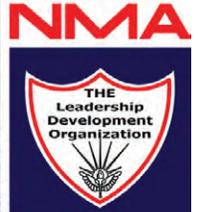




# Boeing Aerospace Leadership Chapter

# New Horizons

May - July 2012



## Dr. Marc Rayman and Dawn

by Victor Koman

April 26th witnessed the triumphant return of Dr. Marc D. Rayman. Marc is the Chief Engineer for the Dawn mission to the asteroid belt at NASA'S Jet Propulsion Laboratory (JPL) in Pasadena. Dr. Rayman previously addressed our members in 2010 regarding Dawn as its mighty xenon-ion engine roared at 90 milli-Newtons, propelling the spacecraft toward its rendezvous with the minor planet Vesta. He returned to update us now that Dawn had nestled into orbit around the mysterious, airless world halfway between Mars and Jupiter.

The meeting took place at the Old Ranch Country Club in Seal Beach. BALC president Denee Martel welcomed us and introduced member Robert Prodan, who gave the invocation and Pledge of Allegiance. Dinner consisted of either Flat Iron Steak in a Pinot Noir Sauce or Herb Chicken in a Vodka Cream Sauce. Dessert was Vanilla Crème Brulee with Berry compote & brown sugar brittle.

Dr. Rayman briefly brought us up to speed on the mission. Launched on a United Launch Alliance/Boeing Delta II rocket on September 27, 2007, Dawn traveled to Mars under constant acceleration from its ion engine and received a slingshot alteration in velocity and direction around the Red Planet in February, 2009. Marc explained that sending Dawn to the Asteroid Belt directly using chemical rockets would have been much quicker, but prohibitively more expensive, so the thrifty — but slower — gravity-assist method augmented with the high specific-impulse ion engine served magnificently well to deliver Dawn to her meeting with Vesta.

### Table of Contents

Dr. Marc Rayman	page 1 - 2
Interview with Tracy Rinauro	page 2 - 4
Community Service	page 5
NMA Speech Contest & Awards Season	page 5 - 7
Leadership Development Conference	pages 8 - 12
Meet and Greet Opening Reception	page 8
Opening Session with Guest Speaker	page 8
Lunch with Speaker	page 9
Membership Growth Workshop	page 9
Recognition Workshop	page 10
R-1 Workshop	page 10
Programs Workshop	page 10 - 11
Treasurer Workshop	page 11
Presidents/Vice Presidents Workshop	page 11 - 12
Offsite Event - Terra Blanca Winery	page 12
NMA's Next Top Leadership Model	page 13
Professional Development Calendar	page 13



*BALC President Denee Martel addresses the crowd*



*Robert Prodan gives the invocation and Pledge of Allegiance*

Dawn has already scored several firsts: it is the first civilian spacecraft to be powered entirely by ion propulsion (did I mention it had an ion engine?). It is also the first spacecraft to orbit a body in the main asteroid belt and will be the first spacecraft to orbit two heavenly bodies in one expedition.

Dr. Rayman described the two asteroids Vesta and Ceres as being two very different worlds that could illuminate the different processes of planetary accretion at the dawn of the solar system. Orbiting the Sun at distances varying by less than half an astronomical unit, the inner asteroid Vesta appears to be devoid of water, yet on the farther

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side of this boundary in the asteroid belt, Ceres seems to be dripping wet, with perhaps a 100-kilometer-deep layer of subsurface ice or water. Observing both of them with the same spacecraft instruments may give us insight into the formation of the inner and outer planets.

Heinrich Olbers discovered Vesta on March 29, 1807; it was the fourth minor planet to be discovered. It orbits the Sun in 3.6 Earth years and has an average diameter of about 320 miles. Dawn had completed 800 Low Altitude Mapping Orbits by April and Dr. Rayman showed us some of the astounding photographs of Vesta. These images depicted a nearly round planetoid with a huge chunk missing from its south pole, looking like a giant jawbreaker that had been chipped by a hammer.

Dawn will depart Vesta for Ceres on August 26th and arrive at the largest asteroid in the belt in February, 2015. Ceres is larger than Vesta at 600 miles in diameter. It was discovered on New Year's Day of the first year of the 19th century by Giuseppe Piazzi of the Palermo Observatory. It orbits the sun once every 4.6 Earth years. Dawn will orbit Ceres for at least five months.

Marc Rayman once more successfully conveyed his enthusiasm for the wonders of space exploration to BALC, reopening our eyes to watch the skies. For more information, visit the Dawn Mission website: <http://dawn.jpl.nasa.gov> or please read Marc's Dawn Journal at <http://dawn.jpl.nasa.gov/mission/journal.asp>.



*Dr. Marc Rayman was our guest speaker for the BALC April GMM*

## **An Interview with Tracy Rinauro, our BALC May General Membership Meeting guest speaker**

Tracy Rinauro was the keynote speaker at the BALC general membership meeting in May 2012. She told us the story of how she became the Senior Deputy District Attorney of Orange County and a successful criminal prosecutor. Everyone enjoyed and was inspired by her presentation on "How to Lead by Giving Our Teams Psychological Pay". We learned that Psychological Pay was a successful motivational tool used to change culture and lead people in the right direction. This method can help leaders working with challenged budgets. Additionally this has helped Tracy in her work with GRIP; Gang Reduction Intervention Partnership; educating children and their families "at-risk" of joining gangs. We left the evening with a better understanding of what it takes to help people dream, provide inspirational hope, and be more successful in their life and career.

I had the great pleasure interviewing Tracy Rinauro and was fortunate to hear first hand her views on Leadership. In our discussions we talked about her enlightening May GMM presentation and I would like to share her thoughts and aspirations with all of you.

*Tracy Rinauro, Senior Deputy District Attorney of Orange County*



### **What advice would you give students today who are faced with an abundance of competition and pressures while trying to pursue their careers?**

I would tell them not to be like everyone else, just be themselves. Take your strengths and learn from them.

It was hard pressure to fit a mold on what a lawyer should be and act like one. But I didn't fit the mold and thought I was a failure. Anybody who wants to achieve a goal, I would say play on your own strengths, never give up and keep growing, don't try to be like everyone else and believe in yourself.

### **Describe the people in your organization similar to the characters in Winnie the Pooh.**

Winnie the Pooh is a children's story and even though it is fiction, we can take any work setting and imagine it's the hundred acre wood in Winnie the Pooh. There are multiple characters in the story and we all adopt or act like some of the characters.

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First you have owl...Lots of lawyers and engineers might be owl. Owl is the character who sits in the branch of the tree and talks about how educated he is. Anytime a leader wants to try something new, owl says, “we tried that many years ago and it didn’t work so we are not going to try it again” he won’t participate or get in the wood, but when it doesn’t go well he’s going to be the first to say, “I told you so”. Owl is dangerous for the cause of the organization.

Then there’s Piglet. Piglet is all about Piglet. He is insecure and is worried that he isn’t good enough. A leader has to spend time making Piglet feel better about him, so Piglet is exhausting.

Tigger wants attention and has no boundaries. Self love is hard for Tigger. Tigger’s work doesn’t get done because he took on too many projects. And all the other animals in the wood have to carry Tigger. Tigger needs more boundaries, self love and structures.

Rabbit is clever and knows everything about everyone and knows all the gossip in the wood.

Eeyore – Tracy’s least favorite’s character is Eeyore. He’s concerned about where his tail is and that there is a cloud over there. In this economic environment, he would be the type that would be always negative and complain. Eeyore is dangerous for the wood because his lack of confidence is contagious. This is a problem because everyone will start to act like him.

The goal is we are supposed to be more like Pooh who has more confidence than Piglet and more boundaries than Tigger. He’s smart like Owl but he gets off the branch and gets things done. He knows the world has problems but also knows the purpose is to have meaning in our life and to have fun. An organization can do the same. But remember the good of the organization or wood is more important than the good of the individual. Pooh has the heart of a child but the mind of an adult. As we get to be more adult like we lose our heart of a child. We are all these characters at different times in our lives but the point of the book is to keep the innocence and the joy. You can see it in Pooh...he just takes joy in the way he eats his honey and he enjoys life.

**Please explain this in further detail. What is the one behavior or trait that you have seen derail an organization?**

Negative Attitude. If someone has a negative attitude I want them off my team. People who don’t know their skill or trait can learn with the right mind set. People who need to grow or learn can do so with a great attitude. You can’t change someone’s attitude if they don’t believe in the cause or the organization. And if they make it all about themselves instead of the goals of the organization, it will derail the cause. I don’t think you can change negative attitude but you can change personality traits and competency levels.

**What is one characteristic that you believe every leader should possess?**

People don’t want to be managed. I think a leader or manager is actually a coach and we all need to be cheered on and have fun while we’re doing it. You can give them a cause that they believe in. An example of this is to make someone see the top of the mountain and run alongside of them telling them they can do it. Nobody is going to do a good job if they’re pushed. So if you can cheer them on, help them, tell them they can do it they’ll do anything to complete the task.

Also leaders can’t make it about themselves. If a leader walks into a room and has to say their title or tell everyone you’re the leader, then you’re not the leader. Leaders are about their team and they are not the superstar. Leaders need to have self confidence, they need to encourage their team, listen to them and believe in them. You can’t expect them to have a good attitude if you don’t have one.

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*Tracy Rinauro gave a heartfelt presentation at the BALC May GMM*

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### BALC Website

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

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## Can you explain the impact, if any, that social networking has made on your organization or you personally?

Every organization has to have social networking, even if it's 10 minutes or during a lunch break, etc. People don't necessarily want a big event on the weekends or nights that may take them away from their family time. I asked the attorneys I supervise to take a break and fly kites for 15 minutes. Make sure the activity is a surprise. I think I received more productivity out to them for the next two weeks than I ever got before. We all have a competitive nature, so we formed teams with individuals who don't necessarily work together and who think differently. When the team worked together to get the kite up in the air, then began laughing and working cohesively and forgot why they don't think alike. This is a way to build your team and have more productivity. People love individual challenges and goals but can accomplish more as a group. It's our connection to each other and it feels so much better than doing it alone.

## What are the most important decisions you make as a leader of your organization?

That I don't have all the answers. Everyone needs emotional and intellectual buy in. They need to believe in the cause and they need to have input to the cause or challenge. You're not the dictator or decision maker, you're the coach. So the whole team decides what's important and how they are going to accomplish their goal. I decided that I don't have all the answers and I can learn from the team just as much as they can learn from me in regards to our team goals and objectives.

## What are you doing to ensure you continue to grow and develop as a leader?

If you have a difficult person on the team, you need to change the way you interact with that person, and they will change the way they interact with you. I've learned that not everyone needs to be led the same way. Some people need to be told what to do and some need more coaching, some more managing, and others cheerleading. If you try to lead everyone the same way they are going to fit a mold and that's poor leadership. You have to figure out what motivates each person and how to motivate them because we're all motivated differently.

Another thing I've learned is you need to clean up your own backyard. Basically have balance in your life; mentally, spiritually, and physically. Make sure you give your team an opportunity to do the same, lead by example. It's important to be healthy in all aspects of your life. And never ask them to do something you wouldn't do because they will never do it. Don't ask them to work long hours or projects you wouldn't be willing to work on. And don't ask them to compromise their morals or ethics.

- interviewed by *Judie Vullo*

## “BALC Board members share their experiences and insight from the 2012 Leadership Development Conference (LDC)”

On Friday morning, May 4th, in the beautiful Tri-Cities area of Washington state, Laura Spamer hosted the community services workshop. A group of approximately 10 met to share the successes and challenges of developing community services events. Participants discussed events such as special olympics, holiday food drives, boy scouts workshops, and others volunteer activities. Some of the key take-a-ways were to solicit executive participation, make personal appeals to volunteers, and to partner with other organizations to ensure successful community service events.

### Community Service

- by Gloria Wells

### NMA Speech Contest

- by Gloria Wells

The NMA Speech Contest was the culmination of the conference. There were seven high school contestants. All were young ladies. The air was charged with subdued excitement as TV cameras set up to video tape the contest for viewing on local TV. The room was absolutely quiet as each contestant presented her oration before a panel of prominent judges and NMA chapter members excited for their particular entrant. As the event concluded and the winner was named, NMA members were comforted and impressed knowing the leadership potential of this new generation. (continued on page 8)

### Awards Season has arrived! - written by Christa Wolfinbarger

Springtime is always a fun time with the BALC because its awards season! On Wednesday, May 23, 2012 at the Long Beach Marriott we announced our annual scholarship awards to well deserved hardworking students and the BALC chapter awards for 2011 that recognized those among our membership who go above and beyond!

The following sons and daughters of our members went through a rigorous screening of their grades, extracurricular activities and wrote an essay. Finally, each of the students went through an extensive panel interview. These winners truly earned their rewards. **The 2012 scholarship winners were:**

- **1st place Rachael Huang** - \$4,000, Rachael is 17 years old and attends the Orange County High School of the Arts (OCHSA) in Santa Ana. She maintains a 4.16 GPA. Rachael volunteers her time serving as the choir pianist for the Evangelical Formosan Church of Orange County (EFCOC). She also has a passion for singing and reading. In addition, Rachael is a seasoned competitive pianist. Rachael will be attending the Scripps Women College in Claremont in the fall of 2012. She aspires to become a scientist or medical doctor.
- **2nd place Mark Rowley** - \$2,000, who is the son of Craig and Jean Rowley. Craig is the Director of Quality for Advanced Technology Programs in Anaheim. Mark will graduate this month from Mater Dei High School in Santa Ana. He is a certified SCUBA diver and has volunteered at the Aquarium of the Pacific and the Bolsa Chica Conservancy and works part-time as a swim instructor at the Australian Swim School. Mark is a National Merit Commended student, and played on his school's football and golf teams. He also has a passion for music, plays the guitar, and co-created a Music Forum club at Mater Dei. He will be attending University of California, Santa Cruz in the fall as a Marine Biology major.
- **3rd place Chelsea Dial** - \$1,000, Chelsea lives in Huntington Beach and attends Huntington Beach High School. She plays club soccer but decided to not play on her high school team this year in favor of focusing on her academic goals. She was accepted as a Health Sciences major at Northeastern University in Boston and will attend Northeastern for college. Her first semester will be as a study abroad program student at Swinburne University of Technology in Melbourne, Australia.



(left) Rachael Huang, 1st place winner  
(right) Mark Rowley, 2nd place winner



(left) Chelsea Dial, 3rd place winner  
(right) Rocco Hipolito, 4th place winner

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- **4th Rocco Hipolito** - \$500, Rocco Hipolito is an Eagle Scout, and a senior at Ocean View High School in Huntington Beach. He maintains a 3.7 GPA and is graduating as a "Scholar with Honors." Rocco volunteers his free time tutoring at his school and works with new Boy Scouts on their trail to the rank of Eagle Scout. He was the Captain of the Soccer Team, played in the CIF Quarter-Finals and received an "All-League Team Award." In addition, Rocco is a member of the National Honor Society, Friday Night Live (an Anti-Drug/Leadership Program) and various Boy Scout programs. Rocco also has a passion for building and flying remote-control airplanes with his Dad. Rocco will be pursuing his Degree in Aerospace Engineering at the California State University-Long Beach in the fall of 2012. He aspires to become a Naval Aviator and an Aerospace Engineer.

**We also recognized six individuals for effort, support, guidance and strong leadership that leads to our chapters success.**

*Kevin Naya* was awarded the *Silver Knight*. This is the highest award presented at the chapter level in the NMA. It is given to an outstanding executive. Kevin served as executive advisor to Lisa Ross while she was on the BALC board, and made sure that he was available to her for advice and questions during her transition to the Operations position. He attends every GMM when in town, and volunteered to be an executive advisor again in 2012 to the new Operations VP. Additionally Kevin wrote and taught a "lunch and learn" session for Professional Development, and served as executive advisor to the site affordability sessions, also planning its curricula for sessions, and hosting 2 of them. His enthusiasm for BALC and his continued involvement on many levels makes him the most qualified and deserving of the Silver Knight award.



*Kevin Naya awarded the Silver Knight*

*Fred Perez* from Financial Partners Credit Union received the *Manager of the Year* award. For the last 4 years Fred has attended many of our GMM's; his organization has donated \$5,000 each of those years towards our scholarship fund; he has participated as an executive hash slinger at our last 4 "Western Nights". And has volunteered for 3 years at Working Wardrobes as a "Success Coach", teaching job skills to "at risk" populations such as homeless veterans, battered, and addicted persons. He is currently serving as executive advisor to a BALC board member, and has supported members of FPCU as they have served in BALC board positions for the last 6 years.



*Fred Perez received the Manager of the Year award*

*Dee Thomas* was awarded the *Leader of the Year* award for demonstrating exceptional leadership as a BALC President and has tackled tough issues head on with passion. She has instituted the sponsorship of sending 3 participants to the BTEC conference, has instituted the Tech Fellow lunch and learn series to ensure knowledge transfer to successive generations. She ensured collaboration with site executive affordability sessions to generate ideas to promote site affordability. For 3 years she has organized the holiday party bazaar, managing a small amount of revenue for BALC, and ensuring needed additional revenues for participating non-profit organizations. She has advised new board members, and taught 2 classes for other SCAC organizations. She is definitely our Leader of the Year!



*Dee Thomas was granted the Leader of the Year award*

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*Daniel Kaz*, was given the *Member of the Year* award. Daniel works countless hours devoted to align and promote BALC's vision in developing leaders with the focus on accelerating Boeing business success. He made 2011 a banner year with the varied spectra of classes offered through PD, helping to achieve the highest amount of R-1 points ever recorded, providing 180 classes in 2011. Utilizing his network of internal and external resources, he supplied no/ low cost quality training, coming in under budget for both 2010 and 2011. His partnerships included SCAC, Boeing affinity groups, UCLA and Boeing executives, many of whom participated in lunch and learn sessions. Daniel also promoted a program involving 30 Boeing leaders to mentor students at Ocean View High School Business Academy in HB. Additionally Daniel supported site executive efforts to galvanize employees to reduce costs in a competitive market, spearheading innovative ideas for untold cost savings. He has been devoted to the success of BALC.



*Daniel Kaz accepting his Member of the Year award*



*Lisa Ross received our Volunteer of the Year award*

*Lisa Ross* is our *Volunteer of the Year* recipient. Lisa was asked to join the BALC board during difficult times, yet she jumped right in and started the VP Operations job without anyone to advise her. With her expertise, she was able to quickly negotiate contracts and find cost-effective venues. She managed to balance an operations budget left in disarray, develop good relationships with hotel personnel, and make on time payments to suppliers. She provided endless amounts of time and energy working these logistics for our GMM's. She organized the holiday party with her team, where everything ran smoothly, again putting in much time. She helped and coached the new incoming Operations VP, and has remained cheerful throughout the 4 remaining months of her tenure. Her organization, leadership, and ability to work well with others made these events huge successes! Her knowledge and expertise have benefitted other board members who participated, and she has really made a difference.



*Paul Geery accepting his well earned prestigious Gold Knight award*

The Final award is the the *Gold Knight* award, This is the highest award NMA Councils can bestow upon an outstanding executive. The nominee must be an executive who is well known to the members of the Council and whose example has stimulated and inspired them. This prestigious award goes to *Paul Geery*. For many years, Paul has been an executive advisor to many board members, including one for this year's Professional Development VP. Paul regularly attends GMM's, and has routinely showed up to "sling hash" at every Western night. In 2011, Paul was a guest host for 3 site affordability sessions, and participated in the December executive panel for "Is Management For Me?" along with 3 other executives. He makes himself available for help, and has invited BALC to attend his staff meetings to promote BALC activities.

I want to personally say a very sincere "Thank You" to all of our winners. Our chapter would not be as successful as it is without all of you.

*- written by Christa Wolfenbarger*

## LDC Meet and Greet Opening Reception

*NMA President Steve Bailey took the stage and gave a fantastic presentation for the "Meet and Greet" Opening Reception*

Getting to know all 75 plus attendees was going to be a difficult mission, but the conference welcome "Meet and Greet" gave us all a good beginning. NMA President Steve Bailey took the podium and introduced all of the NMA National officers and directors in the audience. Then he proceeded to go around the room and call each attendee by name (he has a good memory and/or good eyesight to read everyone's badges). He asked everyone to tell a little about themselves and offered little tidbits of knowledge from their chapter involvement. The ice was broken and we were ready for the next event – the Opening Reception.



The Tri-Cities area is home to many Washington State wineries and our area chapter hosts (who also hosted the Opening Reception) were very proud of that fact. With some light hors d'oeuvres, the attendees started networking before our hosts announced we would be starting our networking game and true to form, it was a blind wine tasting contest. The teams had to be with people you did not know so it enabled everyone to talk to new "friends". Everyone on a team would smell the wine bouquet but only one could taste each of the wine selections. Then the team had to guess what varietal it was and mark their score sheet. No one got them all correct, but one table only guessed wrong on one wine. It was a great event to start the conference off.

*- by Joe Morano*

## BALC-LDC West Summary

*#1. Opening General Session with Guest Speaker - by Faiyaz Charolia*

The "Opening General Session" was started off by a warm welcome by Don Hart to his home state of Washington with the focus on leadership. Then the floor was turned over to Frank Armijo, the president of Mission Support Alliance, who stressed the importance that the job of a leader is to understand change and then make changes to drive a culture of change through constant communication and leadership. Selecting the right people is the key and developing them is essential. Frank concluded his speech by pointing out that the higher up you go in an organization the less impact you have on the results. It's the people that you hire and place in the right positions that are going to deliver the results for you. It is all about selecting the right people, mentoring them to make the right choices, setting the right culture, and then driving the results you need as a leader. Then a warm hand off was given to the main speaker of the session, Dr. Rich Cummins whose topic was "Leadership in Trouble Times."

Dr. Cummins is the president of Columbia Basin College in Richland, Washington. He spoke about how leadership is about change and helping people through the change will achieve results. He emphasized that leadership during hard times requires a lot of change due to the external environment. Dr. Cummins looks for efficiencies to get through hard times at his college. He stated that, "Mission" or "Cause" must be communicated by leadership for people to really understand why it is necessary. The transformation of change starts with "Why." Leaders need to understand the problems, identify the needs, and then get people in the organization to think about strategies, establish a coherent set of actions, initiate the plans, and then attain success. Dr. Cummins concluded his speech by stating, "Leadership is all about having people who want to follow you and will follow you in order to reach organizational goals."



## #2. Lunch with Speaker

The “Lunch with Speaker” session consisted of good food and great conversation. There was plenty to eat ranging from fettuccini alfredo, lasagna, asparagus, and ceasar salad. Tables were set up in rounds of 8 and speakers sat with attendees in an open seating forum. Dialogues occurred based on participants and speakers choice and discussion ranged from topics about the LDC, specific seminars which had occurred or were going to be conducted, Washington (the location of the event), the ice breaker group event, the evening wine tasting event, and about each



*(left) BALC Board Members at the 2012 Leadership Development Conference*

other and their interest and backgrounds. The lunch was wrapped up with a raffle and many people walked away with a nice gift to take home with them.

*- by Faiyaz Charolia*



*(below) Joe Morano addresses the audience at the LDC*

## #3. Membership Growth Workshop

The “Membership Growth Workshop” was conducted by Erin Krampe and Rick Lloyd and focused on connecting with your teams. The session was very informative and laid out a plan on how to grow membership for the chapters. The first step to membership growth starts with recruiting your team. A strong team is needed in order to meet the organizations goals. The next step is to set your goals. Goals should be measurable and kept track of by

monitoring how the team is doing. After that, planning of activities should be conducted throughout the year for the members. Meetings should be held to get fresh ideas, establish what activities are more likely to attract a wider range of participants, and survey membership to find out what events they are interested in. Following that, membership drives is key to bringing in the new members. Holding different events during the membership drives will help increase awareness and participation. Recruiting competitions within the organization and executive leadership involvement is helpful in ensuring a successful

outcome for membership drives. Thereafter, detailed planning of activities is needed. Multiple shifts should be considered, having a variety of employee types participate (salaried/hourly/members/etc.), from different age ranges, and job functions in order to make it relevant to the potential membership base. Subsequently, it is important to set budgets and try to have activities that will provide the biggest bang for the buck. The last step is to start communicating. What is going on in the organization and what is offered needs to be communicated to members and potential members. Also, a variety of different channels is recommended to be used like email, website, social networking, fliers, E-News, presentations, posters, and newsletters in order to reach and inform as many people as possible. The session was concluded by stressing the importance of pushing for participation and reaching out to members.



*BALC members participate in the activities, communicating and working together to accomplish their objectives*



*- by Faiyaz Charolia*

## BALC-LDC West Summary

### Recognition Workshop

The Recognition Workshop was led by Bob Noel, Chair of the Recognition Committee. The first part of the presentation was a quick review of all the products available from NMA for recognizing individuals, teams and chapters including such things as the Silver Knight award. BALC has a strong history of presenting individual awards – the Silver Knight being no exception as this year’s recipient was

*Bob Noel, Chair of the Recognition Committee, having fun and leading the Recognition Workshop*

Kevin Naya. The review also went over the R-1 form briefly (since a later session went over the form in detail). After the review, attendees were asked about what sort of recognition works for them and to describe their overall recognition activities. The result was that attendees learned from each other about ideas they probably had not considered and everyone benefitted in some way.

*- written by Bob Noel*



### R-1 Workshop - written by Bob Noel

Bob Noel, Chair of the Recognition Committee, and Sue Kappeler, Vice President of NMA, together went through the new R-1 form line-by-line and described the way to use it. The new revised form is applicable to chapters after June 30, 2012. The changes made to the form were approved by the Recognition Committee at the National Director meeting in January, 2012. The first part of the presentation covered the “Administration” part of the R-1 form which includes activities such as informing NMA of officer election results, setting up a chapter organization structure, etc. After that, the form goes into the “meat” of chapter activities – section B – that includes activities such as professional development classes, creating newsletters, membership meetings, booster meetings and the Certified Manager program. The next part of the form describes association development and image including things like news coverage and chapter growth. Finally, the last section of the form looks at community activities like the speech contest and participation in community activities. BALC can be proud of scoring very well in the process based

upon strong professional development classes and lots of community work. In fact, BALC was highly honored in 2010 and 2011 as an “Outstanding” chapter (the top level) and special Professional Development and Community Service awards. The attendees were highly appreciative of the workshop contents because of the much better understanding of the form.



*BALC members worked efficiently and had lots of fun with the Workshop activities*

### LDC 2012 Programs Workshop - by Jocelyn Messina

The Programs Workshop at LDC in Richland, Washington was presented by our very own Joe Morano. It was very interactive and everyone was engaged. There were several great suggestions that BALC will look at implementing. Instead of calling our programs GMMs (General Membership Meetings), we discussed the possibility of calling them “Dinner Programs” or “Dinner Engagements” or “Events”, to spice it up and add a little mystery to these meetings. It was mentioned to send out flyers early with Biographies attached as a “Save the Date” to be placed on calendars; then follow it up a week before the event with a reminder. Move the venue around (make it on a Thursday night so that those who are on a 9/80 schedule can take the following day off. Have a theme (e.g. Mardi Gras). Other suggestions were to have Organizations buy a table for a minimal fee. For external speakers – explain what BALC/NMA is all about prior to the event. Instead of paying them, offer to donate to their charity of choice; find out what their interests are and give them a gift accordingly or give them a special gift from our organization. Make an impression on them and treat them right. For Internal speakers – trade company “program stuff” and don’t assume they might already have that model of the program they work on – they might not have one. Other suggestions were to make Lunch and Learns a bit

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more attractive. Blend committees together; (recruit folks that are running for the board by allowing them to start with the check-in table and “get their face out there”. Get right person with right skills for each position so that they will enjoy what they are volunteering to do (e.g. – event planning is like throwing a party). Choose a committee that will make it happen.

*Ask your Executive advisor who they would like to have come and speak at one of your programs. Invite Steve Bailey to present at one of these meetings. (I was surprised to see that many of the attendees did not have individual Executive Advisors).*

### *LDC 2012 Treasurer Workshop - by Jocelyn Messina*

The Treasurer’ Workshop was presented by Ms. Rhonda Purdle of Lockheed Martin in Palmdale. She presented this seminar much like last year. We discussed preparing a well rounded budget; issuing and receiving funds on a timely basis and keeping good records. I received a template for a consolidated financial report (will provide upon request).

She “reminded everyone” that chapters need to file with the IRS each year – even though we are a Tax-exempt organization, BALC still needs to file each year so we do not lose this status. The benefits of establishing a chapter PayPal account and/or a chapter Credit Card was discussed among the chapters in attendance and we received enough information that BALC should examine the PayPal path in the future.

## **Presidents/Vice Presidents Workshop - presented by Steve Bailey, CM/NMA President**

*- written by Maria Passaseo*

Leadership skills are needed in everyday activities and certainly as a leader at NMA. There are challenges that chapter leaders face but there are also great opportunities to grow personally and professionally. Steve Bailey, NMA President offers advice that will help chapter presidents and vice presidents grow in his/her chapter and be a successful leader. Being in a leadership position offers the opportunity to learn and practice new skills, and is a way of waving your flag in front of others so they notice you.

“The opportunities for you to grow are enormous”, Bailey said. He has seen many a chapter leader grow in his or her position because they have great organizational skills. “It is important to know that you are in the driver’s seat when you are a leader in the chapter”. When leading a chapter, others depend on you to make decisions – to simply ‘make the call’ for the team.

Being a leader of an NMA chapter has its challenges but you can learn from other chapters. Bob Noel, NMA National Director and Boeing employee knows and understands the Boeing culture but says that interacting with other chapters from Lockheed and other companies has helped him learn what leadership means to others.

How can chapter leaders grow in their leadership position? Bailey offered great advice of what they should do in order to succeed. First of all, a leader must look inward and take a moment and ask themselves the following questions:

*“Who am I as a leader?”*

*“Who inspires me?”*

*“Where do I want to go next?”*

*“What do I want to achieve?”*

*“Who can help me get there?”*



*Steve Bailey inspires us all with a magnificent presentation at the Conference*

The best thing to do is ask! Bailey advised his guests that the best way to get what you want is meet with your executive leadership and let him or her know what you need. He says that most people will help you – but you have to ask. He also cautioned that using email as a tool for asking is not the best way of receiving the response you want. Email is a great tool for distributing information but if you want something,

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you must ask in person. As a chapter leader, nothing is more important than the relationship you build with your leadership. People are more prone to helping and listening to you when you have that face to face interaction with them than if they saw your request come through in email as this would be too easy for them to think, 'someone else will surely respond'.

Leaders of an NMA chapter are the communicators of the team and must also be the cheerleader of the chapter. They must be able to identify what is going on around their chapter and must have the ability to motivate people. A good leader should be able to influence thought and influence action and especially listen to people. Bailey believes listening is an art and a skill. He says, that we all think we're good listeners but we are not all good listeners. He says that in this day and age, the whole business of emailing and texting is allowing us to communicate more frequently but in reality, we communicate less because of sensory overload. This impacts us at a national level, a chapter level, and on a personal level. People take time to send things out but the recipients don't have a chance to look at them because their inbox is full with emails. Leaders must maintain good communication and practice emotional intelligence in terms of knowing what is important to our customers and know who requires a response right away and who can wait a little bit for a response.

Bailey shared a dozen things a chapter leader will need:

- **Get clarity** – seek exactly why you're in business and prioritize your work load. Leaders cannot tackle everything.
- **Find focus** – know what your mission and vision is.
- **Take action** – make things happen. Be a catalyst.
- **Choose wisely** – make sure that the people in your chapter are in the right position.
- **Let other people rule** – let the team member tell you their roles and modify it only if necessary. Leaders should develop each team member's goals together.
- **Learn to be specific** – give clear tasks and direction.
- **Tap into your team members' talents** - each person is unique; learn to leverage the talents of each team member including tapping into their connections and other networks.
- **Seek fulfillment** - understand what motivates you and what motivates your members.
- **Keep learning** – seek opportunities that will help your members learn more.
- **Seek possibilities** – use your intuition and don't be afraid to ask others for what you want.
- **Encourage and reward** – thank people for what they've done. A good leader recognizes they didn't get there alone.
- **Learn your own flaws** – know what you're not good at and don't be afraid to ask others for help.

## BALC - LDC West Summary

### Offsite Event - Terra Blanca Winery

*- written by Denee Martel*

Friday evening offered a fantastic escape from the busy conference schedule while still enabling attendees to network, share ideas, stories, and some excellent food and wine. A majority of the 80+ conference attendees took buses to the very picturesque Terra Blanca Winery. Terra Blanca is a 300 acre estate located on Red Mountain near the Columbia River Valley producing (mostly) several varietals of red wine. The gracious hosts (Mid-Columbia Leadership Development Association) provided ample hors d'oeuvres and several excellent samples of local wines. Throughout the evening, the winery staff also provided multiple guided tours through their cellar. The evening ended with a fantastic sunset and a laughter filled bus ride back to the hotel.

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*(above) Terra Blanca Winery*

*(left) Sunset at Terra Blanca*

## NMA's Next Top Leadership Model - written by Denee Martel

Nancy Bennett, NMA National Secretary and member of the Blue Cross Blue Shield of Michigan Leadership Development Association, presented a creative workshop titled NMA's Next Top Leadership Model. The presentation section of the workshop discussed several aspects of effective leadership including attributes of a good leader, results based leadership, common elements of strong teams, and the impact of leadership on organizational culture. The creative part began when the group was broken down to smaller teams. Each team was provided either Play-Doh or Legos and had twenty minutes to create a visual leadership model that integrated leadership notions from the presentation with the NMA leadership model. Steve Baily, NMA President, served as the judge though I believe he enjoyed all of them so much he simply couldn't choose one as the winner.



LDC Leadership Model (BALC members Bob Noel and Denee Martel)



LDC Leadership Model (BALC members Gloria Wells)

## Professional Development Calendar

BALC Development Seminar/Course/WebCast	Location	Date	Time	Comment	Reservation Deadline	Contact
SMS - Developing Performance Course	Huntington Beach	Aug 4th & 18th	8:00 AM	Free for Members	Aug 3rd	Frank Zakravsky
Emotional Intelligence Seminar	HB & WebEx	Aug 13th	11:30 AM	Bring Your Own Lunch	Aug 13th	Daniel Kaz
FPCU Financial Wellness Seminars	Various	Reference Individual Flyers	11:30 AM	Free Lunch	Reference Individual Flyers	Albert Baghoomian
NuVision - Financial Wellness Seminars	Various	Reference Individual Flyers	11:30 AM	Free Lunch	Reference Individual Flyers	Daniel Kaz
Building Effective Teams That Work Seminar	El Segundo	Aug TBD	11:30 AM	Bring Your Own Lunch	TBD	Daniel Kaz
Dam, Why Didn't I Think of That?: Increasing Your Creativity Workshop	Long Beach	Aug TBD	11:30 AM	Bring Your Own Lunch	TBD	Daniel Kaz
Communications Course	Huntington Beach	Aug 21st	11:30 AM	Bring Your Own Lunch	Aug 21st	Daniel Kaz
Dam, Why Didn't I Think of That?: Increasing Your Creativity Workshop	El Segundo	Aug 30th	11:30 AM	Bring Your Own Lunch	Aug 29th	Daniel Kaz
SMS - Coaching and Counseling Course	Huntington Beach	Sep 8th & 22nd	8:00 AM	Free for Members	Sep 7th	Frank Zakravsky
<a href="#">Check the BALC Development/Seminars Calendar for more info on these events &amp; new events including NMA Live OnLine WebCasts</a>						

Daniel Kaz  
Albert Baghoomian  
Frank Zakravsky

VP of Professional Development (PD)  
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