000 classes delivered, they have set an industry standard for knowledge acquisition, technology training, and regulation updating. Many NMA members have participated in their PMP certification prep classes. Now, to familiarize you even more with their broad range of courses and programs, they are generously offering 6 FREE seminar “teasers” to our NMA affiliates.

When? The third Wednesday of the month, 6:00 pm – 10:00 pm, EDT

Cost? FREE to the first 50 people/chapters who sign up; WebEx platform; registration through NMA website.

First come, first served. Groups of individuals may meet together as a “class” via one sign-up.

Led by? Patrick Sanford, Director of Technical Training for IQShare

Schedule? See on next page

How Do I/We Get One of the FREE 50 seats? Check the NMA website for Registration Information.

These special seminars are scheduled for the 3rd Wednesday of the month; Registration cut-off will be the 2nd Wednesday of each month. Registrants will receive seminar confirmation from NMA; seminar log-in information and class materials will be sent from the IQShare team.
NEW—CUTTING EDGE TECH SEMINAR SERIES

Seminar Schedule

March 21
**The New PMP Certification (March 26th Version 6 release)** — The importance of certification and how to pass the 2018 exam. What changes are being made and what do you need to know in order to do well? What other PMI certifications are available?

April 18
**Cybersecurity 2018** — Learn to approach Cybersecurity offensively as well as defensively in order to build an armed and ready workforce. Take an overview of everything from the basics of physical security to multi-layer logical IT systems.

May 16
**Spring Break** — no seminars in May

June 20
**Department of Defense Directive 8570/8140 - Security Clearance and Threat Analysis** — Get guidance and procedures for training, certification, and development of a DoD IA (Information Assurance) workforce with a common understanding of the concepts, principles, and applications of IA.

July 18
**Ethical Hacking** — Best practices for “white hats”, computer security experts who specialize in penetration testing and other methodologies to ensure the safety of an organization’s information systems. Learn how to find vulnerabilities before malicious hackers can exploit them.

August 15
**Industry Certification Roadmap** — Enjoy an overview of major industry certifications – CompTIA, Microsoft, ISC2, etc. These important certifications are advantageous for career advancement - getting hired, working on specific DoD jobs, and winning contracts.

September 19
**ITIL Processes (Information Technology Infrastructure Library)** — With material from IQShare’s ITIL certification courses, learn how to optimize IT assets, strategies, and resources across your entire organization. Understand the five stages of ITIL lifecycle to insure your IT operations run smoothly and efficiently.
LMLA Bay Area Chapter 540 Celebrates 60th Anniversary

By Steven L. Stoner
Lockheed Martin SSC Bay Area Chapter #540

The LMLA Bay Area Chapter went all out to make our 60th Anniversary a night to remember by inviting all members to a San Francisco Bay Dinner Cruise. Since this was an anniversary, we also opened this invitation to our Lockheed Martin Retirees (LMMAR), of which several responded with an overwhelming yes! 138 members, spouses, and retirees lined the dock in Alameda, California, Saturday afternoon, 30 September. We were ready to cruise on Commodore’s flagship, the Cabernet Sauvignon, a 124 foot yacht boasting four decks, with plenty of space to move around. Best of all, this ship was our exclusive event for the evening.

Attendees were welcomed aboard with a Champagne and Sparkling Cider Mixer. The evening weather could not have been better and most climbed to the fourth, and topmost, deck to enjoy the sun and views. Champagne, hors d’oeuvres, and socializing. We waited a few minutes beyond departure time for several attendees stuck in the Highway 17 traffic. Once underway, we enjoyed a leisurely cruise down the channel leading to San Francisco Bay. And this time of year, the view across the bay provided a beautiful sunset through downtown San Francisco. Attendees headed for the fore sections of three decks to enjoy the setting sun and a magnificent view across the water.

As the sun set deeper in the sky, we passed under the Bay Bridge with Treasure Island in the background. As we expected, the outbound direction started in late afternoon and went through twilight. As we passed the San Francisco waterfront, our Maître d’ and Cruise Director, Walter, went through the decks ringing a bell to inform guests that dinner was being served on the second deck. It was time to enjoy a bountiful buffet dinner.

Chapter President Hilda Vivas (left) provided a few opening remarks before dinner. Our chapter was founded on 17 October 1957. And this evening we celebrate our 60th Anniversary. Attendees enjoyed bistro filet, Champagne chicken, basil fennel rice, assorted red potatoes, a tender green salad, and dinner rolls. Throughout dinner, Candace Granger and her Jazz Trio provided live music for all.
Spotlight: LMLA 2017 Winter Event

On Wednesday, December 13th, LMLA Chapter 546 held a successful Winter Event at the Radisson at the Port. The LMLA Board, as well as heads from various other NMA groups on the Space Coast, gathered together for a dinner full of good food, conversations, and a number of fantastic door prizes!

The highlight of the evening was truly a special treat for all: Dr. Sarah Hiza, FBM Missile and Reentry Programs Director, and executive sponsor for the local LMLA Chapter in Sunnyvale, gave an robust presentation on a pertinent topic for any aspiring leader: What Weather Do You Bring to a Team? She spoke of her experiences as a leader, both in Lockheed Martin and in other companies in her history, and how to find a balance in behavior to ensure that one is providing the greatest guidance and inspiration to a team. The LMLA Chapter 546 team, as well as all NMA chapters here on the Space Coast, thank Sarah for helping bring a special touch to the evening!

Overall, the evening was a resounding success. All attendees came together, strengthening existing connections and forging new ones to come, and all brought a wave of positivity and productivity that LMLA plans to continue in 2018! Happy Holidays to all!
THANK YOU TO ALL “ADOPT-A-HWY” VOLUNTEERS
GOOD CORPORATE CITIZENSHIP – A BOEING CORE VALUE
December 2, 2017

Notable Quotes!

“Leadership is the activity of influencing people to cooperate towards some goal which they come to find desirable and which motivates them over the long haul.” — Orway Tead

“Never mistake motion for action.” — Ernest Hemingway

“Even if you are on the right track, you’ll get run over if you just sit there.” — Will Rogers

“Actions speak louder than bumperstickers!” — Anonymous

Don’t forget!!
June 3—9, 2018
**NMA 2018 AWARDS PROGRAM**

*By Avis French*

1995 NMA Member of the Year

Now that SCAC and BLASC have ended their 2017 calendar year and Harbor and Orange have completed their 2016/2017 fiscal year, they are planning for the NMA 2018 awards season.

In early January, the forms were made available for NMA awards and for SCAC awards. NMA award nominations are usually due June 1, though the Publications nomination is due earlier. SCAC award nominations are usually due mid-March because some chapters present awards in May; therefore, SCAC needs time to process the nominations and order the awards. It’s best to plan for a March nomination due date for SCAC awards and thus potentially be early.

So, start thinking now about exceptional chapter members, company peers, and community leaders who have done exceptional effort during your calendar or fiscal year.

Below is the list of individual awards that are available. Besides the standard national awards, there are several new and/or re-designed awards NMA offers for consideration for individual awards.

<table>
<thead>
<tr>
<th>Award</th>
<th>File Location</th>
<th>Due Date to NMA</th>
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<tbody>
<tr>
<td>NMA Member of the Year</td>
<td>NMA website</td>
<td>6/1/2018</td>
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<tr>
<td>NMA Hall of Fame</td>
<td>NMA website</td>
<td>6/1/2018</td>
</tr>
<tr>
<td>NMA Silver Knight *</td>
<td>NMA website</td>
<td>90 days before presentation date</td>
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<tr>
<td>NMA Gold Knight *</td>
<td>NMA website</td>
<td>90 days before presentation date</td>
</tr>
<tr>
<td>NMA Executive of the Year</td>
<td>NMA website</td>
<td>6/1/2018</td>
</tr>
<tr>
<td>Publications</td>
<td>NMA website</td>
<td>5/1/2018</td>
</tr>
<tr>
<td>Chapter Programs</td>
<td>NMA website</td>
<td>6/1/2018</td>
</tr>
<tr>
<td>SCAC Innovation</td>
<td>From SCAC</td>
<td>n/a</td>
</tr>
<tr>
<td>SCAC Manager of the Year</td>
<td>From SCAC</td>
<td>n/a</td>
</tr>
<tr>
<td>SCAC Member of the Year</td>
<td>NMA web site</td>
<td>3/15/2018 due to SCAC &amp; 6/1/2018 due to NMA</td>
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*Note: The name of the recipient of the SCAC Member of the Year award is automatically forwarded to NMA for consideration as the national recipient.*

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<tr>
<td>NMA Leadership Award (redesign) *</td>
<td>NMA website</td>
<td>90 days before presentation date</td>
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<tr>
<td>NMA Distinguished Recognition Award (new)</td>
<td>NMA website</td>
<td>90 days before presentation date</td>
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<tr>
<td>NMA Servant Leader Award (new)</td>
<td>NMA website</td>
<td>90 days before presentation date</td>
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<tr>
<td>NMA Outstanding Service Award (new)</td>
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<td>90 days before presentation date</td>
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<tr>
<td>NMA Star Award (redesign)</td>
<td>NMA website</td>
<td>90 days before presentation date</td>
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<tr>
<td>World of Thanks Award</td>
<td>NMA website</td>
<td>90 days before presentation date</td>
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*These awards require approval by the national director.*

To view all the NMA awards, go to [https://nma1.org/awards-mdse-for-purchase/#awards](https://nma1.org/awards-mdse-for-purchase/#awards).

NMA also offers chapter and council awards based on the information submitted in the monthly chapter CAR1 report and the quarterly council CAR2 report.
We hope you plan to join us at our 2018 NMA Annual Conference in beautiful San Antonio!!

After Irma forced us to cancel our 2017 conference last year, we have double the highlights for you to experience while in San Antonio! Some of those highlights are:

- **Wednesday, September 12**
  Welcome Mixer for all attendees

- **Thursday, September 13**
  Opening Keynote
  Educational Session
  Member of the Year Luncheon Honoring our 2017 AND 2018 Members of the Year
  *Chapter Leader Training Part 1
  *Chapter Leader Training Part 2
  Open evening to enjoy the beautiful San Antonio Riverwalk

- **Friday, September 14**
  Hall of Fame Breakfast Honoring our 2017 AND 2018 Hall of Fame Recipients
  Educational Session
  Recognition Luncheon recognizing all our chapter and council award winners for 2017 AND 2018
  *Chapter Leader Training Part 3
  Educational Session
  *Chapter Leader Training Part 4
  Free time for all attendees to enjoy the area

- **Saturday, September 15**
  NMA National Leadership Speech Contest
  Educational Session
  Executive of the Year Banquet honoring our 2017 AND 2018 Executives of the Year (Dancing after banquet)

**REMEMBER:** We will also be conducting our Shorey Silent Auction this year and hope to raise lots of money for our Speech Contest.

The hotel is in the process of preparing NMA a landing page for online hotel reservations; we will notify everyone when this is complete.

In addition, we plan to have NMA’s registration information posted on our website by the end of March!!
Are you still using paper business cards in a digital world? How many just end up in the trash? The rest of the world has gone virtual so why not your business card?

A web-based digital business card from PERSONIFY NOW is available to NMA Members. Better yet – it is NOT an app!

Not sure why you should use a Digital Business Card? Learn why in less than 2 minutes, via the following video:
https://michigancreative.wistia.com/medias/r98zedgrhf

See an e-Chure (electronic brochure) to learn more:
https://www.personifynow.com/e-brochure

To see pricing and a Digital Card order form:
https://www.personifynow.com/copy-of-order-form

Wish to contact Personify Now with a question? Go to:
https://www.personifynow.com/nma-contact-info

To see NMA Executive Director Steve Bailey’s digital business card go to:
http://www.supadata.net/cards/NMA_Steve_Bailey_22459.asp

NMA LIVE Online Webinars!

On the third Thursday of every month (except July) NMA hosts a LIVE Online Webinar. Many of our Chapters incorporate this into their Professional Development schedule by organizing a monthly “Lunch and Learn.” Most of our webinars are $25.00 per login/connection, which is an affordable way to provide your chapter with some great leadership training! Our next webinar, however, provides NMA training and is complimentary!!

March 15—12pm and 3pm EDT
“How to Leverage NMA Professional Development Resources”

Facilitator: Don Hart, CM
2018 NMA Professional Development Chairman

NMA is seeking volunteers to facilitate LIVE Online Webinars in 2018. If you’d like the opportunity to speak to a national audience of NMA members, email steve@nma1.org today.
2018 NMA MEMBERSHIP CAMPAIGN

Grow your Chapter Membership This Year

The 2018 Membership Campaign is underway. Chapters may select any two “Sale” months (of your choice) during 2018 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@nma1org or call 937-294-0421

NMA
THE Leadership Development Organization
First of all, let me take this opportunity to extend thanks and appreciation to ALL of you, for your dedication and support of our NMA growth campaign to date. Your efforts and hard work have not gone unnoticed!

As you continue your efforts towards helping us to achieve our membership campaign goals, I wanted to remind each of you that membership recruiting and retention in any organization should be a forever strategy in each of your chapters. So, as you take advantage of all the “Best Practices” and the many unique tried and true techniques for recruiting new members, let me suggest some areas of strategy for your membership team members operating jointly, with your chapter communications team members to focus on.

As you reach out to new members, no matter their age group, or whether they are potential members that are new to the company, or reinstatement of former members, remember;

1. **As a chapter, the membership recruitment team members along with your chapter communications team members need to ensure that your chapter information and your chapter message is getting out loud and clear in order to create a sense of awareness about your chapter and its affiliation with the National Management Association.**

2. **Your membership teams must understand that there is much more than the membership numbers, and it is not always directly about the dollar$. The entire process of membership recruitment is more about creating and developing a long lasting relationship with each member of your chapter and the National Management Association.**

3. **Develop a consistent "Sales Strategy" for the membership team, 'A What's In It For Me'!**
   a. As a member of the chapter, and also,
   b. As a member of the National Management Association

4. **The chapter membership team and the communications team should establish a joint chapter goal and review on an annual basis a 'sales strategy' for the membership team.**

5. **Seek advice from members at large on what they want and need, and what they like and dislike. Some chapter leaders resist this approach; however, it is an essential need that supports the chapters strategy on retention of members.**

6. **Ask, “Why do fellow employees do not join?” And, follow up with, “What would change your mind?”**

7. **Know the value of your chapter and NMA and be prepared to share those values with new potential members.**

8. **REMEMBER, Membership in YOUR CHAPTER and NMA is much more than "Networking"!**

Thanks again for your continued support of NMA and the Chapter and Members you serve.
MISCELLANEOUS FROM NMA!

Chapter / Council Election Results Reminder from NMA!
Has your Chapter or Council had a change in Officers? If so, please complete the “Officer Update Form” which can be found on the NMA website in the “Chapters & Councils” menu (under “Leadership Forms.”) We want to ensure our records are accurate and that we’re reaching everyone.

Happy 75th Anniversary!
BLASC #701
Boeing Leadership Association of Southern CA!
Chartered: February 27, 1943

NMA… THE Leadership Development Organization provides a sustainable development approach that creates an active leadership experience based on your needs and development goals … with affordable access to relevant resources and national networking opportunities!

Contact NMA
Give us a call for more information about our services and products!

NMA… THE Leadership Development Organization
2210 Arbor Boulevard
Dayton, OH, 45439
(937) 294-0421
Visit us on the web at: www.nma1.org