



Boeing Aerospace Leadership Chapter

# New Horizons

NATIONAL MANAGEMENT ASSOCIATION

November-December 2003

## “Step right up to the Commander’s Chair!”

by Bob DeVries

With that invitation, 26 members of the BALC were invited to indulge in some light refreshments and then to “take command” in the Boeing Integration Center on December 17, 2003. The BIC is a high-tech simulation theater located at the Boeing facility in Anaheim, California. Inside the 13,000-sq ft state-of-the-art multimedia facility, warfighters, air traffic controllers, border security officials and others see the “before” and “after” effects of having the right information at the right time. Network-Centric Operations (NCO) can be used in other non-military domains: homeland security, air traffic management, and commercial aviation.



The presentation began with an explanation of how NCO will improve communications between many battlefield “nodes” (airplanes, ships, radios, weapons, command units) deployed by the Army, Navy and Air Force. The goal of network operations is to

maintain interoperability between all of these nodes — which is not the case in today’s environment. In fact, military forces operating the same model of aircraft often cannot communicate. NCO provides a seamless integration of space, air, surface and sub-surface operations.

Operating in a network-centric manner occurs when systems are linked or networked by an in-

frastructure, share information across geographic borders, and dynamically reallocate resources



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## What a wonderful evening!

by Joe Morano

On Friday December 12<sup>th</sup>, BALC celebrated the holiday season with dinner, dancing and a casino night at the Westin South Coast Plaza Hotel. Over 250 members and guests attended the fun event. The evening began with a table of appetizers, served hors d’oeuvres, and a wide selection of beverages including a large bowl of egg nog.

A soup course started a fine dinner of Cornish Game hen which ended with Chocolate Mousse cake with Crocodile Sauce (spicy!)

The night continued with danc-



ing to the spinning tunes of DJ Jeff Holmes, and the thrill of playing craps, roulette or blackjack at the casino tables with hopes of winning one of the many prizes the chapter gave away.

Contributions collected from generous (but not too lucky) gamblers brought in \$230 towards our scholarship fund. We also received toys from all of the attendees, which were distributed to needy families in our community.

The BALC Board hopes that you had a very enjoyable evening, and we solicit any comments you may have regarding this annual event.



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

## From Your National Director's Desk...

Since the last New Horizons issue, planning for the 2004 NMA Pacific South/Pacific North Leadership Development Conference on April 22-24 has made giant strides, and related details are now available on the NMA website (<http://www.nma1.org/clcs/pnps>).

On Thursday, April 22, we'll have a special session for first-time conference attendees, followed by an outdoors cash-bar reception in the pool area for all early arrivals.

Friday, April 23, will kick off with Steve Bailey, NMA President, who will address benefits of the NMA in today's workplace. And, to liven things up, we have arranged for a SPECIAL SHOWBIZ SURPRISE during Steve's session which is guaranteed to make your day!

In addition, we've signed up Bob Springer (<http://www.jsc.nasa.gov/Bios/htmlbios/springer-rc.html>), ex-astronaut and Top Gun pilot, who will speak on "TEAMING: An Astronaut's Perspective" at our Friday CEU Workshop. Look forward to an exciting time with video clips and pictures from his Space Shuttle flights and interesting interactive lessons. Bob has also agreed to autograph his official astronaut photo for anyone who wants one, and we'll have a mission decal from one of his flights for every attendee.

After the chapter/council officer training sessions on Friday afternoon, we'll adjourn to adjacent Doheny State Park for a special California treat - a catered



**Pete Kurzahls**

beach barbecue where we can network and unwind.

Saturday, April 23, will begin bright and early with a briefing on The State of the NMA by our national officers. Be prepared to learn about the many new initiatives the NMA has kicked off over the past year, and to find out what's coming next as the NMA and the International Management Council (IMC) together move into the future.

Next, our Saturday CEU Workshop will be led by David Fagiano who will speak on "LEARNING: Practical Dale Carnegie Skills." David is the Chief Operating Officer for Dale Carnegie and Associates, Inc. (<http://www.dalecarnegie.com/index.htm>), so we're getting the best. His overview and audience exercises will allow all of us to more effectively deal with others in our work and personal environment. In the interim, you can test yourself by checking out some of the free online assessments by Dale Carnegie (<http://www.dalecarnegie.com/M9/M9S2.htm>).

Our Saturday Recognition/Networking Luncheon will highlight chapter accomplishments

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## Thanks for the Memories

As the BALC outgoing President, my role in 2004 will be to perform the duties of Past President. As stated in my remarks last January, it has been an honor to serve as your 2003 President – the most rewarding “job” of my entire aerospace career! There are many chapter members who deserve the BALC spotlight for their contributions to a successful year. To them, I would like to say, “Thanks for the Memories” in 2003!

It definitely requires a team effort to have a successful chapter. On the Boeing Aerospace Leadership Chapter Board, are 10 dynamic leaders:

**Bob DeVries, Professional Development:** Bob was instrumental in getting NMA classes accredited through Cerritos College with the support of our Boeing Learning Together organization. He invigorated our Professional Development offerings with many new seminars and scheduled our first Boeing site tour in December. Be ready in 2004, as I hear we will be “on the road” again to other Boeing sites.

**Mike Patricelli, Programs:** From Boeing Presidents, Vice Presidents, and the company Chief Financial Officer to a former baseball pitcher and a worldwide adventurer, Mike always provided unique and entertaining programs. Who could forget Mike in a safari hat and jungle vest during the Jeff Salz presentation?

**Joe Morano, Operations:**

From selecting delectable menus, working closely with large hotels, organizing an evening on the Queen Mary, and planning a holiday event/ Casino Night, Joe was the man to lead our hotel negotiating team! I can envision Joe “clinking” the water glass to alert members that it was time to start the meeting!

**Marti Phillips, Member Services:** Utilizing our 60+ Booster team and several membership campaigns, Marti brought in over 130 new members. Marti scheduled two membership orientation dinners and a Booster Recognition Event that boosted the BALC spirits of both new members and our dedicated Boosters. Every event that Marti sponsors for members is remembered for enjoyment and camaraderie!

**Kelly Merryman, Retiree/ Alumni Services:** Kelly provided service to over 200 lifetime members and a growing number of retirees who retain full membership. Kelly has shaped this role into a vital aspect of our chapter. Even if you are retiring, we still offer you the opportunity to enjoy the benefits of BALC membership. Remembering Kelly at work with the BALC retirees at check-in always brings a smile.

**Marie Mungaray, Community/ Education Services:** Besides the American Enterprise Speech Contest and the BALC scholarship competition, Marie sponsored two other major events this year. On Educator Enrichment Day, over 100 local teachers participated in science workshops taught by Boeing engineers. For students,

Summer Science Camp offered three full weekends of science and math instruction. At this popular event over 500 students, 30 instructors, and almost a 100 volunteers focused on math and science projects. My favorite memory of Marie is cheerfully greeting Summer Science Camp volunteers at 5:00 am – before dawn on a Saturday morning!

**Judy Blando, Special Events:** Whether our members want to go to the theater, to a sporting event, to a concert at the Hollywood Bowl, to a wine tasting event, or to the Rose Parade, Judy maintained a schedule of events that offered the opportunity to relax and interact socially with other members. In addition to the pleasant memories that members gained from each event, ticket sales earned almost \$7,000 for our scholarship program. Now, that’s a positive income figure we won’t forget!

**Dave Andersen, Communications:** How could we keep this all organized without Dave? The New Horizons publication, our internal and external web site, our chapter, council and national awards programs, and NMA monthly reports are just some of the areas subject to Dave’s expertise. Watching Dave juggle deadlines for a dinner program, the New Horizons, an NMA report, the Board minutes, and an award nomination all at once was indeed astounding!

**Adam Wass, Finance:** With all of these activities, you need a good money manager. That was Adam,

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## From Your National Director's Desk...

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and encourage discussions between chapter participants. And, of course, the Pacific South and Pacific North speech contest that afternoon will inspire all of us as the best of the best compete for scholarships and a chance to advance to the national speech contest.

After announcement of the speech contest winners, the conference will conclude with a dinner at the famous Wind and Sea Restaurant in Dana Point harbor.

Located right at the waterfront, this restaurant features both outstanding dishes and entertainment, so get ready for a fantastic evening.

We plan to have a Silent Auction on Friday and Saturday where you can bid for some great items with the proceeds going to the NMA scholarship fund. We will also have a Book Fair on both days to allow you to restock your library at discount rates. Take advantage of this opportunity to pick up the book(s) you've always wanted.

Initial forecasts from the 7 Pacific North and the 16 Pacific South chapters project over 80 full-time registrants, and we hope that many local chapter members will take advantage of the reduced rate for one-day participation to join us for this exciting conference.

The NMA Southern California Area Council (SCAC) which supports BALC and six other local chapters is looking for feedback on its services which include:

- **PROFESSIONAL DEVELOPMENT WORKSHOPS** where your chapter members can sample the latest in NMA offerings such as Faciliskills courses.
  - **COUNCIL SPEECH CONTESTS** where your chapter winner can earn additional scholarships and a chance to compete at area-level and national awards.
  - **PERIODIC NEWSLETTERS** "On Track with SCAC" where your chapter can catch up on national and local NMA events and showcase your chapter activities.
  - **COUNCIL AWARDS** which are a great way of recognizing your chapter and organization leaders. Current SCAC awards include the NMA Gold Knight of Management, SCAC Manager of the Year, SCAC Member of the Year and the SCAC Chapter Innovation award.
- COUNCIL WEBSITE** (<http://nma1.org/councils/scac/index.htm>) where you can access the SCAC newsletter, NMA Individual Member newsletter, information about council activities and council contacts.
- **CHAPTER OFFICER TRAINING** scheduled as required to help local chapter officers come up to speed and learn from past experiences.
  - **QUARTERLY COUNCIL MEETINGS** which chapters can join via telecon to voice their suggestions and concerns and get help.

If you would like to participate in the associated SCAC survey or in some of these SCAC activities, please go to the SCAC website above and click on the VOTE HERE link to access the survey.

On a national level, the January NMA Board of Directors meeting addresses several new and interesting initiatives which I will report on in the next New Horizons.

*So we're off to a great start for the New Year!*

## Thanks for the Memories

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a certified financial advisor from a local credit union, who also doubled as our VP of Finance. The most striking image of Adam was at Western Night, dressed in authentic Western attire — as a professional gambler!

Pete Kurzhals, Past President: Pete is a dedicated taskmaster who mentored me in NMA responsibilities and in the chapter President's role. My most rewarding memory of our NMA partnership was at the Queen Mary in June when I had the honor to present the Silver Knight of Management award to Pete.

Let me tell you, it's easy for our chapter to win awards with a team like this!

Most importantly, to the BALC members, "thanks for the memories"! As presentations were made, your applause buoyed my confidence. An inexperienced humorist, you even laughed at some of my comments. When I felt overwhelmed with BALC business, your e-mails lifted my spirits. As the BALC 2004 Past President, I will be serving the chapter in an advisory role. Please introduce yourself at an upcoming dinner, seminar, special event, or Summer Science Camp and I'll relate your recommendations or comments to the 2004 Board.

The gavel for Board meetings and the whip I "cracked" at Western Night will now be passed on to Mike Patricelli, your 2004 President! Get ready for more wonderful memories in 2004!

## Step right up to the Commander's Chair!

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based on the operational needs. A soldier on the front lines, a commander at a distant base, weapons from another military force, and the location of back-up forces permits the most effective use of each element. With network-enabled systems, an unprecedented enterprise environment is created where, in real time, the system can collect and share data—turn that data into information—and turn the information into knowledge to aid decision making. Enabling NCO requires a strategic communication and information architecture that ensures systems-of-systems interoperability.

An awesome display of a simulated war scenario was played out on a large screen before us inside the BIC. Large projection screens provided a com-

prehensive view of what's happening on the simulated battlefield during demonstrations of network-centric operations. Commanders at distant fronts could communicate with soldiers holding handheld computers in the fields, with incoming surveillance aircraft, and with nearby weapon units via a secure, undetectable electronic communication. The emerging Integrated Battlespace is an environment in which everyone and everything on a network shares information and operates as part of an integrated system while following the commander's established rules of engagement.

Experiencing this window into the future helped BALC members to realize why Boeing has become recognized as a world leader in providing intelligence, surveillance, and reconnaissance.

### Code of Ethics

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

# 2003 BALC Programs Survey

by Mike Patricelli

Communications is very important in any organization whether it's Boeing or an NMA chapter. Last July a survey was sent out to all our members and we received an impressive 274 responses. Our goal was to determine why members go to the monthly dinner meetings, why they don't, and what we could do to improve the meetings. We were delighted to know that the majority of the respondents enjoy the meetings and thought that we are doing a great job. However there were some areas where it was felt that we could improve. An interesting statistic came out of this survey. On nearly every topic in which we received a negative comment, we received an equal amount of positive comments (i.e. I didn't enjoy the food at a certain hotel. I loved the food at that hotel). A good percentage of the comments were related to location, types of speakers, and suggestions on how to improve our awards night. We listened. Here are a few changes that you'll see in 2004.

**Location:** We have over 1,200 members, the largest NMA Chapter in Boeing. Our members are spread out over approximately a 25-mile radius from the HB campus at over seven Boeing sites and two credit unions. A percentage of these members are located in Seal Beach, Long Beach, Sea Launch, and El Segundo. We have tentatively scheduled three dinner meetings including the holiday dinner meeting in the Long Beach area for 2004. An elegant holiday

dinner dance and casino night is scheduled aboard the Queen Mary.

**Speakers:** We have contacted a few Boeing corporate executives and are in the process of coordinating schedules to allow them to be a keynote speaker at a dinner meeting. We also have some excellent motivational speakers lined up for 2004. We had numerous requests to have Marianne Jennings come speak at a dinner meeting. Most of you seen her video during the IDS recommitment to ethics training last July. We listened. Marianne is coming on April 21 and is preparing a great keynote address for you.

**Timeliness:** In a few instances we have had the business portion of our meeting or the meeting itself go beyond the scheduled agenda time in 2003. Most members don't mind if the meeting goes a little over if the keynote speaker is very enthusiastic and interesting or if the entertainment is enjoyable. However, a few meetings have gone long and did not fit into this category. We reviewed our agenda process and determined where we could improve. In 2004 we will start our meetings on time, and stay as close to schedule as possible. So we need your help. To help start on time we need you to do your best to arrive and be seated at your table by 5:45. In turn we will do our best to adjourn at 8:00.

**Awards Night:** Recognition of Chapter members is an important part of our organization and is best presented in front of the membership at a dinner meeting.

Our organization also provides a tremendous asset to its members in the form of college scholarships for a few well deserving students who are immediate dependents of our members. Where else should these students and their parents be recognized except in front of the members who made it all possible? To accomplish this we have scheduled Awards Night in May. We have developed a short recognition agenda and have a surprise celebrity guest arriving to assist in the presentations.

**Volunteer to help:** Many of you expressed via survey responses, phone calls, and emails, interest in assisting a Board member. We appreciate your willingness to help your chapter. Feel free to approach a board member at the dinner meetings and introduce yourself.

**Thanks! :** Thanks to all of you who responded to the survey. We appreciate all your comments, recommendations, and suggestions for improvement. We encourage you to email members of the board with your comments so that we may continue to improve your dinner meetings.

Below are the questions that were listed on the survey and your responses.

## *Question 1. Did You Attend A Dinner Meeting in 2003?*

- 70% of Respondents Said They Attended a Dinner Meeting in 2003

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**Question 2.** *If Not, Why? Reasons for not attending (In Order of preference):*

- Schedule Conflicts
- Hotel Location
- Other Reasons

**Question 3.** *What Type of Speaker Do You Enjoy Most? Favorite Type of Speakers (In Order of preference):*

- Boeing Corporate Executive
- Motivational
- Entertainment (Luau, Hypnotist, Comedian, etc.)
- IDS Executive
- Athlete/Celebrity

NOTE: Motivational, Entertainment, & IDS Executive received nearly the same amount of votes.

**Question 4.** *What is Your Major Factor for attending a dinner meeting? (In Order of preference):*

- The Speaker/Entertainment
- Doesn't Conflict with Schedule
- Event Location

**Question 5.** *What do you Enjoy Doing Most While at the Dinner Meeting? (In Order of preference):*

- Listening to Keynote Speaker
- Networking
- Visiting With Friends

**Question 6.** *Are You Interested in Assisting a BALC BOD Member?*

- Yes - 22
- No - 77
- Not at This Time – 166

**Question 7.** *Are You Interested in Becoming a BALC BOD Member?*

- Yes - 9
- No - 97
- Not at This Time - 153

### 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.



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