



► From the Desk of the President 2



► THE BENEFITS OF USING SOCIAL MEDIA FOR MEMBER ORGANIZATIONS..... 3

► NMA Corner..... 4



► Council Perspective of Chapter Leadership Training5

► What Leadership will Look Like in 20 Years - A 2-part Series 6



FEBRUARY 2018

Peach Fuzz

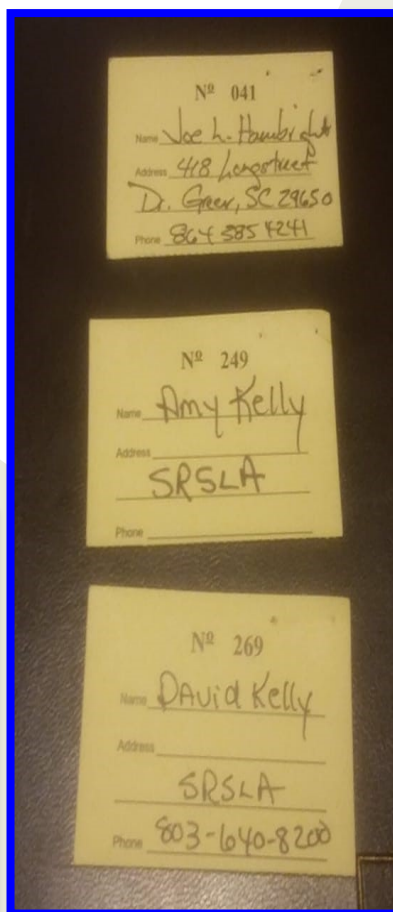
LEADERSHIP DEVELOPMENT OPPORTUNITIES & TRAINING
TO PREPARE YOU FOR THE FUTURE...

focus

2018 Peach Council Fundraiser Winners



Laura Sutton (left), Red Lobster employee selects the winning tickets while Brenda Kelly holds the "pot".



Winning entries selected!

The Peach Council completed its' annual fundraiser during their quarterly meeting in Aiken, South Carolina on January 19th. Council members sold more than 180 tickets to friends and family to support the annual "Peach Council level" NMA Speech Contest where scholarship cash is awarded to the winners. High school students in grades 9-12 are eligible to participate in this event.

Laura Sutton, a server at the Red Lobster in Aiken, was asked to draw the names of this year's winners:

Joe Hambricht
(Greenville) - \$100
Visa gift card
Amy Schmidt (Aiken) -
\$50 dinner and a
movie gift card
David Kelly (Aiken) -
Echo Dot

Thank you to everyone who participated and supported our local high school students. Congratulations to the 2018 winners!



L-R: Rayford Horne, Chris Solum, Brenda Kelly, Jim Lorenz, Dana Richardson, Merry Richardson, Sophia Fiore.



Brenda Kelly
President

From the Desk of the President ...

We are well into the 2018 year and Council members have been working hard to continue the Peach Council legacy.

We are working on two fundraisers for 2018 that we think everyone will want to support. The Peach Council does not receive corporate funding and must generate its' own funds to be able to provide scholarships for the annual high school Speech Contest. Through chapter and community support of our fundraisers, we are able to continue offering these scholarship funds to support deserving, local high school students. More information will be distributed on this year's fundraisers as the details are finalized.

The Council has submitted CAR 2 and Publications award nominations to national. Awards will be presented in San Antonio, Texas in September at the NMA National Conference. We are also continuing membership correspondence with several southeast chapters in the hopes they will join us on the Peach Council.

As we continue to move forward in 2018, we welcome your suggestions for improvement. To ensure the accomplishments of your chapters are recognized throughout the southeast, provide articles and information to any member of the Peach Council.

Brenda Kelly

A Hawks Game with Marietta



- February 26th vs. LA Lakers
- March 2nd vs. Golden State Warriors
- March 13th vs. Oklahoma City Thunder
- March 30th vs. Philadelphia 76ers

The Benefits of Using Social Media for Membership Organizations

It's a commonplace that businesses use social media to broaden their reach, market their products and services, and accomplish branding initiatives. However, there is an increasing number of membership organizations who also embrace social media with an active presence on Twitter, Facebook, Instagram, and LinkedIn to them to thrive, connect, and engage with new and existing members.

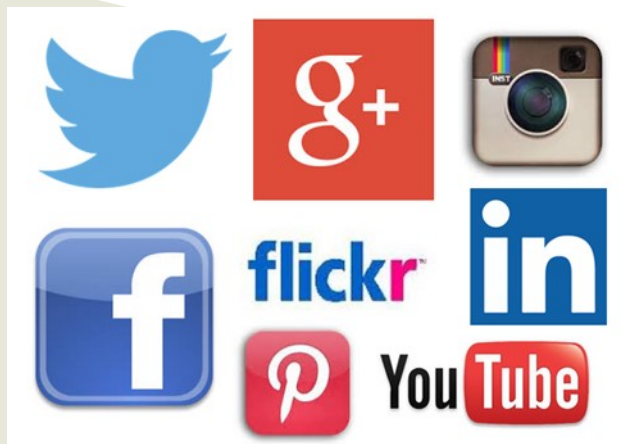
There are some primary benefits social media delivers to membership organizations:

- **Increases organizational awareness.** By engaging with these users and sharing relevant content, photos, and events, you can reach a greater number of prospects and achieve increased awareness for your organization.
- **Attracts new members.** Prospective members are intrigued by social media pages that features member interactions, event photos, and interesting and relevant content.
- **Builds relationships with members.** By engaging in real-time conversations, answering questions, and sharing helpful and relevant content, your organization builds meaningful member connections and encourages long-term loyalty.
- **Inspires action.** An active and exciting social media presence inspires people to take action and get involved – whether it's through a donation or a membership.

In conclusion, as NMA chapters and councils, we must embrace the benefits in establishing a diverse and inclusive culture to attract, sustain, and grow membership by:

- Increasing NMA's effectiveness in reaching a broad range of external entities.
- Reaching out to diverse markets
- Promoting and reinforcing NMA as a diverse organization

Social media is one proven method. It is a communication vehicle that helps facilitate the creation and sharing of information, ideas, interests and other forms of expression via virtual communities and networks.



If you have any questions about please contact rayford.a.horne@lmco.com, 678-231-5361, or on myNMA at [531horne](http://531horne.com).



As members of NMA we are entitled to a myriad of benefits offered by NMA. NMA announces MyNMA which will help members connect with the NMA network and I recommend as members of LMLA you each take advantage of signing up for MyNMA.

In a nutshell, MyNMA is a social network. MyNMA was designed to connect you with a myriad of managers, aspiring leaders, and business professionals spanning a broad range of industries throughout the United States. In some ways, it's a bit like [LinkedIn](#). However, unlike LinkedIn, *MyNMA is exclusive to registered members of the [National Management Association](#)*. We offer free access to all of our members, but we do not allow public sign-ups for any reason. This will keep our website from getting "flooded" with users. You will know with certainty that everyone you interact with through the MyNMA network is a highly motivated, and self-driven individual with a mutual passion for cultivating great leadership skills. MyNMA will also help you keep track of any CEU (Continuing Education Credits) earned through NMA.

[Inside Look: What is MyNMA?](#) (Learn more about MyNMA, and it's features)

[Retrieve NMA Member ID](#) (This is a prerequisite to register for MyNMA)

Member Discounts!

Are you aware of ALL the benefits included with your LMLA Membership?

<http://www.nma1.org/benefits-of-membership/> to find out what discounts are available for you.

Websites

NMA

<http://www.nma1.org/>

NMA Breaktime

<http://www.nma1.org/nma-breaktime/>

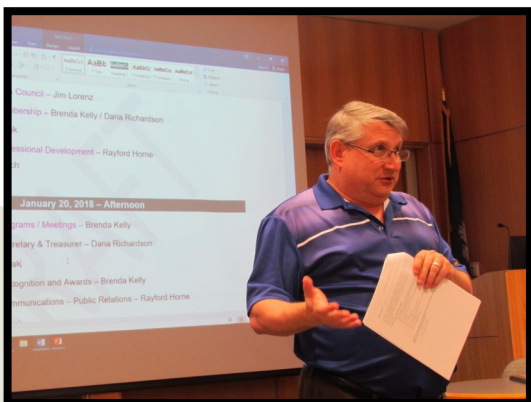
Council Perspective of Chapter Leadership Training

On February 20, 2018, the Peach Council hosted Chapter Leadership Training sessions for the Savannah River Site Leadership Association (SRSLA) at the Aiken Technical College in Graniteville, SC. The purpose was to share experiences and information to the upcoming leaders within the SRSLA chapter.

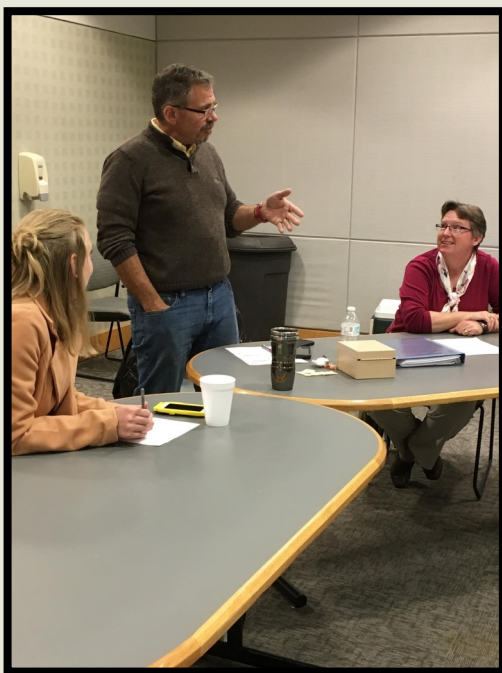
Officers and members of the current Peach Council made presentations on specific offices or committees within the chapter. They outlined the roles and responsibilities of what a chapter officer or committee member will encounter during their term within the chapter. The word "council" was the objective term in this workshop. The definition of "council" means to advise or use as a sounding board.

Each presenter used the NMA's set of guide books as a reference point but their anecdotes about personal experiences as past chapter leaders were able to

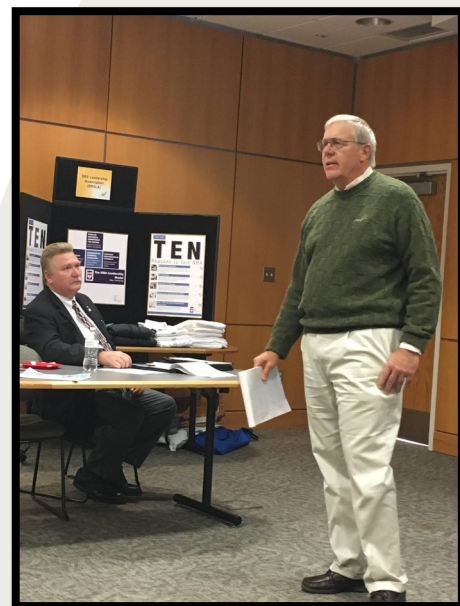
provide a meaningful way to interact with the audience. No matter which presentation was given, the concept of sharing was the theme to ensure the audience was not facing the upcoming position alone. And if a new, different, or technical problem would be encountered, there would be a wealth of knowledge from which to draw or a national database to search within. The educational opportunities that are offered from NMA may also be used as a great resource for a solution. Many skills and abilities learned and used as a chapter officer could be applied as part of one's job or outside the office in churches, schools, charities, social settings, etc. One other outcome beyond problem solutions, was the personal satisfaction of job completion. The idea of satisfying results will usually build a person's confidence and sometimes the recognition will be a most gratifying experience.



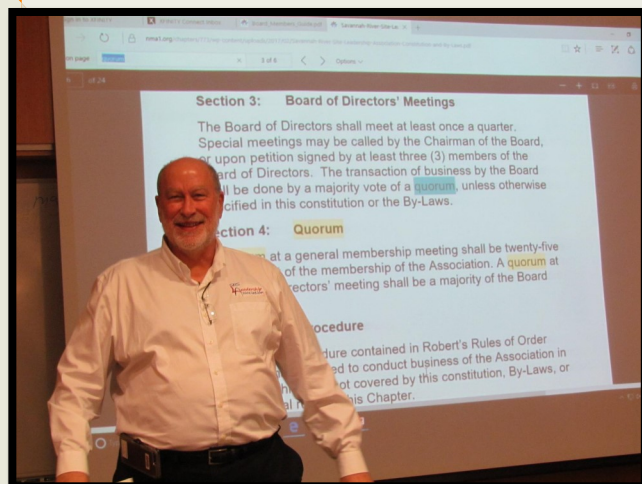
Dana Richardson , Presidents Discussion



*Casey A. Kennedy (V.P. Activities); Richard (Rich) E. Baker (Treasurer); Miran F. Tyrrell (Member)
SRSLA Members Discussion*



Jim Lorenz , Community Service Discussion



Chris Solum, Board of Director's Discussion

What Leadership Will Look Like In 20 Years

Two-Part Series (Part 1)



*Rick Smith , Contributor
I write about enterprise
entrepreneurship.*

Opinions expressed by
Forbes Contributors are
their own.

Let's face it, most of us are addicted technology futurists. Who doesn't enjoy speculating about what technology marvels will be commonplace in the coming decades? Will it be 3D printing? Artificial intelligence? "Singularity"? All are buzzwords of the emerging technology future.

But what about leadership? If we don't get leadership right, all the bright shiny objects in the future will dangle beyond our reach. Will the tenets of great leadership change over time, and if so, what will leadership look like twenty years from now? There are six major shifts I believe will mark how the most effective leaders will behave in twenty years. Below are the first two:

1. Questions Not Answers. Today's leaders are addicted to answers. Corporations reward being right at the expense of just about everything else. We promote those who choose correctly, and those who don't mysteriously disappear from the org chart. But with technology advances, answers are quickly becoming a commodity. Today you can [Google](#) just about anything – just imagine how efficient "search" will be in 20 years. Internal systems will capture corporate learning like never before, allowing you to tap deep into the set of corporate experiences. Of much greater value will be the ability to ask the right questions. In a chaotic situation, winning requires focus, and knowing where to focus will be determined by the questions you are asking. In the future, your effectiveness as a leader will be defined by your ability to ask the right questions.



2. Employee Pull. For nearly 100 years, leadership has been a top-down game. The Industrial Revolution brought about scale, and the only way leaders knew to manage this scale was through hierarchy. It was assumed that individuals could only effectively manage between 8 and 15 people, so as companies added more people, they added more layers. But today's marketplace moves and changes at great speed, and the inherent slowness of larger hierarchy is rapidly being trumped by the need for speedy, market-based decisions. Rather than the "leaders on high" determining strategy and operational decisions and pushing them down through the organization, tomorrow's winning organizations will delegate decision making authority to the "edge." Decisions will not be pushed from the central command – they will be pulled from the edges of the organization, where the employees are closest to customers, and increasingly working directly in partnership with them. The most effective leaders will be those who embrace this extreme empowerment, while still effectively managing quality and risk.

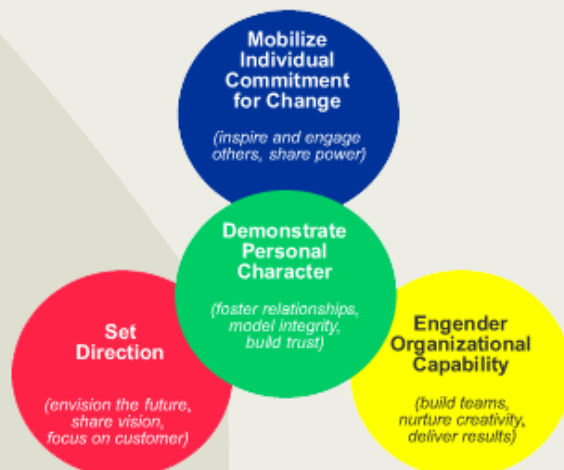


Meeting Dates to Remember. .

Peach Council Quarterly Mtg.	April 27-28	Marietta, GA	LMLA-Marietta
Teleconference Call	June 6	12:00 PM	
Peach Council Quarterly Mtg.	Aug 3-4	Greenville, SC	LMLA-Greenville
Teleconference Call	June 6	12:00 PM	
Teleconference Call	July 11	12:00 PM	
Peach Council Quarterly Mtg.	Aug 3-4	Greenville, SC	LMLA-Greenville
Teleconference Call	Sep 5	12:00 PM	
Peach Council Quarterly Mtg.	Oct 12-13	Aiken, SC	SRSLA
Teleconference Call	Nov 7	12:00 PM	
Teleconference Call	Dec 5	12:00 PM	

NMA Leadership Model

By using the NMA Leadership Model as a focal point, NMA provides many convenient ways to learn new skills through classroom and online participation, informally from the member network, or through leading chapter activities.



NMA Governance



Vision Statement

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

Mission Statement

NMA offers leadership development products and creates opportunities that maximize the potential of our members, sponsoring organizations, and communities.

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

NMA...the leadership organization

The NMA is a national non-profit organization of 11,000 professionals in more than 50 chapters. NMA members belong to chapters made up of fellow employees within their company or in community chapters that draw from various businesses. All regularly pursue opportunities to enhance their business knowledge and experience, further their education in professional development courses, and improve their communities through charitable activities. The NMA was founded in 1925 under the guidance of famed inventor and industrialist Charles F. Kettering.

More information on NMA can be found at: www.nma1.org



PEACH COUNCIL

WHO WE ARE

The NMA Peach Council is an organization comprised of National Management Association (NMA) chapters and individuals members located throughout South Carolina, North Carolina, Georgia, and Florida.

OUR PURPOSE

The purpose of the Council is to provide a network for sharing information and provide a place for gathering and supporting individual chapter representatives. Through the unique exchange of information and ideas, Council delegates are able to build on the proven successes of shared chapter activities and programs. For more information on Peach Council activities, you may contact:

Brenda Kelly, President or Dana Richardson, Vice-President
or visit the Peach Council web page at: nmapeachcouncil.com

Peach Council Officers 2017-2018



Brenda Kelly, CM, President
Savannah River Nuclear Solutions
SRSLA #773 - Retired
130 Calumet Court
Aiken, South Carolina 29803
(803) 640-8200 (cell)
brendakelly1952@yahoo.com



Dana Richardson, Vice President
Lockheed Martin
LMLA - Greenville #524
244 Terminal Road
Greenville, South Carolina 29605
(864) 299-7688 (work)
(910) 299-7586 (cell)
dana.a.richardson@lmco.com



Rayford Horne, CM, Treasurer
Lockheed Martin
LMLA - Marietta #531
86 South Cobb Drive
Marietta, Georgia 30063-0971
(770) 494-0607 (work)
(678) 231-5361 (cell)
rayford.a.horne@lmco.com



Christian Solum, Secretary
Savannah River Nuclear Solutions
SRSLA #773
Building 707-C, Room 295
Aiken, South Carolina 29808
(803) 557-8245 (work)
(803) 646-9688 (cell)
Christian.solum@srs.gov