



Winner-Publications Contests: 1991—1995, 1998, 2000, 2001, 2003—2006,

Volume XXIII, Number 1 January - March, 2007

Southern California Area Council Newsletter

Southern California Area Council Speech Contest

American Enterprise (AE) Speech Contest

Corona High School Student Triumphs in SCAC Speech Contest

By Avis French

Brisa Simmons, a senior Corona High School, is the champion of the 2007 NMA American Enterprise Speech Contest for high school students, sponsored by the Southern California Area Council (SCAC). Brisa next represents SCAC at the Pacific South Area contest to be held in San Antonio in May.

This is the 19th year that SCAC has sponsored the event. The contest is open to high school students in the local school districts. The students' speeches are judged on speech content, originality, effectiveness, and value; the physical presentation, voice, and manner in which the speech is delivered; the appropriateness and correctness of the language used.

By researching, writing, and delivering a speech on our economic system, the young men and women -- and their audiences (faculty, family, friends, and NMA members) -- acquire a greater understanding of the role that a free economy plays in a free society. The contest also provides an incentive for the development of communication skills that will be so vital to them upon entering the workforce or furthering their education. Certainly, the financial rewards help winning students to go on to college or otherwise fulfill their dreams.

Brisa took first prize, \$600, at the March 24 event, with her speech "American Free Enterprise and the Great American Sport". Second place and \$400 went to David Boyajian, a junior at Crescenta Valley High School.



SCAC First Place Winner, Brisa Simmons and SCAC Second Place Winner, David Boyajian

Brisa is co-president of the Speech and Debate Club, and an honors member of the school's Academic Decathlon team, and she is in the top 4% of her graduating class. Brisa was a "Most Distinguished Speaker" for the RCC Friends of Forensics Tournament, an annual tournament sponsored by the speech and debate department of Riverside Community College, Riverside campus. Speech types for this competition include persuasive, expository, oral interpretation, and impromptu. This is Brisa's

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From the Desk of the President

By Mike Patricelli, President



A New Year – A New BOD

Welcome to a new year with SCAC and your 2007 Board of Directors (BOD). The new officers were installed during our March BOD meeting by Pete Kurzhals, NMA National Director.

The 2007 SCAC officers have accepted the challenges of the year ahead and are confident that we will continue the SCAC tradition of supporting our members (see page 7 to meet your 2007 Board of Directors). Mike Chaney and the 2006 BOD had some exciting accomplishments during 2006. Here are just a few of the accomplishments from 2006:

- Brisa Weaver, the Speech contest contestant from the Anaheim Chapter, won the SCAC council level contest, the Pacific South level and finished third in the NMA National Speech contest in Nashville Tennessee
- The SCAC Newsletter “On Track with SCAC” won first place in the annual council newsletter competition. This is the 12th time it won first place.
- Hosted a meeting where Steve Bailey, NMA President, was the keynote speaker. Steve shared his insights and news from NMA with the many members in attendance.
- Presented the Gold Knight of Leadership,

Manager of the Year, and the Chapter Innovation Award. The Boeing Aerospace Leadership Chapter (BALC) Member of the Year, JoYvonne Bragg-Erickson, was also the SCAC winner. She went on to become the NMA National Member of the Year.

The 2007 BOD is looking forward to continuing all the great efforts of past SCAC BODs. We have made some changes that will improve our services to the member chapters and individual members. We will be making some significant improvements to our SCAC website. Daryll Eaton from BALC has accepted the challenge of improving the website. He has some excellent ideas for improving the look and feel of the website. His first challenge will be to update all the information on the site to make it current. His second challenge will be to make the site more user-friendly and appealing to our members. Our ultimate goal is to be able to share information and news from all the members and from NMA.

This year we are looking to improve in many areas and in one key area we have already made some strides. Virtually all the funds used to support SCAC and its activities come from various fundraisers through out the year. Without the monies from these fund raisers SCAC would not exist. As you can see the person who schedules and coordinates our

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2007 SCAC Member Chapters

Boeing Anaheim Leadership Association (703)
Theresa DeLeon (714) 762-0165

Boeing Aerospace Leadership Chapter (701)
Debora Compean-Zrinski (714) 896-3479

City of Orange (194)
Patti Van Voorst (714) 744-2531

Harbor-UCLA Medical Center (402)
Calvin Kwan (310) 222-2155

National Happenings

By Dr. Pete Kurzhals, CM, National Director



The NMA recently completed an update of its strategic plan which recommended increased emphasis on leadership and community involvement, and suggested several related initiatives. The first of these initiatives focuses on increasing membership by 10% in 2007 through the formation of new chapters and through retention and growth of existing chapters. Several new chapter charters (Boeing, Lockheed Martin and Singapore) are now in the final planning phases; and a concerted effort, led by a tiger team under Gary Waits, will reach out to CEOs in the host cities for our Leadership Development Conferences (LDCs) and National Conferences. Special lunches planned in conjunction with our conferences will brief these executives on the benefits and opportunities of NMA chapters and will encourage their participation in the NMA. A new tracking report developed by Steve Menke will be published monthly to monitor existing chapter membership trends and to assess related growth opportunities. Two months of “free” membership drives, which will waive new member fees, will again be offered this year to aid this process.

A second initiative, led by Professional Development, will focus on key products and services that address identified stakeholder leadership needs. Existing NMA courses (SMS, FaciliSkills, LiveOnline, LeaderLab, and Dale Carnegie) will be linked to specific competencies and attributes that support the NMA and other leadership models; and related facilitator guides will be updated to reflect this leadership emphasis. Special CEU workshops on the Magic of You – Authentic Conversations are planned for the 2007 East and West LDCs to address crucial conversation issues and solutions.

Development of a new NMA Leadership Evaluation And Development (LEAD) program will allow NMA members and their organizations to assess their understanding of key leadership competencies and attributes, and to take advantage of reading, training and work suggestions that will help them become more effective. The web-based LEAD program is co-sponsored by Boeing Anaheim Leadership Association (BALA) and Boeing Aerospace Leadership Chapter (BALC), and is being developed by some 30 national volunteers, all experienced facilitators, from three parallel teams (the NMA Professional Development Committee, the NMA A-Team and a Dale Carnegie Team). The resultant LEAD prototype will be based on the Boeing leadership attributes and competencies; but can be readily converted for use with other leadership models (NMA, Lockheed Martin, Blue Cross Blue Shield, etc.). LEAD CEU workshops are planned for the 2007 EAST and West LDCs to introduce this major new NMA capability, and formal rollout of LEAD is targeted for the 2007 National Conference.

A third initiative, led by Communications and Events, will focus on enhancing the NMA image and communications. Associated actions will include an update of the NMA vision and mission from a leadership perspective, and new related website improvements (such as a site map, home page redesign and video links) and services (such as search engine positioning) to increase NMA visibility and marketing. Related targeted messages to current and potential new members will be used to announce resultant advances and offerings. Greater national publicity of NMA activities (such as the American Enterprise Speech Contest, McFeeley Award, Executive of the Year Award and Hall of Fame Award winners) is also planned through outreach activities to the New York Times, Washington Post, Wall Street Journal and other national media.

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From the Desk of the President

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fundraisers is very important, so we decided to make a BOD position for this person; SCAC VP of Fundraising. We have had a few outstanding individuals in the past that scheduled and coordinated the fundraisers and know that we will have many more.

Elaine Faflek had an outstanding year in 2006 raising funds and has continued that impressive effort in the first few months of 2007. However, Elaine will be moving on in June and going off into retirement. We are looking for one or a few individuals from our SCAC members who would be willing to help SCAC with this most important task. If you are interested in being of service, please contact me mike.patricelli@boeing.com and let me know.

We look forward to another outstanding year and continued success with providing the tools for chapter leaders to provide personal and professional development opportunities for their members.

Visit Important Web Pages:

June, 2007 issue of
"NMA Breaktime,":

<http://nma1.us/breaktime/2007-06/2007-06.pdf>

SCAC's Home Page:

<http://nma1.us/councils/scac/index.htm>

BALC's Home Page:

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

NMA Home Page:

<http://nma1.org/>

National Happenings

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A fourth initiative, led by Association Services and Community Services, will focus on establishing a culture of community to increase member connection to the national organization. Key activities here will explore the benefit of using a State of Community Assessment Tool developed by ASAE (American Society of Association Executives) & The Center for Association Leadership. Specific emphasis areas will evaluate the importance of personal identification with the NMA, and mapping of the NMA experience to explore related opportunities. The Speech Contest guide will also be streamlined and revised; and chapters will be challenged to increase their

community involvement. A related outreach effort, led by Recognition, will contact all chapters not currently participating in the national recognition program to encourage their use of R1 reporting and consideration of other national awards.

So there are a lot of things happening on the national front which can help all of us. Stay tuned for further development and the results of these exciting initiatives.

Pete Kurzhals, CM

NMA National Director
NMA Professional Development Chairman

Chapter Chatter

Harbor-UCLA Medical Center Chapter By Avis French

The Harbor-UCLA Medical Center Chapter continues to conduct successful monthly membership meetings. The topic for the January meeting was "Coaching for Performance," conducted by Dennis Campos, the HR Director at Los Angeles Biomedical Research Institute. He defined a series of coaching relationships: coach as a teacher, coach as a guide, coach as a mentor, and coach as a motivator. He discussed what makes each technique effective. In February, Jack Miles, Tax Associate, and Aimee Iriye, Master Tax Advisor, from H&R Block, presented a workshop on helpful tax tips. Topics of discussion were: deductions and credits, tax law changes, tax forms, and dealing with the IRS. For the March meeting, the chapter had an exercise in flexibility: when the featured speaker bowed out at the last minute, the meeting turned into a celebration of St. Patrick's Day. They participated in a St. Pat's Word Scramble puzzle, raffles, free food, sharing thoughts, and a poetry reading. Dennis Campos conducted an informal discussion of "What types of

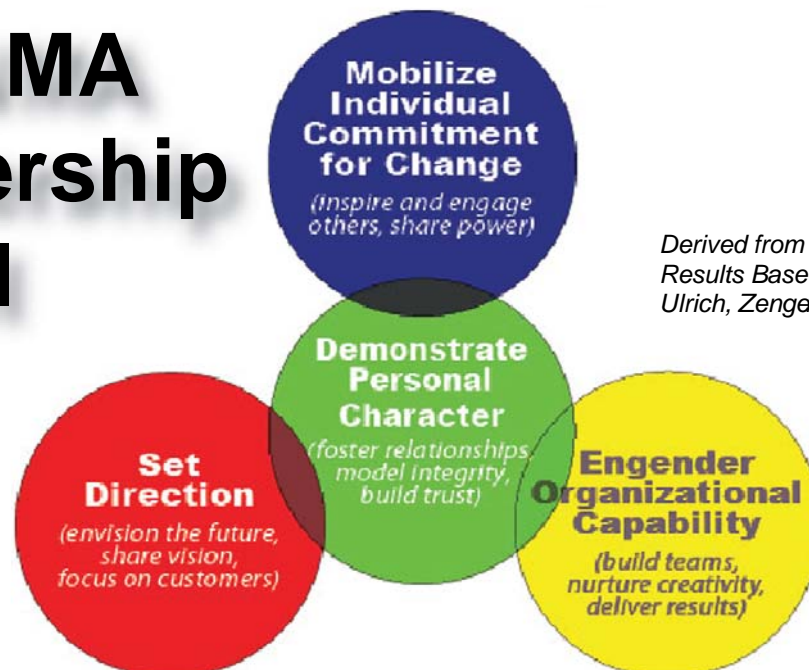
non-monetary rewards are available to employees?" Among the ideas were public and private acknowledgement, letter of appreciation or thank you note, encouragement, flowers, and (my personal favorite) take them out to lunch.

The chapter recognizes a Member of the Month at their meetings. In January, Sharon Golub was recognized for teaching Psychiatric Nursing. Prior to joining Harbor, she served at Mt. St. Mary's College for 19 years. Susan Alvarado was the February honoree. She is worked in Emergency Medicine for the past 16 years but has been at Harbor-UCLA for the past 34 years. The member recognized in March was Patrick Brady. He has been with Facilities Management at Harbor since December 2004. Previously, he was with Los Angeles County USC Medical Center for 17 years.

The chapter is offering the following Educational Development Programs in 2007:

April	Excel computer class
June	Leadership

The NMA Leadership Model



Derived from a similar model in Results Based Leadership by Ulrich, Zenger, & Smallwood.

Your 2007 Board of Directors



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Mike Patricelli

Boeing Aerospace
Leadership Chapter



VP - Fund Raising
Elaine Fafilek

Boeing Aerospace
Leadership Chapter



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Leadership Chapter



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Boeing Anaheim
Leadership Association



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Leadership Association



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Bob DeVries

Boeing Aerospace
Leadership Chapter



VP-Communications
Dave Andersen

Boeing Aerospace
Leadership Chapter



Director-at-Large
Avis French

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Leadership Chapter



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Leadership Chapter



National Director
Dr. Pete Kurzhals, CM

Boeing Aerospace
Leadership Chapter



SCAC Advisor
Gerald Blackburn, CM

Individual Member

Southern California Area Council Speech Contest

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second time as a contestant in the NMA American Enterprise Speech Contest. In 2006, she won the chapter, council, and area contest, and placed third at the national event. In the community, Brisa volunteers at the Corona Regional Medical Center.



Avis French and Mike Patricelli prepare to present first and second place awards to the speech contest winners.

Roger Freely and Darryl Tahirali from Toastmasters, Gary DuMas retired from Boeing, and Cynthia McCall NMA Individual Member served as judges. Avis French, NMA Individual Member, performed yeoman duty as Master of Ceremonies and as Contest Director. Serving as Sergeants at Arms and Boeing Hosts were Laura Swinth, Charles Duke, Jason Munroy, and Karen Jefferies. Timers were Mike Patricelli and Laura Swinth, and counter was Felie Beaty.

Marie Mungaray produced the certificates for all the participants and the contest team. Marie, Cynthia, Mike, Jason Monroy, and Dave Andersen were responsible for refreshments. Programs were put together by Laura Swinth, and Dave Andersen served as photographer for the event.



(Left to right) Jocelyn Messina, Theresa De Leon, SCAC 1st Place winner, Brisa Simmons, Bob Noel, Felie Beaty, and Jim Gonzalez.

Before presenting the awards, Mike Patricelli, President of SCAC said “that the contestants were impressive once again”. All of us within SCAC congratulate Brisa on her achievements, and we look forward to the third level of the contest in May.



Speech Judges (Left to right) Gary Dumas, Cynthia McCall, Darryl Tahirali, and Roger Freely (Not shown) Speech contestant escorts, Pete Kurzhals and Adam Wass



Mike Patricelli presents award to 1st place winner, Brisa Simmons



1st place winner, Brisa Simmons being congratulated by Theresa De Leon, and Felie Beaty.

Anaheim Chapter 703 Closing a 65 Year History

By Mike Chaney, 2002 Past President

Chapter 703, The Anaheim, California Boeing Anaheim Leadership Association (BALA) will “close” in 2008 setting the sun on an illustrious 65 year history that saw chapter members go on to become Member of the Year and future National level NMA Executive of the Year winners. The chapter has received numerous Excellent, Superior, and Outstanding ratings throughout its history.

The chapter began its journey in February of 1942 when the North American Foreman’s Club became affiliated with the National Management Association (NMA). Chapter 703 was chartered on February 27, 1943.

The active chapter with the earliest charter date is the Lockheed Martin Leadership Association chapter, Fort Worth, TX., chartered July 15, 1942, a mere seven months prior to the Anaheim chapter.

A 2006 business decision to consolidate Southern California Boeing business units resulted in the closure of Chapter 703 corporate sponsor’s facility.

Our member with the current, longest active membership, James Brownrigg, will retire in 2007, ending a 39 year membership.

The chapter had their last regularly scheduled General Membership Meeting (GMM) on May 15, 2007 with a Hawaiian Night theme. Future GMMs and other chapter activities will be joint activities with the Boeing Aerospace Leadership Chapter (BALC).

As NMA members have frequently heard NMA President Steve Bailey’s often quoted “career resiliency” term, the chapter will employ this concept as it merges with the BALC, located just down the freeway in Huntington Beach, California.



The BALC began its journey a little earlier in 1938, and also became chartered in 1943. The BALC has absorbed other NMA chapters throughout its existence. The BALC and its predecessors have received 16 Outstanding, 20 Superior, 32 Excellent awards throughout its existence, as well as having produced NMA Member of the Year and Executive of the Year winners.

This merge will result in a synergy in which the strength of the combined chapter will be greater than the individual strength of either of the previous chapters.

While members will always cherish their fond memories of Chapter 703 experiences, we look forward to the journey and new experiences within the BALC.

NMA Recognition Program

By Avis French

The Recognition Program is an important part of the National Management Association. Public recognition given for a job well done stimulates members and improves individual performance and group performance alike. Awards are means to an end--recognition that tangible milestones have been reached as we strive to reach intangible goals and ideals, recognition for individuals who have gone above and beyond for their chapter, their organization, and/or their community.

Chapters and Councils achieve recognition by virtue of the monthly or quarterly reports. Points are assigned for the activities reported. They achieve Excellent, Superior, or Outstanding status based on

the total points achieved for the year. Multiple awards are presented based on chapter size groups (councils are a size group unto themselves). Size groups are 1-10, ranging in sizes from 1001 or more members down to 39 or fewer members. Thus all chapters and councils have an opportunity to participate in the Recognition program.

Chapters and Councils also achieve recognition of newsletter excellence by achieving the Publications award. Again, points are achieved by the activities reported in the newsletter. Chapters and Councils must submit two issues, one published 5/1 – 12/31 and one published 1/1 – 4/30. Again, awards are based on chapter size groups, enabling all chapters and councils to participate.

Member of the Year	This award is the highest award that can be bestowed upon an outstanding chapter member. Chapters and/or Councils can forward this nomination to NMA for consideration at the National level.
Silver Knight	This award is the highest award an NMA chapter can bestow upon an outstanding executive.
Gold Knight	This award is the highest award an NMA council can bestow upon an outstanding executive.
Manager of the Year	This award is presented by an NMA chapter to someone who inspires in others a sense of camaraderie, dedication, integrity, and professionalism. The chapter can forward this nomination to their Council for consideration at the Council level.
Leadership Award	This award is presented by an NMA chapter to a member who has exhibited outstanding leadership abilities through participation in NMA activities.
Volunteer of the Year	Some chapters present this award to a chapter member who has donated endless hours assisting in various events, programs, and activities.
Executive of the Year	This award is the highest award the NMA can present to an individual. Chapters or Councils can submit nominations for this award.

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NMA Recognition Program

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Hall of Fame Award	This annual award honors individuals who have dedicated their lives to the development and recognition of management as a profession and the promotion of the American Enterprise system. They do not need to be NMA members. Chapters or Councils can submit nominations for this award.
McFeely Award	This award is given in recognition of an individual who has made outstanding contributions to the fields of either management and/or leadership development through published books, articles, theory development, positions held, or teaching.
NMA Shield of Excellence	This award is presented by Chapters or Councils to individuals who have motivated other people to practice NMA's Code of Ethics, who has encouraged others to contribute to the achievement of NMA objectives, and who is an outstanding influence for the preservation of the American Enterprise System.

Since its inception in 1977, several SCAC members have been recognized as NMA's National Member of the Year: Lawrence Pechter from the old Rockwell Anaheim chapter in 1987, Avis French from the old Unipro chapter in 1995, Elaine Fafilek from the Boeing Huntington Beach chapter in 2003, and JoYvonne Bragg-Erickson from the Huntington Beach chapter last year.

Upcoming NMA LiveOnline Courses

**To register or be added to the mailing list contact
Karen Tobias at 937-294-0421 or Karen@nma1.org**

<p>June 7</p> <p>So That's How You Do That! MS Word-Quick tips for Making MS word work for you</p> <ul style="list-style-type: none"> ● Create a toolbar for quick letters ● Add a folder shortcut to open and save files faster ● Spend more time writing and less time formatting 	<p>August 9</p> <p>So that's How You Do That! MS PowerPoint - Quick tips for making PowerPoint work for you</p> <ul style="list-style-type: none"> ● Pulling presentations together in record time ● Creating great looking templates ● Adding-in transitions/animations, video clips and sound ● Looking like a professional
<p>June 14</p> <p>Execution - The discipline of getting things done. Based on the book by Larry Bossidy</p> <ul style="list-style-type: none"> ● The people process ● The strategy process ● The operations process 	<p>August 16</p> <p>So that's How You Do That! MS Excel - Quick tips for making Excel work for you</p> <ul style="list-style-type: none"> ● Use the function features to save time ● Filter data for finding information fast ● Find solutions by using the "What if" function
<p>June 21</p> <p>Online Conferencing-Made easy</p> <ul style="list-style-type: none"> ● Choosing the right media for presentations, training, and tiger teams ● Answering the FAQs ● Avoiding the 5 major pitfalls ● Working across time zones and campuses 	<p>August 23</p> <p>Pressure Driven Performance - Building high performance teams</p> <ul style="list-style-type: none"> ● Leading in a multi-responsibility environment ● Laying down the communication tracks for situation awareness and mission analysis ● Critical decision making ● Workload management and task allocation ● Monitor results - adjust as necessary ● Enabling people to speed up
<p>June 28</p> <p>Crucial Conversations - Made easy</p> <ul style="list-style-type: none"> ● Manage your communication style under stress ● Make it safe to talk about anything ● Fill the pool of shared meaning ● Turn conversations into actions and results you want 	<p>September 13</p> <p>E-Mail 2 - Enhancing your performance with technology</p> <ul style="list-style-type: none"> ● Learn to lead via your E-mail practices ● Recognize "what's REALLY important" ● Manage the daily blizzard of e-information
<p>July 19</p> <p>xG Execution Quotient - Focus on and execute your highest priorities throughout the day</p> <ul style="list-style-type: none"> ● Discover the common gaps in execution ● Understand the expectation to produce more for less in a terribly complex world ● Focus on and execute your highest priorities throughout the day 	<p>September 20</p> <p>E-Mail 3 - More ways to tame the paperless tiger</p> <ul style="list-style-type: none"> ● Find it fast with arrangements and search folders ● Use flags as the basis for your automatic "To Do" list ● Create a Favorite Folder List that makes you look so organized
<p>NEW - July 26</p> <p>Moving Beyond Metrics - Thinking big but starting small</p> <ul style="list-style-type: none"> ● Convert the big picture into something you can do ● Define what your key performance indicators are ● Nurture yourself and the corporate culture too 	<p>September 27</p> <p>E-Mail 4 - Become a top gun at multi-tasking</p> <ul style="list-style-type: none"> ● Using a Microsoft add-in to speed up searching for e-mails/documents ● Keeping straight what you need to do in a multi-task environment ● Managing your desktop and your desk

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The train masthead was created by Anita Bauer of the Boeing Aerospace Leadership Chapter (BALC)

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

Calendar of Events



June 6, 2007 June Board Meeting
July 11, 2007 July Board Meeting
August 1, 2007 August Board Meeting
September 5, 2007..... September Board Meeting
October 3, 2007 October Board Meeting

Statement of Principles

- ◆ 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.

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.