



Winner-Publications Contests: 1991—1995, 1998, 2000, 2001, 2003—2008

Volume XXXIV, Number 12 January - March, 2010

Southern California Area Council Newsletter

Another Successful BALC Speech Contest

By Avis French

The Boeing Aerospace Leadership Chapter (BALC) has conducted another successful speech contest for high school students. Lauren Bousmail, a junior at Arnold Beckman High School was the winner of the 22nd annual NMA Leadership Speech Contest and received \$500. Placing second was Akash Dixit, a senior at Northwood High School with a \$400 award, and in third place and \$300 was junior Alaina Barrios Bauer at Aliso Niguel High School.

Also students participating in the contest were:

Janani Arangan	Aliso Niguel High School
Nhu Dan	Corona High School
Eric Muro	JW North High School
Rondeep Paul	University High School
Araceu Rodriguez	Artesia High School
David Song	Aliso Niguel High School
Brevon Steward	Artesia High School
Colin Wilkie	Orange Lutheran High School

The contest cannot be successful without the help of people from the BALC NMA chapter, from the Southern California Area Council (SCAC) of NMA, and from the Founders District of ToastMasters International. From BALC came Theresa Deleon, Dave Andersen, Don Rising, Brian Chin, Denee Martel, Kim Talor, Joe Morano, and the Contest Director Jocelyn Messina. From SCAC, Avis French and Jim Gonzalez provided support. Serving as judges



(Left) First Place Speech Contest winner, Lauren Bousmail with Contest Director, Jocelyn Messina. (Center) Second Place winner, Akash Dixit. (Left) Third place winner, Alaina Barrios

from ToastMasters were Jack Schmidt, Douglas Crocker, Dave Stoica, Harry Akioka, and Myrna Orr.

For those who have been with the contest since its inception, the BALC event was proof once again that our future leadership is in good hands.



Eleven Speech contestants of the March 4th Speech Contest

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From the Desk of the President

By Theresa DeLeon, President



Welcome to a new year with SCAC. First, I would like to thank the SCAC 2009 Board of Directors for their participation and enthusiasm and outstanding support this past year. Their efforts have made SCAC a great success. As we take a look ahead in 2010, the predictions are for

SCAC to have a year of greater participation despite transfers, downsizing and retirements.

I am very proud to be a member of SCAC and it my privilege to serve as president. I want to express my thanks and appreciation to the entire 2010 BOD for all their dedication in working hard to make this year an outstanding success. I want to also pass on my thanks to our Leadership for supporting us throughout the year.

This year we have some repeat and new members serving SCAC as Board members and Chapter officers. Let me introduce them to you. You'll find contact information for each of them elsewhere in this newsletter. Returning this year in their same 2009 positions are 1st Vice President Cindy Tran, 2nd Vice President Jim Gonzalez and Dave Andersen as

Vice President of Communications. Avis French is returning in a new position as Treasurer. Our new Directors-at-Large are Kelly Kyes, Deborah Canon and Dr. Peter R. Kurzhals. Joe Morano remains on the Board but this year as the Past President. We still have an open position, Vice President of Fund Raising, if any of you would like to volunteer. If you are interested in being of service, please contact me theresa.j.deleon@boeing.com and let me know.

We have already begun working on some great enhancements to our organization. The SCAC website is currently being modified to add more resources. It should be up and running by mid-year. Also, we currently have a committee putting together the schedule of this year workshop presentations. Our recognition awards have some wonderful nominations and the recipients should be announced very soon. The SCAC Board of Directors is working to provide an exciting year with new challenges and great programs.

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.



THEME: On Track to the Future

MISSION: Bringing together Southern California Chapter and Individual Members of NMA to build a better tomorrow

NEWSLETTER: On Track with SCAC

WEBSITE:

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

Did you know that we at SCAC have a “legend” in our midst? Our own Avis French was recently profiled in Mission Viejo’s electronic newsletter *News and Views* twice, for her ToastMasters activities and for all the community and professional associations that she supports. AND just because she’s lived in Mission Viejo for longer than most folks have lived there, she’s a “legend.” If you don’t believe us, just go to the link below to view the article.



Avis French

http://www.news-n-views.com/asp/articlenews.asp?art_id=4115&issue_date=3/21/2010&place=0648256&edent=8834507

NMA... Developing The Leader in You!

Leadership is about movement... taking people, ideas, processes and business from where they are, to where they need to be. Is there a skill set to being a leader? You bet. Can NMA get you there faster than you can make the journey on your own? Definitely.

NMA Chapters and our Individual Membership Program are dedicated to building leadership bench strength and harnessing the leadership qualities that reside in all of us. You don't have to sit in a corner office or somewhere on the top floor to have influence. Each of us can learn to move mountains, no matter where we sit in the organization.

In the contemporary workplace, success is measured by how well you forge and form collaborative relationships. You must learn to facilitate, not dominate; influence, not enflame; and disagree without being disagreeable. These aren't just survival skills... they're leadership skills as well.

NMA's Leadership Model outlines those leadership attributes and related core competencies that are critical to successful organizational outcomes. They mirror and reflect strategic direction and are undeniably linked to business strategies. This leadership framework can be integrated throughout at all levels of the high-performing organization.

Our customers... a broad cross section of business and industry... look to NMA to help them identify, nurture, and tap future leaders. "Developing The Leader In You" can't simply be a line in a masthead; it is our mission... and our vision.

National Happenings

By Bob Noel, National Director



This year marks the start for me to be your Pacific South area chair. I am responsible for 8 chapters stretching from Palmdale to Chula Vista. These chapters range from the moderate sized chapters to the very large. As area chair, I am the one who interacts with the chapters and other national directors in the area to report to the NMA Board on how things are going. I also have responsibilities to councils, including the Southern California Area Council (SCAC). Pete Kurzhals, one of my fellow directors, is serving as an officer of the SCAC board. One of my associate directors, Avis French, is also serving on the board.

Being the area chair means that I have more responsibility for helping to plan conferences for the NMA. I have been working on the next NMA West Leadership Development Conference (LDC), planned for April 8-10 in San Antonio, Texas. This planning includes gathering volunteers to help run the conference and making decisions on the format and features of the conference. This year, the West LDC will be run with interactive group discussions on various topics such as recognition and professional development. Officers of the chapters and councils in our area can go to the LDC to learn how to improve the delivery of services and products to their members. The NMA runs these conferences to help the officers through this process.

Another element of the West (and East) LDC is the next level of the Leadership Speech Contest. Council winners will appear at the LDC to compete against each other for two slots to appear at our National Conference, scheduled to be in Miami, Florida in September. It's always exciting to see the students at this level of competition – gives one confidence in the next generation of leaders.

As an area chair, I join 5 other area chairs to help the NMA leadership run the association and decide priorities. Several changes in NMA rules have come out recently; most are geared toward better recognition of our chapter and council efforts. Chapters in particular will see a new R-1 form that recognizes the continuation of membership for those who have been laid off. Given the tough economic times, continuing membership in a “home chapter” can be a valuable way to maintain connections and networking. Chapters will also see a fairer way of being recognized as *Outstanding* – taking into account their membership numbers rather than their membership groups.

The NMA Leadership Model



Speaking of NMA, the new motto for 2010 is “Fostering Leadership for a New Decade”. NMA provides programs and professional development to foster leadership skills – and measure those skills using the LEADS tool. The “new decade” suggests not only the change into the “teens” but also the new realities of today’s economy. Due to the banking collapse in late 2008, the environment has

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National Happenings (Continued)

By Bob Noel, National Director

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changed dramatically for today's workers. New innovations and ideas have to be used simply because the old ones don't apply any more. NMA will be there to help lead us into this new decade and provide learning opportunities. Please feel free to contact me or your chapter and council

leaders to find out more.

In closing, I want to continue to invite your comments and ideas. I don't think there can be a better thing for a National Director to be armed with in shaping the NMA. Thanks!

Bob Noel

NMA National Director

In A Nutshell— BE A LEADER!!

By Dale Carnegie

A leader's job often includes changing four people's attitudes and behavior. Some suggestions to accomplish this:

1. Begin with praise and honest appreciation.
2. Call attention to people's mistakes indirectly.
3. Talk about your own mistakes before criticizing the other person.
4. Ask questions instead of giving direct orders.
5. Let the other person save face.
6. Praise the slightest improvement and praise every improvement. Be "hearty in your approbation and lavish in your praise."
7. Give the other person a fine reputation to live up to.
8. Use encouragement. Make the fault seem easy to correct.
9. Make the other person happy about doing the thing you suggest.

What is NMA?



NMA...THE Leadership Development organization is a professional association dedicated to growing the leader in YOU. In today's world, you don't have to sit in a corner office on the top floor to be a leader. In fact, you'll never get to the top floor if people don't see your leadership potential a few floors below!

NMA is here to help. You can acquire and practice the leadership competencies and attributes you need to get ahead.

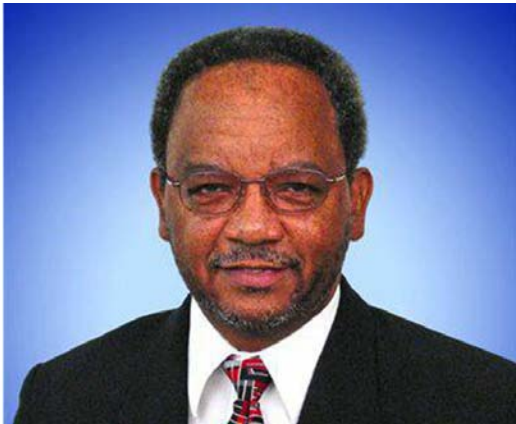
Headquartered in Dayton, Ohio, NMA is a national, not-for-profit organization serving over 18,000 customers worldwide. Many members belong to company-based, in-house chapters, representing organizations such as healthcare, utilities, manufacturing, communications, government, aerospace, and defense. Others are members of community chapters, comprising members from multiple organizations and disciplines.

Still others participate in our Individual Membership Program. NMA provides management and leadership development opportunities to help sponsoring organizations discover, develop, and showcase leadership talent. They are all yours for the asking. Come explore the website and learn more.

Changes in NMA Administration

By Avis French

In February, NMA Vice Chair Christie Tuttle, CM, announced that she will, albeit temporarily, bow out of the NMA national arena to take care of her new son. The 2010 NMA Executive Committee is pleased to announce that former NMA Chairman of the Board Eddie C. Williams has agreed to fill in as NMA Vice Chair for the remainder of the term of office vacated by Christie. Eddie knows the Asso-



Eddie Williams, NMA Vice Chair

ciation well, he's been engaged in the development of the Strategic Plan (which is "managed" by the Vice Chair), and he can certainly step in as needed in the coming months. Eddie is an individual who meets the qualifications set forth in the Bylaws and who has served in the position in the past, has the necessary knowledge of and experience with not only the Vice Chair responsibilities, but the secretary and treasurer roles as well, and can readily step into the position as Vice Chair. In addition, this solution

provides a mentoring opportunity for both the current secretary and treasurer. This also gives time to the remaining officers to fully experience the roles they currently "own" to build a stronger foundation for their knowledge and experience as well. NMA is grateful to Eddie for his willingness to serve NMA, yet again.

The NMA staff is experiencing changes as well. Heidi Fella has left NMA. Luckily, Martha Bear has come out of retirement in order to lend a hand part-time. After 35 years with NMA, Sheri Kokenge, an Assistant in the Member Services department, has decided she's had almost "too much of a good thing", and she has retired.

We are all trying to do more with less, and NMA administration is no exception.



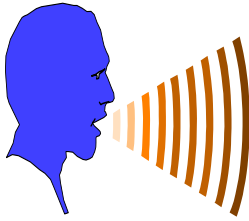
2010 SCAC Member Chapters

Boeing Aerospace Leadership Chapter (701)
Joe Morano (562) 797-7919

City of Orange (194)
Virginia Miscione (714) 744-5598

Harbor-UCLA Medical Center (402)
Bill Warren (310) 222-3711

Chapter Chatter



Harbor-UCLA Medical Center Chapter of NMA By Avis French

The Harbor-UCLA Medical Center NMA chapter began January coping with wet and wild weather. In the first of their monthly presentations, Eldonna Lewis Fernandez, MSgt USAF Retired, shared a revolutionary technique for goal setting in the new year: *Strategic Visioning in 2010*. She displayed how to use powerful language and visualization to help your goals become reality, and described the first step in taking control of your life. She followed up this presentation later in the month with an interactive session about self talk. We talk ourselves into some really great things and into some really stupid things. She showed how to replace negative self talk with powerful self talk, which is the first step to succeed in achieving your goals.

In February, Jim Keen presented *MS Word and Outlook – Tips and Tricks*. The attendees learned how to improve their Word skills and their Outlook abilities.

March's program featured David Nash, CFM, from Merrill Lynch, who discussed *Re-Tuning Your Retirement Plan*. We received lots of helpful hints about how we can not only survive the current economic climate but keep our retirement plans viable.

Unfortunately, one of the side effects of the weather was the postponement of the chapter's annual fundraiser, the Frank DeSantis Golf Tournament. It was moved to March 22.

The chapter offered its members and campus staff a professional webinar opportunity: *"The Positive Way to Hold People Accountable"* in March. The webinar was a conversation with author Roger

Connors on how to hold people (staff) accountable in a positive, constructive manner. He described how to:

- Hold others accountable in a positive, principled way
- Maximize the advantages and minimize the disadvantages of common accountability styles
- Have smooth and successful accountable conversations
- Bring a new focus to projects and expectations
- Increase the ability and willingness of your team to deliver the expected results
- Eliminate the surprises that come with missed results.

The rescheduled Frank DeSantis Golf Tournament took place on March 22 in glorious, sunny weather. The 62 participants all received trophies and numerous door prizes were awarded. As always, it was a fun event. This major fund raiser was again produced by Wes Kamikawa, who manages to create huge successes with this event year after year. The chapter is very grateful and appreciative to the amount of work, effort and time that Wes puts into creating this annual event. A detailed report of the event is being prepared by Wes and will appear ... along with pictures ... in the April newsletter for the Harbor-UCLA Medical Center chapter.

City of Orange Chapter By Avis French

The City of Orange chapter had to cope with inclement weather, as did we all. The day of their January chapter meeting City Hall experienced an electrical failure. Luckily, power was restored in time for the meeting. Dr. Marcus Dayhoff, Clinical Director of the REACH Employee Assistance

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Chapter Chatter (Continued)

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program for the City of Orange discussed changes in our lives and how to effectively deal with them in *Managing Change*. He described the progression of transition, the most challenging aspect of change: Shock/Denial, Emotions, Acceptance, and Commitment. Ultimately, it is always our own personal choice on how we choose to deal with changes.

The February meeting featured Tiffany Sirikulvdhana, Staff Attorney at the Cancer Legal Resource Center. She gave us lots of information about where you can find help for *Navigating Through Managed Care*. She described access to health insurance, employment rights and reasonable accommodations in the workplace, as well as access to disability insurance and a myriad of government benefits. Several of their presentations can be found on their website:

www.CancerLegalResourceCenter.org.

In March, Mayor Carolyn Cavecche presented her annual *State of the City* address to NMA chapter members and city employees. She discussed the tight linkage of history, family, and business in the City of Orange; how in the past the city had to prepare, revive, and prosper; and how the city will once again get through the winter of the current economic situation. She described the various aspects of safety, community, and business that will help the city recover. She continually thanked organizations within city government to doing their jobs so well.

The chapter's *Café NMA* has presented two successful meetings to date. In January, Pete Taylor discussed *Be a Mentor, Not Just a Manager*. He gave a heartfelt presentation on the benefits of mentoring not only to an organization but to the individuals involved in the mentoring relationship. Mr. Taylor related his own experiences from both sides being a mentor and a mentee.

The March session featured Lt. Patrick Thayer of the Orange Police Department Investigative Services discussing *Leadership*. He discussed the attributes that an effective leader uses, and cited experiences from his professional and personal life as examples.

The chapter presented its first Excellence in Action to David Khorram. He was recognized for a process of continual improvement for the city's Building Department, that includes code enforcement, plan check, inspection, and permitting. Under David's leadership, the City of Orange was awarded the Building Department of the Year award for the entire state of California.

The next award was presented to Sonal Thakur. Her excellence in so many of her actions has had a positive effect on the entire Community Development Department. She shines as an outstanding staff member when it comes to dealing with the community.

As part of their community service programs, the chapter donated \$300 to Haiti relief. They also conducted a successful clothing drive for Working Wardrobes. The clothing will be used to provide people from a wide variety of environments, such as a local transitional living center, rehabilitation program or other agency, an opportunity to obtain a professional wardrobe and encourage them on their journey to self-sufficiency;

Boeing Aerospace Leadership Chapter By Deborah Cannon

The new officers for the 2010 BALC Board of Directors were installed at the January 25, 2010 General Management Meeting/Dinner. The new officers for this term are:

President Joe Morano,
VP Communications Judie Vullo,
VP Membership Steve Stakley,

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Chapter Chatter (Continued)

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VP Retiree/Alumni Denee Martel,



(L-R) Bob Noel, NMA National Director, Judi Carlson-Seymore, Past President, Daniel Kaz, VP Professional Development, Dee Thomas, VP Programs, Mary Kosalka, VP Operations, Corine Kumano, VP Special Events, Joe Morano, BALC President, Judie Vullo, VP Communications, Steve Stakley, VP Member Services, Jocelyn Messina, VP Community/Education Services, Summer Johnson, VP Finance, and Denee Martel, VP Alumni/Retiree Services.

We also have a new Executive Advisor on board this year- Mr. Paul Geery. Welcome to all the new officers and a great thanks to them for their support. A few exiting board members went on to become 2010 Board Members for the Southern California Area Council (SCAC), including Deborah Cannon and Dave Andersen. It was a pleasant evening enjoyed by all. Speaker for the evening was a top Boeing Leadership Executive, Mr. Dennis Muilenburg, Boeing Defense Systems President and Chief Executive Officer. His speech was exciting, enlightening and well received by all.

The 2010 BALC calendar to date was off to a great start. There have been a number of Professional Development workshops, including *Retirement Planning*, *Investing in Your Future with Real Estate*, *Turbulent Times*, *Employment Transitions*, and *Appraisal 101* courses. All of these have been well-attended.

There have also been a variety of excellent fun

events offered by the Special Events VP. These include the exclusive Club 33 event at Disneyland with a park hopper pass and a beautiful dinner, Angels tickets, Lakers and Clippers tickets, Cirque de Soleil, and a Herb Alpert and Loni Hall concert. The members are very pleased with the 2010 lineup of Special Events.

In the Community Development arena, the VP of Community Development helped host the American Leadership Speech Contest, which was held March 4, 2010 at the Boeing auditorium in Huntington Beach. There was an excellent group of speakers, volunteers and happy parents' overall - great job guys!

Laureen Bousmail, a junior at Arnold Beckman High School was the winner of the Speech Contest and will be traveling to San Antonio, TX in April to compete at the National level.

The VP of Operations continues to find great locales for our GMMs, while keeping costs down. The VP of Finance has continued to remain on track with all the Chapters Finances this year. And the VP of Programs has continued to impress with a variety of excellent speakers including the March speaker, Cricket Buchler, an International Trainer, speaking on *Influence* and its effect on leadership.

In February we featured Dr. Marc Rayman, Chief Engineer, JPL who spoke on NASA's Dawn missions to the asteroid belt.

There is also a membership campaign going on to increase BALC membership this year - we encourage the new VP of membership and know he will do great at this challenge.

The VP of Communications is also new, and she is doing a great job at taking over the position from Dave Andersen, who has been the BALC VP

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Chapter Chatter (Continued)

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Communications for quite some time. We wish the new VP much luck and know she will do great.

Also ongoing is the NMA Award Campaign for 2010- several of the BALC deserving members have been nominated for the Leader of the Year, Member of the Year and Golden Knight awards. Good luck to all.

Also upcoming is the NMA's Leadership West Conference, to be held in San Antonio Texas this

April. The new Board members, along with several others are planning to attend. For some, this will be their first NMA conference – we are sure they will have a blast, and come back enlightened, invigorated and ready to go. See you at the Rodeo team.

All in all, BALC's over 1270 members, with the calendar year already jam packed with events, are looking forward to another great year with BALC, SCAC, and NMA.

NMA's Strategic Business Plan



The National Management Association recently published its Strategic Business Plan for 2010-2012. The purpose of the plan is to provide strategic direction for the organization and to provide chapters with a top level plan they can use to develop support chapter strategic plans.

The NMA Board of Director identified four key areas of strategic response to the challenges presented by NMA's changing environment:

- **Market Growth**
Design and implement an immediate, focused market response that will effectively address membership and reverse the negative trends. This response will work on new chapter development prospects, promote growth from within existing chapters, and promote and strengthen the Individual member program.
- **New Products**
Assure current products and services maintain effectiveness and design and implement key

new products and services, as needed, to address identified stakeholders needs. This response will improve and mature existing products and explore and evaluation new products and services.

- **Continuous Process Improvement**
Develop and implement one or more CPI initiatives focused on improved processes and procedures. This response includes developing a Lean Process Improvement Model/Toolkit.
- **Culture of Community**
Establish a "culture of community" to increase member connection to the national organization. This response will continue to provide opportunities for members to connect with NMA and other NMA members, and promote the Virtual Meeting Place of Linked in to promote interactions between members including individual members.

For more information about NMA's strategic business plan, contact your chapter president or your national director. NMA is your organization and the more you know about its plans, the more we can all collaborate to sustain the organization.

Another Successful BALC Speech Contest (Continued)

By Avis French

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Lauren represented BALC at the West Leadership Development Conference in San Antonio in April and won first place.



First place winner, Lauren Bousmail and eight other speech contestants at the NMA Leadership Conference in San Antonio, Texas.



NMA President, Steve Bailey and first place NMA speech winner, Lauren Bousmail.

NMA Educational Online Opportunities—Winter Schedule

Risk Management

- Use a Reasonable Approach toward Risk
- Implementing detective, preventive and protective systems for keeping risks under control
- Classifying and assessing risks for decision making (55 Minutes)

CEU Code: 10008wb

4/29/2010
2:30 PM EDT
To register [click here](#)

There is a \$25 charge per telephone link.

Accountability—Communication Tools that Build Accountability

- Defusing emotion through active listening
- Lessening employee dependency
- Developing relationship contracts (55 Minutes)

CEU Code: 09007wb

5/06/2010
1:00 PM EDT
To register [click here](#)

There is a \$25 charge per telephone link.

Influencing Behavior

How Leaders increase their chances of success. Learn why quick fixes don't work and what drives our behavior. We'll start with a behavior challenge many of us face, losing weight, and work it through this change management approach. (60 Minutes)

CEU Code: 10003wb

5/13/2010
11:30 PM EDT
To register [click here](#)

There is a \$25 charge per telephone link.

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 2nd Vice President Jim Gonzalez
 gonznmo@aol.com
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 (949) 830-1167

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 Dr. Pete Kurzhals, CM
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 with SCAC”
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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 publications.

Calendar of Events



March 10, 2010 March Board Meeting
 April 8-10, 2010 2010 NMA LDC, San Antonio, TX
 April 14, 2010 April Board Meeting
 May 12, 2010 May Board Meeting
 June 9, 2010 June 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.