



# Boeing Aerospace Leadership Chapter

# New Horizons

Jan-Feb 2011



## Turbo Sjogren Charges Up the Crowd

BALC would like to give a super-charged thank you to Torbjorn (Turbo) Sjogren, GS&S VP of Alsalam and BDS VP of International Operations and Compliance, for providing our membership a memorable opening act in our first 2011 membership dinner meeting. After Bob Noel, NMA National Director and Pacific South Area Chairman,

installed the 2011 BALC Board of Directors and incoming BALC President Dee Thomas gave a brief overview of her 2011 goals, Turbo shared his insightful views on leadership, inclusion, diversity, and globalization.

In traditional fashion, the January dinner meeting commenced with the installation of the 2011 Board of Directors. Bob Noel thanked the 2010 board for a fantastic year of service and installed the new board. Though many 2010 board members have

returned for another year of service, several have taken new responsibilities and a few new members joined the team.

Incoming 2011 President Dee Thomas then provided a brief overview of her goals for the year. These include ensuring our Professional Development offerings are well aligned with company interests, increasing BALC net income enabling sponsorship for young engineers' skill and leadership development,

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## 2011 Executive Advisors

*Steve Goo* - President & Chairman of the Board  
*Paul Geery* - Past President  
*Charles Touns* - VP Professional Development  
*Gregg Martin* - VP Programs  
*Kevin Naya* - VP Operations  
*Pam Mabry* - VP Special Events  
*Pat Goggins* - VP Member Services  
*Paul Geery* - VP Communications  
*Charley Hoyt* - VP Finance  
*Fred Perez* - VP Alumni/Retirees  
*Jo-Anne Martin* - VP Community/Education Services

## Boeing Aerospace Leadership Chapter 2011 Executive Advisors



Steve Goo  
President/Chairman



Paul Geery  
Past President



Charles Touns  
Prof Development



Gregg Martin  
Programs



Kevin Naya  
Operations



Pam Mabry  
Special Events



Pat Goggins  
Member Services



Paul Geery  
Communications



Charley Hoyt  
Finance



Fred Perez  
Alumni / Retirees



Jo-Anne Martin  
Community/  
Education Services

## 2011 Board of Directors

*Joe Morano* - Past President  
*Dee Thomas* - President, *Steve Goo* - Advisor  
*Corine Kumano* - VP Operations  
*Ken Preston* - VP Special Events  
*Judie Vullo* - VP Communications  
*Steve Stakley* - VP Member Services  
*Deborah Cannon* - VP Programs  
*Daniel Kaz* - VP Professional Development  
*Christa Wolfenbarger* - VP Alumni/Retirees  
*Denee Martel* - VP Finance  
*Jocelyn Messina* - VP Community/Education Services

## Boeing Aerospace Leadership Chapter 2011 BALC Board of Directors



Joe Morano  
Past President



Dee Thomas  
President/Chairman



Steve Goo  
Executive Advisor



Corine Kumano  
VP Operations



Ken Preston  
VP Special Events



Judie Vullo  
VP Communications



Steve Stakley  
VP Member Services



Deborah Cannon  
VP Programs



Daniel Kaz  
VP Prof Development



Christa Wolfenbarger  
VP Alumni/Retirees



Denee Martel  
VP Finance



Jocelyn Messina  
Community/  
Education Services

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and working with ECF to help a greater number of non-profit organizations address humanitarian needs.

Turbo took the stage following the 2011 officer installation and our new president's comments and introduction. He presented his views on diversity, inclusion, and globalization with inspirational personal stories, some interesting statistics, and a wealth of global experience.

Mr. Sjogren opened his presentation with a touching story that provided just one example of why he is very proud to be a Boeing employee. He was participating at leadership meeting in San Antonio in 2008 and listened to a guest speaker from the Marine Corp burn unit. This soldier was an unfortunate IED victim and significantly disfigured. He came to thank Boeing for all that we do. After his accident, he was taken home on a CH-47 helicopter and a C-17 aircraft.

The story on leadership and patriotism was equally inspiring. Turbo happened to be in Washington DC when the 9/11 attacks occurred, just a couple miles from the Pentagon. They were asked to evacuate the building when they heard the thunderous crash at the Pentagon. Not surprisingly, there were many military men and women in their dress uniforms in the area. Without hesitation or direct orders, many of these soldiers began running toward the Pentagon, directly into the danger zone. This act helped fortify his belief that we will all pull together in collective defense if the United States is threatened.



*Bob Noel, NMA National Director congratulates Joe Morano 2010 BALC Past President.*

Regarding diversity and inclusion, Turbo noted that there was more diversity at the BALC dinner meeting than in most places he has been, where typically a majority of attendees are male Caucasians. Nearly everyone knows what diversity is, we also need to focus on what diversity brings such as better judgment and better decisions. He told another story about a time when a group he was in took the Birkman survey and found that 12 of the participants were red and 3 participants were not red. If the 12 "Reds" dominated and made the decision, then you didn't really need all 12 of them. A more even distribution of participants would likely result in a

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*Torbjorn (Turbo) Sjogren presents his views on diversity and inclusion*

## BALC Vision

*The BALC Vision directly supports the Boeing Company Vision 2016:  
People working together to improve their professional skills and leadership potential.*

## BALC Current Status

*The BALC continues its endeavors on its commitment to personal and professional development. The focus has always been on the monthly general membership dinner meetings that promote professionalism, education, and development training; scholarship programs (established in 1947); and numerous community involvement activities.*

*The BALC and its predecessors have been recognized by NMA with 16 Outstanding, 20 Superior, and 32 Excellent awards throughout its existence. This chapter is very proud of its heritage as an NMA outstanding chapter and its effective partnership with Boeing.*

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better team decision. He also offered the Diversity Blueprint illustrating the vast set of personal attributes that offer diversity, not just race, gender, and religion. Diversity Blueprint:

<http://hr.web.boeing.com/assets/12/docs/CDI/Blueprintpdf.pdf.ashx>

Torbjorn capped the evening with a very interesting diversity video and Q&A. He stated that diversity without inclusion is not diversity at all. There is no room for token diversity and that all participants need to be engaged for diverse teams to be meaningful. The video showed an amazing array of diversity statistics one would find if a group of 100 people were gathered that properly represented the world's population. For example, only 20 of these individuals would be Caucasian, only 9 of them would speak English, and only 1 would be a college graduate.



*Bob Noel, NMA National Director congratulates Dee Thomas as 2011 BALC President.*

During the Q&A session, Turbo was asked what the most important thing was that Americans should learn about diversity and international relations. His response was simply "respect." Respect others' views, cultures, values, and knowledge. We need to listen better and not presume we already have the best solution.

**Thank you, Turbo, for a very insightful evening!**

*-by Denee Martel*

## A Message From Our New 2011 President

As the new BALC president, I would like to introduce myself and the new Board of Directors, all of whom will be very hardworking this year! Filling the positions for 2011 are:

- Alumni & Retirees: *Christa Wolfinbarger*
- Communications: *Judie Vullo*
- Community and Education Services: *Jocelyn Messina*
- Finance: *Denee Martel*
- Membership: *Steve Stakley*
- Operations: *Corine Kumano*
- Programs: *Deborah Cannon*
- Professional Development: *Daniel Kaz*
- Special Events: *Ken Preston*
- Past President: *Joe Morano*

As President, my executive advisor is Steve Goo, VP BDS International Operations and Compliance. I am quite sure that each member is a talented and energetic board member who plans to offer BALC services in a professional fashion. And we'd love to hear from our membership when you have suggestions for any of us.

As President, I have a few goals for 2011. I want to ensure that professional development programs are aligned with company interests. Such upcoming programs include how to do business with specified foreign countries such as India, Australia, and China; accent reduction to help those whose first language is not English, to communicate on a higher platform; social media, so that we're not uneducated about the most innovative communication methods, and leadership, to grow the company.

Additionally, I want to increase BALC profits to enable funds to sponsor young engineers to attend scientific and technological conferences such as BTEC and others to capture



*Dee Thomas, 2011 BALC President and Chairman of the Board*

knowledge and ensure their skills as future leaders of Boeing.

I want to work with ECF to help a greater number of non-profit organizations address humanitarian needs, and the Diversity Program, to spread awareness of the value of diversity and encourage participation in diversity and community events.

As did 3 past presidents, Joe Morano, Judi Carlson-Seymore, and Theresa Deleon, I want to be a leader that works with the board members to inspire them to do their best work and attain their highest potential so that each person can leave a legacy of achievement and improvement so that others would be glad they were here.

I hope that my year as president will leave the membership with interesting opportunities to learn and grow, to think about a bigger humanitarian picture and understand what a positive impact we can have for the world's betterment.

Thanks for the opportunity to do these things, and I hope that you all will benefit and be glad that I was here and that I made a positive difference. Thank you!

*-by Dee Thomas*

## Boeing Aerospace Leadership Chapter Board of Directors

### President

Dee Thomas - 714.934.5655

### Vice President, Professional Development

Daniel Kaz - 714.585.4264

### Vice President, Operations

Corine Kumano - 714.372.6975

### Vice President, Programs

Deborah Cannon - 714.372.9868

### Vice President, Communications

Judie Vullo - 714.372.6914

### Vice President, Finance

Denee Martel - 714.372.4674

### Vice President, Education/Community Services

Jocelyn Messina - 714.762.9102

### Vice President, Member Services

Steve Stakley - 714.762.0188

### Vice President, Special Events

Ken Preston - 562.496.6169

### Vice President, Alumni/Retirees

Christa Wolfinbarger - 562.904.4264

### Past President

Joe Morano - 562.797.7919

### National Director

Bob Noel - 714.372.9372

### Executive Advisor

Steve Goo - 562.797.3591



### Newsletter Layout

Brandon Imel - 714.394.7449

### Webmaster

Victor Koman - 562.797.8800

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Huntington Beach, CA 92647

Phone - 714.372.6914

E-mail: judie.m.vullo@boeing.com

### BALC Website

Internal: <http://hb.web.boeing.com/empservices/clubs/balc/>

### External Website

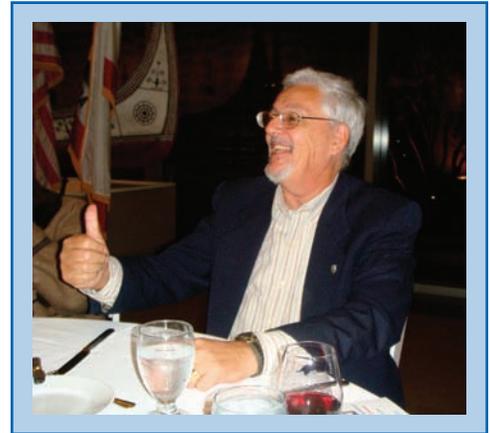
<http://www.boeing.com/nosearch/balc>

Articles contained herein may be reprinted in whole or in part in NMA chapter publications

## February GMM at the Bowers Museum

Egypt, Mongolia, China and Tibet are just a few countries that we learned about on Wednesday, February 16, 2011 at the Bowers Museum in Santa Ana, California. Pierre Odier "Adventurist" shared many beautiful slides and personal stories with us documenting how various cultures view leadership. One of Pierre's passions is documenting vanishing cultures and indigenous populations. Pierre shared his 3 ½ month long journey of how he walked from Mongolia to the United States. He also described how a feared head hunter welcomed him in his home while offering cucumbers, a most prized food possession, while this feared leader serenaded Pierre with an instrument. Pierre was very open and honest about his adventures across the country while at times protecting images he shared with us of certain cultures that he thought some of us would take offense to.

Pierre Odier, "Adventurist" was born in Lausanne, Switzerland and came to



*Pierre Odier, "Adventurist" always with a positive attitude and zest for life!*

the United States in 1959. While in the U.S. he became a communications specialist in the U.S Army, he worked as an interpreter and translator for Weyerhaeuser Company in addition to owning a restaurant/night club and an art gallery. As a two time past president and current member of the Adventurers' Club, Los Angeles, Pierre still travels to remote places of the world to document indigenous populations. His presentation along with the two free exhibits, The Benjamin Franklin: In Search of a Better World and Quilts: Two Centuries of American Tradition and Technique made this a very culturally rich event.

*-by Christa Wolfinbarger*

*"One of Pierre's passions is documenting vanishing cultures and indigenous populations."*



*BALC members gather at the Bowers Museum for the February GMM*

## From Breaktime: NMA Headquarters Adopts LEAN/Six Sigma



*Steve Bailey, CM, NMA President*

When most of us hear that someone has decided it's time to employ LEAN practices or Six Sigma business management strategies to our operation, the reaction is often, well, less than enthusiastic. When NMA Chairman of the Board John Kuntzmann declared that he would like for the NMA staff to "take the plunge," I wanted to go running for the hills. The problem was that the hills in southwest Ohio are not as high as the ones in West Virginia where I grew up. I knew that I could run...but I could not hide!

So, after a crash course presented by NMA National Secretary, Melinda Hester, CM, (a Six Sigma Black Belt,) we kicked off our efforts in January 2010. And now for words that I never thought would leave my lips: "It's been FUN and it's had amazing results!"

At the recent Annual Conference I was asked if I would do an article for Breaktime – sharing what we did in order that chapter leaders could see

some of the changes and new processes it produced. Mostly, the inquiry focused on detailing what we did in case some of you might like to consider something similar in your own chapter operations.

Let me start by saying that I am an extraordinarily fortunate leader. In many organizations the success of such an undertaking is akin to asking for "the triumph of HOPE over EXPERIENCE." Not at NMA. I had no clue that change would come so easily. But there's a secret...you have to have a team comprising people who realize that things just might get better (if we live through it), a group of folks who are willing and eager to streamline their operation, and a team lead who can make it all non-threatening and fun.

That I had...in spades. We did a lot of our work as a "committee of the whole" but we also broke down by departments and in work flow groups. So, if I did not happen to be engaged in a particular process review, I could still sit in my office and hear laughter coming from down the hall. When you're in the corner office, that's a LOT better than hearing people sobbing uncontrollably! Hats off to the Queen of Spreadsheets, NMA VP of Integration and Operations, Sue Kappeler, CM. As her title implies,

she led the effort and I could quickly see that I had an office full of "early adopters"...team members who were ready to just "go for it." That is the secret – having the right attitude! If the minds are aligned and spirits are high, you can achieve pretty much anything. So, let me thank your staff, on the front end. They were magnificent!

You can argue forever about which method to use. We did not go there. Rather, we tried to pull from multiple approaches as we saw varying pieces match up with an office environment. We were determined to focus on our processes, not get mired in theory. We did stay focused on you the customer. It also helped that Sue knew where to start...with processes that pretty much involved everyone. So, right out of the gate, we were ALL looking at our pieces of the pie and asking, "Why do we do that?" If your head is on tightly, then you can "have at it" and just tear everything down to its component parts. It also helps to have lots of Post-it notes!

I won't go into details of how. Instead, let me share the "what"...what we accomplished. Here is a look at what emerged from weeks and weeks of internal review:

- *We began electronic invoicing for all merchandise and Annual Conference registrations, coupled with implementing new*  
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### NMA Statement of Principles

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe** in the highest standards of personal and organizational integrity and respect for the individual.
- We believe** in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe** management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe** that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe** that individuals and organizations have a community and civic responsibility.

The 2009 BALC Financial Report is available upon request

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registration e-notifications.*

- *We started to invoice for chapter dues and then began to do so electronically.*
- *We made it possible for chapter leaders to do membership reporting electronically.*
- *We stopped going to the bank and, instead, are now doing it all electronically...paying our bills online and with new equipment, making bank deposits from the office as well.*
- *We have made it such that chapters/councils can log on the website and check their RI and RCI status at any time.*
- *We have streamlined and further automated payroll procedures and the filing of federal, state, and local taxes.*
- *We found better and faster methods to update chapter records and member records.*
- *We have new written processes and procedures for everything listed above.*

Are we finished? I could say, “No,” and leave it at that. But that is not sharing one of the best parts of this story. What we’ve really learned over the past 11 months is that the approach of always challenging why you do what you do...and asking if there’s a better way...needs to become part of an efficient daily operation. It has become a way of doing business. And better still, we are convinced that we have not only made things better for US, but we have made things easier for YOU, our customer.

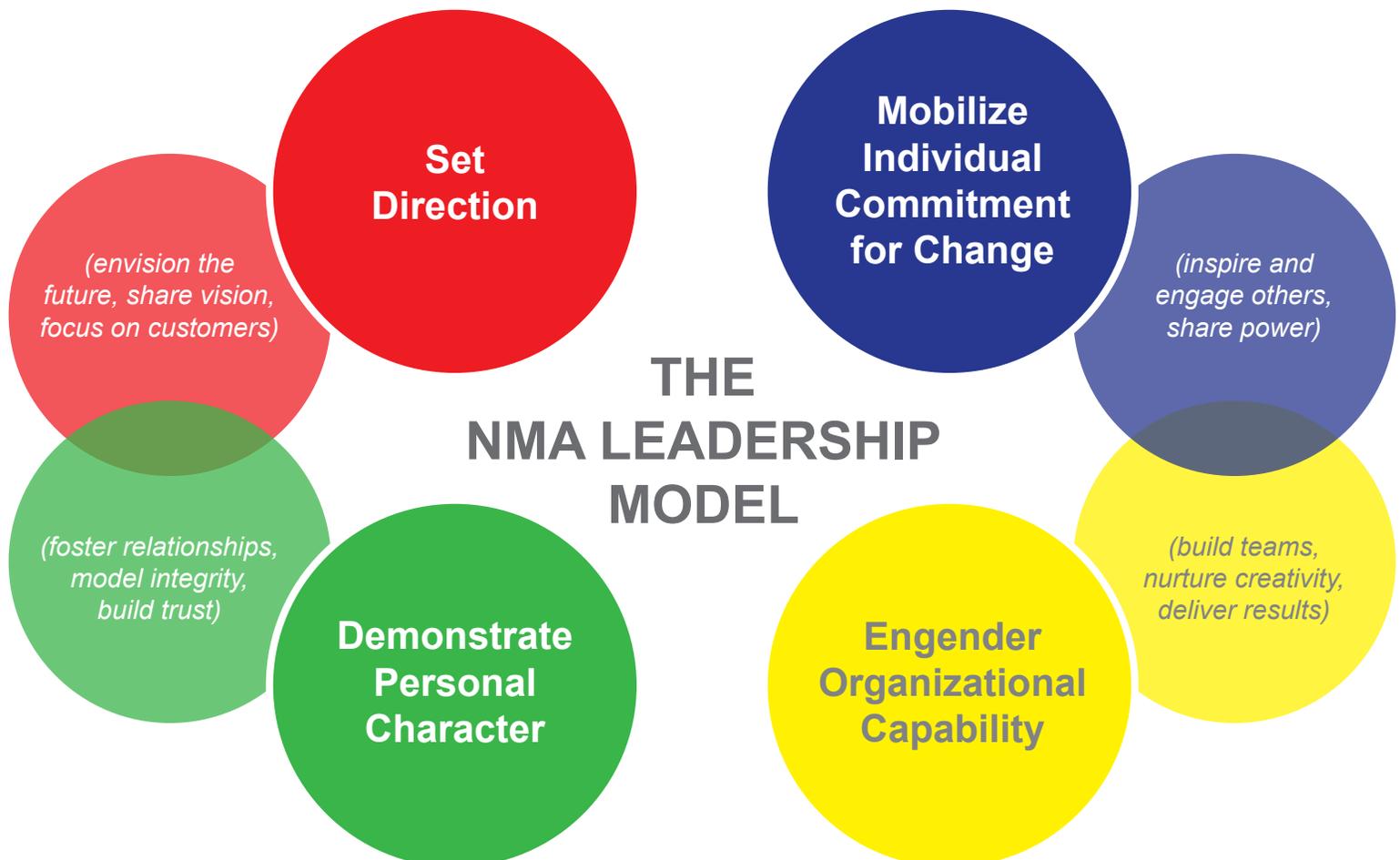
**That is the best definition  
of “win-win”!**

**“That is the secret – having  
the right attitude! If the minds are  
aligned and spirits are high, you can  
achieve pretty much anything.”**

*-by Steve Bailey, CM, NMA President*

## NMA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and processes.
- I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

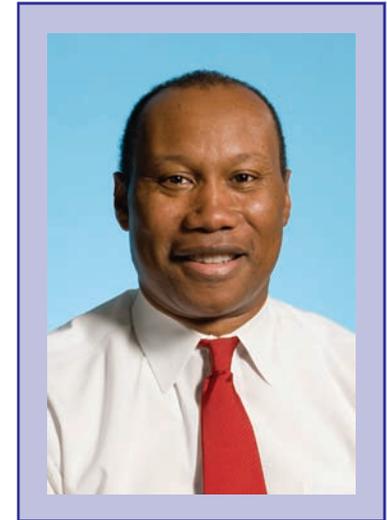


## Upcoming Special Events Calendar

BALC Events	Location	Date	Time	Section	Member/Non-Member Price	Contact
LA Galaxy vs New England	Home Depot Center	3/20/11	5:00 PM	Endlines	\$30/\$32	Ken Preston/ Corine Kumano
Wicked!	OCPAC	3/24/11	7:30 PM	Orchestra & Tier 1	<b>SOLD OUT</b>	Ken Preston/ Corine Kumano
LA Lakers vs Utah Jazz	Staples Center	4/5/11	7:30 PM	326	\$46/\$48.50	Ken Preston
Shen Yun Chinese Dance	Pasadena Civic Auditorium	4/30/11	2:00 PM	Side Orchestra	\$72/\$74	Ken Preston/ Corine Kumano
BLBLA Golf Tournament	Los Serranos Gold & Country Club, Chino	4/30/11	8:00 AM	Shot Gun Start	\$115	Scott Swaim
Shen Yun Chinese Dance	OCPAC	5/7/11	2:00 PM	Tier 1 & 2	\$90/\$95	Ken Preston/ Corine Kumano
Club 33	Disneyland	5/31/11	6:00 PM	Private Club	\$128/134	Corine Kumano
Angels vs Yankees	Angels Stadium	6/5/11	2:00pm	Lower View MVP	\$36/\$36	Ken Preston
U2	Anaheim Stadium	6/18/11	7:00pm	V416	\$78/\$80	Corine Kumano
Dodgers vs Angels	Dodger Stadium	6/26/11	1:00pm	Infield Loge Box	\$44/\$46 (reg \$60)	Ken Preston
Mary Poppins	OCPAC	7/1/11	7:30 PM	Orchestra & Tier 1	\$86/\$88	Ken Preston/ Corine Kumano
Angels vs Seattle	Angels Stadium	7/10/11	2:00 PM	Lower View All Stars	\$16/\$18	Ken Preston
Dodgers vs Nationals (Cap Day)	Dodger Stadium	7/24/11	1:00 PM	Infield Loge Box	\$42/\$44 (Reg \$60)	Ken Preston
IRIS- Cirque Du Soleil	Kodak Theatre	8/7/11	6:30 PM	Category 2-3-4	\$48 to \$95	Ken Preston/ Corine Kumano

Ken Preston 562.496.6169  
Corine Kumano 714.372.6975  
Scott Swaim 562.593.8401

VP, Special Events  
Assistant to Special Events  
Golf Tournament



Ken Preston  
VP of Special Events

## Upcoming Professional Development Opportunities

BALC Development Seminar/Course/WebCast	Location	Date	Time	Comment	Reservation Deadline	Contact
SMS - Introduction to Supervision (HB-28)	Huntington Beach	Mar 5th & 19th	8:00 AM	Free for Members	3/4/11	Frank Zakravsky
Networking, Influence and Strategic Relationships Afterhours Course (UCLA Ext/LTP) (HB-14)	Huntington Beach	Mar 8th	5:00 PM	Require LTP & UCLA Ext Enrollment	3/8/11	Daniel Kaz
FPCU - TBD (HB-11)	Huntington Beach	Mar 8th	11:30 AM	Free Lunch	3/7/11	Albert Baghoomian
FPCU - TBD (SB-80)	Seal Beach	Mar 11th	11:30 AM	Free Lunch	3/9/11	Albert Baghoomian
FPCU - TBD (LB-78)	Long Beach	Mar 16th	11:30 AM	Free Lunch	3/15/11	Albert Baghoomian
FPCU - TBD (AN-201)	Anaheim	Mar 16th	11:30 AM	Free Lunch	3/15/11	Albert Baghoomian
FPCU - TBD (LB-54)	Long Beach	Mar 16th	11:30 AM	Free Lunch	3/15/11	Albert Baghoomian
Leadership Business Communication Program (UCI Ext/LTP) (HB-14)	Huntington Beach	Mar 16th	11:30 AM	Require LTP & UCI Ext Enrollment Free Lunch	3/16/11	Daniel Kaz
FPCU - TBD (AN-201)	Anaheim	Mar 17th	11:30 AM	Free Lunch	3/16/11	Albert Baghoomian
FPCU - TBD (HB-11)	Seal Beach	Mar 22nd	11:30 AM	Free Lunch	3/21/11	Albert Baghoomian
FPCU - TBD (AN-201)	Anaheim	Mar 23rd	11:30 AM	Free Lunch	3/22/11	Albert Baghoomian
FPCU - TBD (LB-78)	Long Beach	Mar 23rd	11:30 AM	Free Lunch	3/22/11	Albert Baghoomian
FPCU - TBD (LB-54)	Long Beach	Mar 30th	11:30 AM	Free Lunch	3/29/11	Albert Baghoomian
NuVision - Several Unscheduled LnLs TBD Check BALC Development/Seminar Calendar Updates	TBD	TBD	11:30 AM	Free Lunch	TBD	Brett Buresh
FPCU - Several Unscheduled LnLs for April TBD Check BALC Development/Seminar Calendar Updates	TBD	TBD	11:30 AM	Free Lunch	TBD	Albert Baghoomian
SMS - Management Principles (HB-28)	Huntington Beach	April 9th & 23rd	8:00 AM	Free for Members	4/8/11	Frank Zakravsky

[Check the BALC Development/Seminars Calendar for more info on these events & new events including NMA LiveOnLine WebCasts](#)

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Frank Zakravsky frank.t.zakravsky@boeing.com

VP of Professional Development (PD)  
Alternate VP of PD  
Alternate VP of PD  
SMS Instructor



Daniel Kaz  
VP of Professional Development



**The Boeing Aerospace Leadership Chapter (BALC)  
of the National Management Association (NMA)  
Is proud to sponsor a Corporate Challenge for:**



ORANGE COUNTY UNITED WAY  
**Walk United 2011**

**Saturday, June 25, 2011**

**5K Walk & Community Fair  
Angel Stadium of Anaheim  
Registration 8 a.m. • Walk 9 a.m.**

Poverty exists in Orange County  
WALK UNITED to overcome  
poverty one step at a time

**\$25**  
CAN PROVIDE 6 BAGS  
OF GROCERIES AND  
2 NIGHTS SAFE LODGING  
FOR A FAMILY OF FOUR

**The Boeing Team is  
"BOEING UNITED ANGELS"**

**Register Today at our team page:**

<http://walkunited.kintera.org/faf/search/searchTeamPart.asp?ievent=451460&team=4090383>

**After the walk in Angels Stadium,  
see yourself on Angels TV!**

**Team up with Orange County United Way  
and the Angels Baseball Foundation**



Orange County United Way

**Boeing Executive Sponsor: Gregg Martin  
Team Captain: Deborah Cannon, VP Programs, BALC 714-372-9868  
and sponsored by: Ken Preston, VP Events, BALC 562-496-6169**



**Gregg Martin**  
*Vice President and Chief  
Engineer, Boeing Network  
and Space Systems*



**Deborah Cannon**  
*BALC VP Programs*