

Boeing Leadership Association of Southern California

# New Horizons

## Welcome message from Glenn Button, BLASC President

I am grateful for the privilege to serve as the President of the new Boeing Leadership Association of Southern California (BLASC) chapter of NMA. Together with our fine team of officers, we will provide the finest in leadership opportunities and community enrichment for our members, guests and Boeing. I come to BLASC with over six years serving in several offices of the Boeing Long Beach Leadership Association (BLBLA) which we blended with Boeing Aerospace Leadership Chapter (BALC). I am honored by the long rich heritage, many accomplishments and fellowship of these two associations.

My background is in Engineering and Supplier Management, leading teams on products, in research, in systems and as a business owner. Together we can leverage our unique experiences and gifts to grow our organization and ourselves. Leadership is multi-faceted, requiring consideration for all aspects of a whole person, many of which will be addressed by our 2014 collection of courses, meetings, events and seminars. Join us as BLASC and SCAC continue our proud heritage of leadership excellence and community service in our region.

## January General Membership Meeting

BLASC was proud to announce our guest speaker - Tony Parasida, Senior Vice President of Human Resources and Administration and member of the Boeing Executive Council.



At the dinner meeting, Tony started out by sharing a funny story about being VP of dinner meetings in 2 different organizations early on in his career. He invited a congressman to speak at one of the dinner meetings and he said the congressman arrived very late to the meeting and asked what he wanted him to speak about right before he was about to speak. Surprisingly, the congressman was able to wax eloquently without notes. Then, he saw the congressman speak at another event and heard the same speech! Tony learned a lot about politicians that night!

Tony has been at Boeing for 35 years - 25 years as a manager and 19 years as an executive. He was formally trained as an engineer so it's he discussed his journey to his current role leading HR. He is now influencing not only the

160,000+ employees at Boeing, but also their spouses, dependents, and retirees, so he's directly impacting about half a million people.

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On the home front, his engineering background couldn't stand up to his wife being a CPA. In fact, his son became a CPA and his daughter got her Masters of Accountancy. He said he couldn't get hired at Boeing today because he had a low 2.9 GPA when he graduated from college, but these days we hire the best and brightest from the top notch schools (he mentioned Cal and UCLA). He always had a good work ethic and he always supported the key initiatives at the company which were sometimes not very popular but he dove in and worked on them. One of those initiatives was Program Management Best Practices. No one wanted to do it so he took it on and his team started getting results so people took notice. Their team's performance went from mundane to great. He was recognized for taking risks and things started happening for him from a career standpoint.

He suggested some initiatives that are happening now to get involved in: Market Based Affordability and Capturing the Value of Quality (or the cost of poor quality). Lack of initial quality in the design process usually results in errors, change, and rework. Also, when decisions are deferred, that can result in problems. There are opportunities to get better: technical margins on programs, step function improvements in safety, and performance differentiation. Tony advised that we take prudent risks – they allow you to let you grow in your career. Tony also advised that you consider your work-life balance.

Tony said that as an executive, it's important to learn how to brief well. Tell a story that expressed your point and makes people remember what you say. PowerPoint is a crutch – learn how to brief without the crutch of PowerPoint. Other tips included: surround yourself with people who are better than you, express leadership by getting people to work together and enjoy what they are doing, and “choose” your attitude since attitudes are infectious and good attitudes get things done.

Tony said that he is a list person. He likes to complete the items on his list. His wife learned how to get the things on her list onto his list! He also said that he always thinks about what his legacy will be in the job. He is introverted and doesn't want people talking about him in a bad way. But he realized that everyone always talks about company leaders. You can't control what people say. The only thing you can do to control what they say is to lead and manage change through your actions. If you want to leave a legacy, you need to think about what change you want to drive. You need to think about where you are and where you want to be.

Tony pointed out two Leadership Attributes not to add - Sucking up (doesn't last) and Hope (doesn't work). Instead, you need hard work and a balance between good attitude and optimism. You also need to see the problems and work the problems. Communication is also key – the problem is that I know what I am saying but I have no idea what you're hearing. Diversity and background can influence what you hear.

Tony said his biggest challenge as a leader was around communication – there were issues on programs that he led. He wasn't getting through to his leadership team so he hired an executive coach to learn how to talk to the team. He did a 360 assessment with his team live. They talked about him for 2 hours and then outbriefed him. He thought he was talking about the problems and how they can do better. What they heard was “we suck”. After the outbrief and coaching, they bonded as a team and started working together.



*Daniel Kaz (left) and Glenn Button (right)  
Speaker Tony Parasida (center)*

*Written By: Vera Fair*

## A Leadership WIIFM Message from Your Chairman & Past President

Having “past” in a titled position sounds reflective and somehow instills a need to share your experiences with the new Board of Directors and its members, it is my responsibility. As Past President, I now lead from more ‘behind’ the scenes versus ‘in’ the scene. As Chairman, a role I relish, I have the opportunity to promote our Boeing Leadership Association of Southern California (BLASC) mission / vision, strengthen leadership partnerships to improve leadership potential (in Boeing and communities) as well as continue to encourage every leader to grow whether a member or not. I really have a passion to grow leaders (that is each of you, including me) and volunteer to this cause...while having fun along the way!

*It really comes down to becoming more aware of the leadership and networking opportunities, then immersing yourself into as many of these events we sponsor for you and your guests as possible.*

Speaking to our past year, I am very proud of the countless hours our Board of Directors have volunteered including ‘blending’ two great legacy leadership organizations, the Boeing Aerospace Leadership Organization (BALC) and the Boeing Long Beach Leadership Association (BLBLA) into one. They not only performed their respective duties amazingly; they also choreographed the blending of these great leadership organizations into our now 1100+ member strong BLASC. This has been one of the biggest announcements for the

National Management Association (NMA). The Leadership Development Organization has had recently.

So What’s In It For Me (WIIFM) with BLASC? It really comes down to becoming more aware of the leadership and networking opportunities, then immersing yourself into as many of these events we sponsor for you and your guests as possible.

- As members you get up to ten free dinners with keynote, inspirational, and executive speakers
- Our executive advisors and members are amazing leaders that teach leaders, yes that’s you too
- The professional development team provides a vast array of lunchtime seminars (teambuilding, leadership, financial, etc.) to after-hour development opportunities (Strategic Leader Series, Innovative Leader Series, etc.)
- Leverage free NMA professional development and Boeing leadership resources
- We have scholarship fund raising golf tournament. (from me, you will hear “Fore” a lot!)
- Speech contest / scholarships for young aspiring leaders (maybe one of your children or grandchildren)
- Community service opportunities
- Our Special Events team provides fun / entertaining / sports events for the whole family to enjoy!

Come join with us, have fun and let me know if you have any questions that need answering or ideas that would enhance our leadership and membership experience.

*Written by: Daniel Kaz*

## 2014 Installation of NMA officers

The Installation of new NMA officers proved to be more than ordinary.

Leveraging the strategy of “One Boeing”, the Boeing Aerospace Leadership Chapter (BALC) blended their strengths with those of the Boeing Long Beach Leadership Association (BLBLA) and created a new association – the Boeing Leadership Association of Southern California (BLASC). The heritage of the two organizations will be preserved and continued in the new leadership organization, including their annual investment in future leaders through scholarships, the successful golf tournament and mutual support with the Boeing commercial airplanes, defense and space organizations.

These award-winning heritage organizations each have, and will continue through BLASC, a long and proud tradition of developing leaders and serving their communities. The Boards of BLBLA and BALC each contributed members to form the BLASC board.

Strengths that will be brought forward from the organizations include:

- Showcase informative and inspiring dinner events
- Affiliate with National Management Association (NMA)
- Increase Scholarship award opportunities for highly deserving students
- Enhance community services and special events, including Golf Tournament
- Accelerate development of professional and leadership skills
- Sponsorship by Executives who actively mentor and support
- Combining the memberships increase the available opportunities

Moving forward together will be the theme of BLASC for the year 2014. The focus is forward, while retaining the lessons from the past and their combined heritage of BLBLA and BALC. According to new President Glenn Button, “We move and adapt, or we get left behind. We unite to share strengths and to inspire each other to maximize our potential.” Numerous opportunities have been scheduled where chapter members can become more involved with their new NMA chapter BLASC. Below is a list of the new officers for BLASC.

### **BLASC Board for 2014**

President	Glenn Button
Chairman and Past President	Daniel Kaz
VP Finance	Christa Wolfenbarger
VP Information & Records	Tim Engel
VP Communications	Kehinde Aribigbola
VP Membership	Andy Wang
VP Programs	Judie Vullo
VP Professional Development	Matiel Payton
VP Community Services	Daniela Nau
VP Operations	Elena Einstein
VP Budgets & Procurement	Orlando Zamora Jr
VP Special Events	Catherine Lamas

We were proud to install not only the Boeing Leadership Association of Southern California (BLASC) but the Southern California Area Council (SCAC) as well!

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### **Southern California Area Council (SCAC)**

Steve Stakley – President  
Theresa Corning – Vice President  
Bob Noel – Director at Large  
Jim Gonzalez – Director at Large  
Avis French – Treasurer

These persons have been duly elected to serve as your officers this year both as individuals and as a team. They pledge to give their time and energy to faithfully serve the Boeing Leadership Association of Southern California Chapter. **CONGRATULATIONS!!**

*Written by: Avis French and Judie Vullo*

## **Smashing through the Glass Ceiling: Three Career Advancing Strategies for Women and Minorities**

*JOEL A. GARFINKLE is recognized as one of the top 50 coaches in the U.S., having worked with many of the world's leading companies. He is the author of seven books, including Getting Ahead: Three Steps to Take Your Career to the Next Level. View his books and FREE articles at his Leadership Coaching website. You can also subscribe to his Leadership Development newsletter and receive the FREE e-book, 40 Proven Strategies to Get Promoted Now!*

According to a survey conducted by U.S. Senator Robert Menendez (D-NJ) in 2010, approximately 18% of corporate directors are women and 14.5% are minorities. To put this into perspective, the number of women and minorities on corporate boards is less than half what would be expected based on their proportion of the general population.

The fact that there is a discrepancy is indisputable, but the reason for the shortfall is not so clear. Is it blatant discrimination, or is there something else at work here? The answer is probably a combination of both.

I have worked with many women and minorities in my executive coaching business and I have found that when they apply the principles of perception, visibility, and influence—what I refer to as the PVI model—they are able to advance their careers faster and further than they previously thought possible. They do this by earning the respect of their colleagues and bosses, becoming known throughout the company as someone who can be depended on to solve problems and deliver quality work, and learning how to exert their influence at all levels of the organization.

Many of the challenges faced by women and minorities in the workplace can be attributed to cultural differences and differences in the way boys and girls are raised. These challenges can be overcome if you are aware of them and adapt your behavior to change the way you are perceived.

Here are three challenges women and minorities might face, along with strategies you can use to overcome them.

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### **1. Not Getting the Respect You Deserve**

People may perceive you differently just because you are a woman, or just because of the color of your skin. Yes, it's unfair. But if you want to keep climbing the career ladder, you've got to do what you can to replace any negative perceptions related to your gender or ethnicity with positive ones.

To do this, ask your boss and peers for honest feedback about how they perceive you. Then create a plan to change those perceptions. Asking for feedback first is essential. Without it, you'll never know if you're on the right track with your perception management plan.

You may not agree with the feedback, but if people perceive you in a certain way, their perception is their reality regardless of whether you feel it accurately represents you. Find out why you are perceived the way you are and take steps to correct the problem. For example, if you never speak up at meetings, you might be perceived as someone who is not a team player or who has no ideas to contribute. You can change this perception by preparing what you want to say ahead of time and looking for opportunities to be a more active participant.

### **2. Going Unnoticed**

Girls are often told to be quiet and keep their opinions to themselves. A similar challenge is faced by people who come from different cultural backgrounds. For example, in India, people are taught not to bring attention to themselves. Japanese employees come from a culture where it is considered rude to say no or to appear disagreeable. All of these employees will have trouble getting noticed at work, and if no one knows about their successes, they won't get credit for them when it comes time for a review. So even if it is uncomfortable, you must take steps to make sure your contributions are recognized.

One way to ensure that you get credit for the work you have done is to point it out to your boss and your boss's boss. Send regular e-mail updates to keep your superiors apprised of the progress you have made. If you can, quantify your results by determining how much money was saved or revenue earned as a result of your efforts.

Doing great work and making sure your boss knows about it is a start, but you need to make sure that other people in the company know how great you are too. In many companies, promotions are given only after an inter-departmental meeting in which each manager tries to sell his or her candidate as the right one for the job. Your chances for promotion will be much greater if every manager at that meeting knows who you are.

To become visible in other departments, look for opportunities to get involved with interdepartmental projects. Ask your boss to help you identify projects that will help you stand out and increase your visibility with other managers. Also look for reasons to copy other managers and executives on the e-mail updates you send to your boss each week. If you just found a way to save 16 percent on a certain component used in the manufacturing process, for example, the purchasing manager might appreciate being copied on this accomplishment.

### **3. Being Treated Unfairly**

Women often find they have a hard time speaking up at meetings—not because they have nothing to contribute, but because the guys get favored when it comes to floor time. Often, if a man and a woman start speaking at the same time, it is the man who is given permission to speak first. In situations like this, be proactive and request a meeting of your own with the person who runs the meetings. He probably doesn't even realize what he is doing. Express your desire to contribute more during these sessions and ask for his help to make sure you get a chance to talk when you have something to say.

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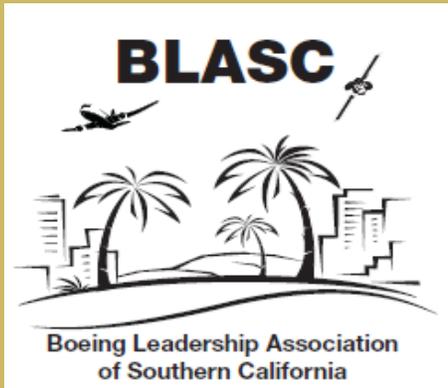
## Announcements

Special Appreciation goes to Victor Koman for his work in blending to BLASC website and communications.

The new Boeing Leadership Association of Southern California (BLASC) chapter of NMA title and logo contest winners are as follows:

**Vera Fair** for submitting our new NMA Chapter Title, “Boeing Leadership Association of Southern California (BLASC)”

**Judie Vullo**, the winner of the BLASC Logo Contest



If you are interested in writing an article for The New Horizons newsletter, please contact Kehinde Aribigbola

## Upcoming Events

March GMM:  
Wednesday, March 19  
Speaker Sarita Maybin  
Hyatt Regency – Huntington Beach

Golf Tournament: Saturday, May 3 at  
Eagle Glen Golf Club in Corona

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Do you find yourself being completely excluded from meetings or after-work activities? This may be intentional or just an oversight. It is possible that no one tells you about the meeting because they think it is outside the scope of your position. In that case, getting yourself included may be as simple as mentioning to the person in charge that you want to be involved. If that doesn't work, try talking to your boss about the situation. Be prepared to give convincing reasons why you need to be at that meeting.

After-work activities are an entirely different matter. These social engagements are technically not part of the work day, but being invited along—or not—can make or break you. Being left out of the discussions that take place at these events can be a huge disadvantage if you want to climb to the next level in your career.

If you are missing out on social engagements that are important to your career, try to find a way to get yourself included. Build relationships with the participants and express your interest in joining them. Once they get to know you better, they might decide they want you to be part of their group.

When it comes to social gatherings, recruit an advocate within the group who is willing to help you. Ask someone who has some clout to speak up on your behalf and try to get you invited along next time.

## Perception, Visibility, and Influence

These are just a few of the career-building strategies you'll find in *Getting Ahead: Three Steps to Take Your Career to the Next Level*. By applying the three key principles of the PVI model—perception, visibility, and influence—you'll be able to improve the way you are perceived at work, increase your visibility in the organization, and learn how to exert influence at every level of your company—regardless of your position, race or gender.

*Editors Note:*

*Thank you for reading the first newsletter from the newly formed organization – BLASC. We hope to provide our members timely and informational content.*

*If you have any comments or suggestions, please feel free to contact me.*

*Kehinde Aribigbola – VP Communications*

## NMA... THE Leadership Development Organization

*NMA Developing the LEADER in You!*

### NMA Vision Statement

NMA is a worldwide partnership of people and businesses, inspiring outstanding leadership, and cultivating highly productive workplaces.



### NMA Mission Statement

The mission of the NMA is to provide management and leadership development opportunities and related chapter activities which meet the needs of members and contribute to the effectiveness of sponsoring organizations.

### GENERAL OBJECTIVES

- 1 **MEMBERSHIP SCOPE:** To offer benefits and services attractive to all levels of employees from sponsoring organizations, while respecting the autonomy of each chapter's membership eligibility standards.
- 2 **CHAPTER CONCEPT:** To promote dynamic and positive NMA chapter operations through a broad range of chapter assistance programs to include officer training, chapter-focused communications, an effective program of recognition and awards, and expanded promotional efforts/communications with executive management.
- 3 **DEVELOPMENT:** To provide quality and cost-effective management and leadership development materials, both on a proprietary basis as well as by arrangement with other organizations.
- 4 **IMAGE:** To increase Association stature, visibility, and credibility by building a mutually beneficial relationship with a major educational institution to research organizational and human behavioral issues, management and leadership processes, and the latest development techniques/delivery systems.
- 5 **ENDOWMENT PROGRAM:** To conduct an ongoing fund-raising program to finance the objectives of the NMA Educational Foundation.
- 6 **GLOBALIZATION:** To support members and sponsoring organizations in the global economy and develop international chapters as warranted without detracting from the services/benefits to existing chapters.
- 7 **FINANCIAL INTEGRITY:** To allocate resources to programs and activities supportive of the NMA Mission Statement and General Objectives; conduct rigorous financial evaluations of all existing/potential programs on an annual basis; and, consistent with needs, accelerate non-dues income with special emphasis on open market sales of training materials.
- 8 **ORGANIZATION PROCESS:** To streamline voluntary and staff organization structures so that they best fulfill the NMA Mission Statement and General Objectives.

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