

Boeing Leadership Association of Southern California

# New Horizons

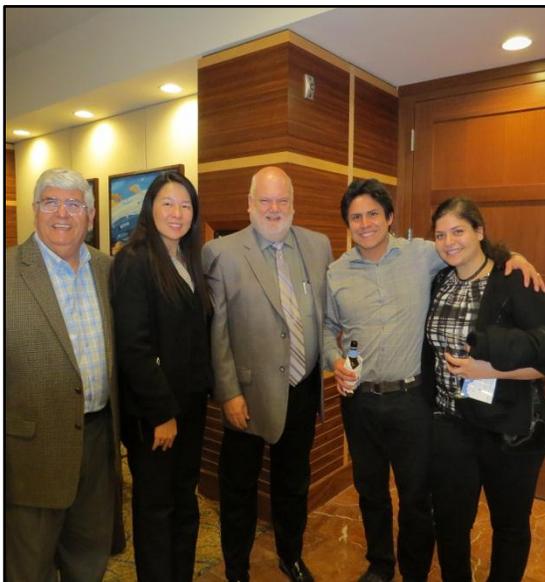
January – March 2015

## JANUARY GENERAL MONTHLY MEETING

On Jan 15, 2015 BLASC hosted a grand event, the Installation of the new 2015 Board of Directors, and featured keynote speaker, Tom Croslin, who is the current director of the Boeing SoCal Design Center. The night began with an opening by Glenn Button, Past President, and the invocation given by Andy Wang, continuing VP of Member Services.

Tom Croslin then took the reins of the meeting and discussed the Boeing Commercial Airplanes (BCA) SoCal Journey as well as his own leadership journey. Tom began by recounting the old McDonnell Douglas days of Lakewood and Long Beach and the genesis of the SoCal Design Center idea. In 2011, BCA started looking into geographic diversification as a growth strategy to support business needs. Then, in May 2013, the Boeing SoCal design center was announced, with locations in Seal Beach, Long Beach, Victorville, and Garden Grove. Other design center locations include Seattle, Charleston, and Moscow. This has been a great turn for the job economy because this new design center has ushered in 1600 new jobs in Southern California.

Next, Tom added a personal touch by introducing his own “slightly different view of leadership”. Tom explained that the person he is today is mainly attributed to his family values and upbringing. As a child, Tom moved 14 times including moving twice within one month due to his father’s traveling positions for Sears. Tom’s eyes were opened to Douglas Aircraft and aerospace in general because of his grandfather, Denvil Thomas Downing, who began with Douglas Aircraft in 1962. Thus, Tom nurtured his career in aerospace, all in Southern California, and has been working more than 33 years with Boeing. After experiencing so many moves in his childhood, Tom realized the importance of cultivating family ties in the same place he has lived and had his children. He emphasized that the choices you make influence your career path. Some can choose to move to every different location, but others can choose to stay put where they are. In the end, the choice is yours.



Another aspect of Tom's personal life has also influenced his life at work. Tom is a staunch proponent of saving money and not spending on unnecessary frills. Under Tom's leadership at BCA SoCal, Tom has managed to keep his organization under frugal financial control, which he believes has helped "keep them in the phonebook", giving them a competitive edge.

Tom goes on to provide tidbits of wisdom he appropriately called "Tom-isms". One of the more memorable sayings was "Don't fail on the same things". He expounds that every year employees are assigned annual training that has to be done by a certain deadline. Since this is quite an easy task, he does not understand why it is so difficult for employees to complete this training on time. If we allow these small assignments to fall by the wayside, then how are we expected to handle the big commitments? It is important to still follow through and own up to the little things in life. Another wise Tom-ism, "Nobody pays money to see a one ball juggler", refers to the fact that everyone has to handle multiple tasks at work. While we know that it is important to complete all tasks, it is also crucial to properly prioritize so that everything is completed on time and in order. That is what makes work challenging and exciting at the same time.

Tom also expressed his own sentiments on leadership that he has gained over the years. First, Tom reinforced the value of leaders being a part of their community. Tom has volunteered by lending his chef talents to the Ronald McDonald House as well as serve on the Long Beach Symphony board of directors. Moreover, Tom paid homage to two of his mentors who have shown him that more you know, the more you realize how much you do not know. All of this advice has kept him humble and in the mode of continuous improvement.

In conclusion, Tom's talk provided a lot of pearls of wisdom that were quirky and comical yet insightful and beneficial. We were pleased to have him join us for the evening and have no doubt that he will continue to lead BCA SoCal into a brighter future.

Written by Andy Wang

## Welcome Message from President's Letter



*I am honored and privileged to serve as the 2015 President for the Boeing Leadership Association of Southern California (BLASC) and I will put forth my best effort to work with everyone to serve the needs of this organization.*

*The theme for this year is "Growing the leader in YOU!"*



*BLASC is a unique breeding ground for leadership development where members take it upon themselves to OWN their personal growth strategies. Our chapter wants to help people feel engaged and valued. We do that collectively and collaboratively—and we'd like to have YOU on that team. Therefore, I encourage everyone to get involved, volunteer and together we can make this happen.*

*Thank you,  
Judie Vullo  
2015 BLASC President*

## February GMM - America Goes to War in the 21<sup>st</sup> Century

Back by popular demand, Lt. Col Patricia Murray gave another inspiring presentation on her military career at the Old Ranch Country Club in Seal Beach. After briefly recounting her path to becoming a Lieutenant Colonel in the U.S. Air Force, Patricia gave a detailed account of her six tours of duty in the Middle East.

Having been told by a high school guidance counselor that her dream of becoming a pilot in the Air Force was unobtainable for a “girl like her,” Patricia went to California Polytechnic State University, obtaining a B.S in Aeronautical Engineering. She, however, still felt that flying planes, not building them, was what she was meant to do. After graduation, she entered and won the Miss California pageant, and spent her \$30,000 scholarship on flight school. Now, in addition to reaching her childhood goal of becoming a pilot in the military, she is also a first officer for American Airlines, flying from LAX to Maui.



Patricia went on to share stories, pictures and videos from her deployments, including taking off and landing in challenging terrain, having people lighting candles along the runway when there were no lights, dropping supplies to troops on the ground, and taking a group of men on their very first plane ride. She recounted threats of being shot down through enemy territory, having local children throwing rocks at the plane during a landing. One story of her struggles as a leader was when a group of U.S. Air Force cadets were ordered to go on one of her missions. She detailed the difficulties of balancing the orders coming from above, with ensuring the safety of her people and the cadets.

Patricia is looking to retire from the Military after her 7<sup>th</sup> tour next year. After she departs from the military she plans to publish her autobiographical book “Crown To Cockpit.” To see a trailer for the book, get updates on its release, or to learn more information about Patricia, please visit

<http://www.patriciaannmurray.com/>. BLASC is so delighted that Patricia took the time to speak to us again. We thank her for her service to our country and wish her well on her next adventures.

Written by Kari Graham

## Leadership – Back to Basics

I often get involved in situations after things have gone terribly wrong. Time and time again, when you peel back all of the layers and get to the root of the issue, it always goes back to the basics of how you treat people. By observing the dark side of leadership, I have developed my own list of leadership success factors. To me, it starts with the basics, how humans should treat other humans – with common courtesy, compassion, appreciation.

If your perspective as a leader is to treat all of your employees as your responsibility – precious resources that you are responsible for nurturing and developing, you will do well. If you communicate with them often – consistently, truthfully, respectfully, you will do well. If you ask for their opinions and listen to them fully and honestly, you will do well. It doesn't mean you have to do whatever is suggested, but that you gave it thoughtful consideration and they know it.

Of course there are a lot of other “things” that great leaders need to do, but if they don't have the basics, they are going to have a much more difficult time accomplishing their goals. Leaders are expected to establish the vision and expectations for the organization and ensure everyone on the team understands what they need to do, they need to drive results, and enable the team to be as productive as possible – to name a few.

You can get a certain amount of cooperation based on your title and position, but the truly breakthrough results and inspiring discretionary effort toward the goals comes about when everyone is “all in.” That happens when they respect you and trust you.

In addition to the leaders who didn't handle things as well as they could have, I have also had the great pleasure of working with some extraordinary leaders – leaders who people clamor to work for. When I think about what made them stand out to me, it aligns with what was missing above. They weren't perfect in everything they did. They certainly had their flaws or areas for improvement, but they did the basics exceptionally well.

I'll leave you with a link to a Ted Talk that I saw at a recent ELDP (Emerging Leaders Development Program) meeting. It really resonated with me and probably does a better job of saying what I tried to communicate above. I hope you enjoy it.

[https://www.ted.com/talks/simon\\_sinek\\_why\\_good\\_leaders\\_make\\_you\\_feel\\_safe](https://www.ted.com/talks/simon_sinek_why_good_leaders_make_you_feel_safe)

Written by Pamela Mabry

## National/Personal Happenings – Joe Morano, National Director

In January, I attended the National Management Association Board of Directors meeting in Dayton, Ohio which was MY LAST NMA Board meeting that I will attend as a Boeing employee. That is not to say I will not be your National Director any more – I will continue to be your Director for the rest of 2015 - but I will do so as a Boeing RETIREE. After 37+ years as a McDonnell Douglas and Boeing employee, I am looking forward to retirement in May.

Looking back, for 18 or those 37 years, I was a member of the Huntington Beach Management Association (HBMA), Boeing Aerospace Leadership Chapter (BALC) and now Boeing Leadership Association of Southern California (BLASC). I can say all of these organizations were positive experiences in my life. I have grown personally and professionally through my involvement with them. And I will continue to be associated with BLASC as a Retiree Member, so look for me at upcoming GMMs (I will be the one with the HUGE SMILE ON MY FACE!)



Through my career, I have held many positions with BLASC and its heritage organizations and each one was an exciting challenge, while also being a lot of fun! I encourage all of you to consider volunteering for any of these positions. You can start out slowly, asking to help any of our officers as a back-up or helper for individual activities.

I started out by working at the check-in table at the dinner meetings, I got to meet and chat with members from all over the company. After that I got involved with the Booster Organization, first just as a Booster then later as a Booster manager. Then I increased my involvement as a member of the Board of Directors. I have had a few Board positions so I saw the various duties that go into making a successful volunteer organization. I must have been doing something right because the Board voted me as Chapter President twice. I hope that my two terms were considered successful; I enjoyed myself and gained a great deal of experience. I also got to network with many of the Boeing brass, including Mr. McNerney himself. I encourage all members to run for office or volunteer to be an alternate during your time here at Boeing.

What is left after you are Chapter President? Actually we are part of the Southern California Area Council (SCAC) and of course we are a chapter of the National Management Association and both have Boards that you can volunteer for. There will be a vacancy on the NMA Board of Directors in January 2016 as this Director will be stepping down for a little break

I'll end by saying that I have found the more you put into an organization like BLASC or SCAC or NMA, the more you get out of it. I appreciate everything that my involvement with these organizations have given me from career advancement, knowledge of areas outside my comfort zone, activities that live on in my memories and friendships that will last forever. Give a little of your time and volunteer – I know you won't regret it.

If there is anything I can do for you or if you have a question or comments for me, please do not hesitate to contact me at [joe.morano@boeing.com](mailto:joe.morano@boeing.com). But only until April 22, 2015...

# For Your Information...

April GMM – Thursday, April 16  
KTLA 5 Meteorologist, Henry  
DiCarlo

Networking starts at 5:00 PM  
Dinner served at 6:00 PM  
Email Donald C. Rising to RSVP



May GMM – Dr. Tony Ferretti,  
Marriott Long Beach

June GMM – Top Leadership Night  
Chris Chadwick, BDSS Pres & CEO

## 2015 Board of Directors

Judie Vullo – President

Glenn Button – Past President

Christa Wolfenbarger – V.P. Finance

Elena Einstein – V.P. Operations

Kelly Kim – V.P. Special Events

Kehinde Aribigbola V.P. Communications

Kari Graham – V.P. Professional Development

Andy Wang – V.P. Membership

Steve Stakley – V.P. Programs

Daniela Nau – V.P. Community Services

Holly Killian – V.P. Budgets & Procurement

Tim Engel – V.P. Information & Records

**Boeing Leadership Association of Southern California (BLASC)  
of the NMA (The Leadership Development Organization)**  
cordially invites you to attend the



**Bowling Member Drive**  
**Tuesday, Apr 28, 2015**  
**5:00 – 7:00 PM**



**Cal Bowl**

2500 E. Carson St, Lakewood, CA 90712

Take this opportunity to invite your colleagues  
to attend this event and introduce them to BLASC and the outstanding opportunities  
it can provide through Membership.

Two hours of bowling, shoe rental, pizza, and soda provided.

*BLASC is waiving the New Member Fee for those that show up and sign up on the day  
of the drive only!*

*Please plan to bring a friend or two interested in membership!*

**You MUST RSVP before Friday 4/24/15 3 PM to attend!**



RSVP Contact: Andy Wang  
2015 VP Member Services  
Phone: 562-216-0655  
Email: [andy.c.wang@boeing.com](mailto:andy.c.wang@boeing.com)



## March GMM with Troy Dawson

Spectrolab is a wholly owned Subsidiary of Boeing, incorporated in Sylmar, California. They are the world's leading manufacturer of high-efficiency multijunction space solar cells and panels currently providing power to hundreds of satellite and interplanetary spacecraft, and terrestrial concentrator solar cells for the emerging alternative energy market. Spectrolab's product portfolio includes these world class semi-conductor products, as well as, photodetectors and sensors, solar simulators and airborne searchlight systems for military, maritime, and search and rescue operations.



Troy Dawson's presentation was entitled Inspiring the Next Generation of Leaders. The event was held at the Ayers Hotel in Manhattan Beach. The following are key highlights from Dawson's presentation on leadership.

### Challenges:

Over the next 5 years with N&SS, 65% of managers are retirement eligible and 51% of non-managers are retirement eligible. As the industry faces challenges, Boeing must be ready with an innovative and flexible workforce.

### Government Strategic Guidance:

- Smaller, agile, flexible Armed Forces
- Rebalance to Asia Pacific & Middle East
- Funding fewer, high value, good performing programs
- Prioritize space, cyber, ISR & Special OPS

### Commercial Perspective:

- Affordability will determine winners

### Emerging Trends:

- USAF and SpaceX settles ULA suit, more competitive bids
- OneWeb plans constellation of over 700 satellites (Virgin, Qualcomm investors)
- SpaceX to build 4,000 Broadband Satellites in Seattle (Google & Fidelity investors)
- Facebook pursuing Satellites, UAVs & Lasers, buys Ascentra
- Google buys Titan Aerospace (UAVs)

### New Assignments and Assessments:

Dawson recommended conducting an assessment of the environment to understand the current status and expectations when you take on a new assignment.

### Leadership Take-aways

- Establish a strong technical foundation early
- Expand understanding the greater system and the business
- Maximize every assignment, be flexible
  - The unattractive assignment can be the most rewarding
  - Learn from all leaders, be a sponge and a sifter
- Strong engagement enables highly effective leadership

According to Dawson, success hinges on having a better understanding of your customers, being disciplined in execution, focusing on innovation and being agile and flexible to emerging trends.

Written by Elena Einstein

## And the Winner Is

Isobel Tweedt, a sophomore from Foothill High School presenting *Leadership for Dummies and Winston Churchill*, was declared the winner of the 27<sup>th</sup> annual National Management Association (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, 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.

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 NMA Leadership Speech contest is based on four levels of competition and is aligned with the NMA's two geographic regions – east and west. 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. 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.

Written by Avis French

# WALK UNITED 5K Walk & Community Fair

When: Sunday, April 19, 2015

Where: Angels Stadium of Anaheim

Time: Registration 8 a.m. • Walk 9 a.m.

Bring your family and friends and join us to support the cause to stamp out poverty in OC one step at a time. Together we CAN make a difference!

Join the Boeing Leadership Association of Southern California (BLASC) Boeing Team

Register at our team page:

<http://www.walkunited.com/faf/search/searchTeamPart.asp?ievent=1125388&lis=1&knta=el125388=B8C19F9F4C0A41E08272AD2CBB497EED&team=6260044>

It's a family friendly environment featuring bands, food trucks, army boot camp cross fit, great prizes, and free parking.

*We'd love to see you there!!*

*BLASC Team Lead: Cheryl L. Smith - 562-797-0867*

*BLASC Coordinator and United Way Volunteer: Jim Gonzalez - 949.263.6133*



2014 Walk United Boeing Team



### **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.

### **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 Free Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- ▶ I will recognize that leadership is a call to service.

## Remember Your Benefits Available for NMA Members!



Don't Forget to Help Us Share NMA's



With Your Chapter Members!!!

NMA members have access to exclusive savings on our endorsed programs. The savings that people enjoy can more than cover their annual national (and often local) membership dues. Through NMA, members are treated to special, competitive offers, dedicated customer-service teams, and individualized treatments in order to offer you multiple opportunities to save money via your Association membership.

To view a list of your member benefits and access links for all of them, go to

[www.nma1.org](http://www.nma1.org).



### Online Webinar

This year, BLASC is partnering with the Boeing Leadership Association in Richardson Texas (BLA-RT) to provide the following online webinars to our members:

**The Well Spoken Woman Can Be You.** Monday April 27<sup>th</sup>, 10am  
**5 Secrets for Delivering Engaging Online Presentations** Wed May 6<sup>th</sup>, 10am

Find information on these and more upcoming events on the BLASC websites <http://blasc.us> or contact Kari Graham, VP of Professional Development.

## 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.

NMA  
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Web site: <http://www.nma1.org>

