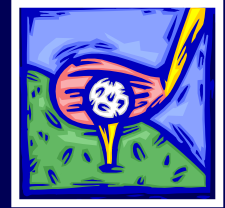




May, 2011

Harbor-UCLA Chapter of the
National Management Association



"Developing the Leader in You"

President's Corner

I'm off to the NMA West Leadership Development Conference in beautiful downtown Anaheim! The workshops I will attend include: Programs, Chapter Sustainability, and Recognition and Awards.

A goal at every NMA conference is to support local non-profit organizations with donations. For this conference, NMA has selected Kristie's Foundation. They provide support for Southern California families with terminally ill children. There are only three such organization in the United States. Kristie's provides support and resources for families whose children treat out of many of our local hospitals. Their focus is on end-of-life care for children and support for the family that loves them.

With the economy in its current state, donations are down now more than ever. In addition to monetary donations, their biggest need comes in the form of gift certificates for gas stations and grocery stores that will be issued to families facing long hospital stays. Our chapter is donating a \$100 gift card for gas. If you would like to contribute personally, you may visit their website at www.kristies.org

I am sure you are all planning to attend our **May 3rd State of the Campus** program at

noon in the Parlow Auditorium. This is a well attended event so plan to arrive early. Please bring your wallets as we will sell iPad raffle tickets before and after the program.

Speaking of raffle tickets, NMA Board members will sell tickets from 11:30 to 1:30 in the Hospital Elevator Lobby on May 16 and 20, and in the Hospital Information Lobby on May 17, 18 and 19. Tickets are available at any time by contacting a Board member. Our contact information is on the last page of this newsletter. The drawing will take place at the **May 23rd NMA Golf Tournament**.

We are currently working on nominations for Board members for 2011/2012. Please let me know if you are interested in joining the Board.

I look forward to seeing all of you on May 3rd and again at our **June 7th Silver Knight Luncheon!**

Thanks!

Susan Butler,
Chapter President





Harbor-UCLA Medical Center Chapter of the
National Management Association

State of the Campus Address 2011

Speaking

Miguel Ortiz-Marroquin

Chief Executive Officer

Harbor-UCLA Medical Center

Gail V. Anderson, Jr., MD, MBA

Chief Medical Officer

Harbor-UCLA Medical Center

David I. Meyer, PhD

President & Chief Executive Officer

Los Angeles Biomedical Research Institute

Tuesday, May 3rd, 2011 at Noon
Parlow Library Auditorium



"Excellence in Biomedical Research."



Harbor-UCLA Medical Center
National Management Association

APPLE iPad RAFFLE

Drawing Date: **Monday, May 23, 2011**

Event: **NMA Golf Tournament**

Location: **California County Club**

PRIZE PACKAGE:

**First Generation 32 GB iPad with WiFi
& an iPad Eco-Vue Leather Case**



Buy your tickets today!

Tickets are \$3 each or two for \$5

To purchase tickets, please contact any NMA Board member, or call Susan Butler at ext. 3837



Frankly Speaking

By Frank J De Santis, CAE

Frank De Santis, former CEO of REI, is a co-founder of the Harbor-UCLA NMA Chapter and also recipient of the NMA's Gold Knight of Management

How Harbor's Future was Shaped from a County Hospital to a Multi Faceted Institution

Beginning in 1978 several key events took place which had a profound impact on our great Hospital as we know it today. From a County facility to a full service patient care, educational and research institute. We had grown without sufficient focus on our activities with no real plan for continued growth. As a result of an inspection by the Joint Accreditation Commission several recommendations were made which were to enable us to go forward:

1. The Harbor General name was changed to Harbor UCLA Medical Center. This provided a psychological boost and perhaps set the tone for this new period of accomplishment.
2. The Hospital received full accreditation for two years. This enabled the research program to go forward as a result of the patient care facilities.
3. The National Institutes of Health accepted the physicians auditing system, a very refined accounting system years ahead of other research centers was initiated.
4. As a result of the audit, the various components of the Hospital's operation were separated to provide for greater accountability of each segment.
5. The by-laws of both the Research organization and the Hospital were rewritten thus separating the Professional Staff Association, the governing body for the hospital from the research program. Each now had its own by-laws.
6. The Medical Research Agreement between the County, the Research Institute and the University was revised to reflect the changes made.
7. At the same time the Tripartite agreement between the county and the Medical Group, this is the body which collects the funds for professional services performed by our physicians was revised.
8. As a result of all these changes, greater emphasis was placed on rewriting policy and procedure manuals, obtaining new accounting hardware and systems and a general tightening in accounting for expenditures from grants. New procedures in the grants office were devised to assist investigators with their budgetary problems.

(Continued on page 5)

Frankly Speaking (Continued from page 4)

9. Most of these tasks were completed by 1980. However the plan for our future was set in motion and as a result we have witnessed a dynamic growth in all areas of our hospitals operations and have gained a reputation of excellence in all areas.
10. The management systems of our Research operations have been studied and copied by many accounting firms and other organizations - a tribute to all the work done by our administrators and physicians on behalf of those whom we serve.

To quote Sherman M. Mellinkoff, former Dean of the UCLA School of Medicine in the 1963-64 Annual Research Progress Report:

"Doctor Cecil Watson has likened medical research and clinical medicine to the double helix of the DNA molecule. The simile is an apt one. In these terms it is clear that no hospital other than Harbor in the entire world has so suddenly emerged as a dynamically replicating medical nucleus. The interplay between excellence in patient care and germinative inquiry has been mutually inspiring. The UCLA Medical School inseparable from Harbor Hospital in its scholarship and in its work, is proud of Harbor's logarithmic progress on all fronts and acclaims this Annual Research Report as one of the significant milestones on a journey leading to unsurpassed excellence."



Save the Date!

Harbor-UCLA Medical Center Chapter
NATIONAL MANAGEMENT ASSOCIATION

Silver Knight Awards Luncheon

Tuesday, June 7, 2011—noon

Honoring

Silver Knight Awardee

John Michael Criley, MD

Emeritus Professor of Medicine and Radiological Sciences
Harbor-UCLA Medical Center

Additional awardees include:

Leadership Award: Dawn Flores
Assistant Hospital Administrator
Harbor-UCLA Medical Center

Past President's Award: Eileen Mosler
Director, Public Relations
LA Biomedical Research Institute

**Frank J. DeSantis Management
Achievement Award:** Candyce Gray
Technologist, Radiology
Harbor-UCLA Medical Center

Shining Star Award:
Avis French
NMA National Director



NMA and American Red Cross Partnership

By Avis French

As an individual NMA member, have you ever thought of using the skills you learned through NMA to partner with the American Red Cross? An excellent program that would benefit you, the Red Cross, and the community is conducting Red Cross blood drives. That program gives you an opportunity to practice all your project management skills and your communication skills. You use your project management skills to:

- Select a site and a date
- Put together a combined Red Cross/volunteer team
- Manage a schedule of donors
- Manage the Red Cross staff and donors the day of the drive
- Report the results of the drive
- Document any issues to be addressed for future drives

You use your communication skills to:

- Solicit volunteers to help make the drive successful
- Solicit donors from the site or from within the community
- Train volunteers to staff the drive
- Advertise the drive using all available media
- Communicating with donors and volunteers the day of the drive
- Showing appreciation to donors and volunteers after the drive
- Invite donors and volunteers to assist with future drives

As a personal example of this kind of experience, in 1986 I began conducting blood drives for the Orange County (CA) chapter of the American Red Cross, using the project management skills and communication skills described above. In 2010, I was introduced as the "Matriarch" of the chapter for conducting blood drives for 25 years and in the process saving 10,000 lives (each unit donated during that 25 years saves three lives). If it had not been for the NMA training, I would never have volunteered to undertake such a project. And am I glad I did! You could have a similar experience. So, how about you? Let us know what you are doing, how you are using your NMA skills in your daily life.

The NMA Leadership Model



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.

Come explore and learn more about our exciting professional and educational organization, NMA.

NMA



Statement of Principles

NMA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify NMA's core beliefs and provide the basis for the Association's Mission Statement.

- *We believe in the highest standards of personal and organizational integrity and respect for the individual.*
- *We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.*
- *We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.*
- *We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.*
- *We believe that individuals and organizations have a community and civic responsibility.*

Code of Ethics

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



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Contributions to the Newsletter?

All submissions must be received by the 15th of the month for publication in that month's newsletter.

Contact: Stewart Laidlaw, PhD, Editor
Phone: 310-222-3624

Mission Statement

The mission of the NMA is to provide management and leadership development opportunities and related chapter activities which meet the needs of the members and contribute to the effectiveness of sponsoring organizations.

Vision Statement

NMA is the recognized worldwide partnership of people and businesses inspiring outstanding leadership, and cultivating highly productive workplaces.

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