

In The Know

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National Management Association Chapter #492
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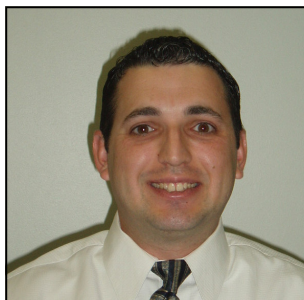


Volume 16, Number 8

Developing the Leader in You

March 2007

President's Corner - *Deciding Your Direction*



Dear NMA Members,

Welcome back to another great edition of the NMA Newsletter! I recently returned from a trip to Los Angeles, which I must say was an adventure and learning experience. While I was there a lesson in life came to light and it was a very powerful one. I had just landed at LAX International for the first time ever, and proceeded to the car rental checkout and then out to the car lot to retrieve the vehicle when I realized I did not have a good map showing me how to get to my hotel. When all else fails, ask someone who knows! I asked a car rental attendant, they pointed me in the direction I was to go, and off I went! After making several wrong turns and going the wrong way more than once I finally arrived at my hotel, and what a relief that was. After checking in and preparing to embark on a trip to the city, I realized I needed a good map that would show me the direction and roads I needed to take. Without the frustration and stress of being lost and turned around, I made my way across LA to Sunset Boulevard, down through Beverly Hills into Hollywood, and from there over to Universal Studios, and then the final destination, Disneyland. Many are intimidated by changes around them, whether it is job conditions, location, or family situation, and are restricted by fears of the unknown. The art and ability to stay focused on your direction and knowing how to get where you need to go (the map!) are the keys. Decide today where you want to go, whether it's in health, career, finances, or your family, and set the goals (your map) to get there. There may be bumps in the road and traffic may slow you down, but you will ultimately arrive at your desired destination!

-Brian Salinas
Wyle NMA President

NMA Member Spotlight - *Emma Hwang*

by Louis Cioletti

"A Woman of Depth Seeks New Height"

This month we spotlight NMA member Dr. Emma Hwang, who is the Project Manager for the Exercise Countermeasures Project. The group investigates exercise countermeasure devices and prescriptions for exploration missions. The project's primary focus is developing concepts for Constellation vehicles (Crew Exploration Vehicle, Lunar Surface Access Module) for Moon and eventually Mars missions. Pretty exciting stuff!

Emma joined Wyle in September 2001 to work in Dr. Antony Jeevarajan's Sensors Group. A year later she moved to Dr. Bill Paloski's Neurosciences Group, and for the next 5 years, she worked on investigating sensorimotor changes after spaceflight. In 2003, Emma was selected to participate in NEEMO 5—the NASA Extreme Environment Mission Operations program.



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February Chapter Meeting Recap

by Jane Krauhs



On February 21 we returned to Boondoggle’s for a delicious lunch and a slide presentation by Ann Lents, president and CEO of the Center for Houston’s Future. The Center is a non-profit organization (www.centerforhoustonsfuture.org) that encourages long-term thinking and has the mission “to bring business and community together to innovate for the future of the Houston region.” (The “Houston region” is Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, and Waller counties.) The Center focuses on civic leadership, quality of life, and education.

Ms. Lents is also a co-chair of the Quality of Life Coalition, which recently published the Quality of Life Action Report 2006, and she brought copies of it with her. Quality of life is not just health and happiness of individuals. From an economic point of view, a region needs good quality of life to attract desirable “capital-intensive” companies. Two-thirds of college graduates first decide where they want to live and then find a job there. People want to live in places that are clean, attractive, safe, and green. The Quality of Life Coalition is concentrating its short-term efforts on these areas: trees and landscaping; parks, bayous, and recreation; litter, graffiti, and abandoned lots; and billboards and signage. The coalition works with local community organizations to accomplish its goals in these areas.

Looking at the long-term challenges, Ms. Lents said the Houston area is expected to grow by 1 million people in the next 10 years, but fewer master-planned communities will be developed. The major quality-of-life issues, such as air quality, must be addressed on a regional basis instead of at local levels. Other parts of the U.S., such as Chicago and Utah, are doing this and Houston must do it too. The Center is working with developers to devise regional standards for community development.

The Center conducts training workshops (leadership forums) for business and civic leaders, in which they engage participants in long-term commitments to address regional problems. Ms. Lents said her job is to find ways to connect people with issues. She invited audience members' participation in the forums and other activities of the Center.



February DOOR PRIZE WINNER

Toby Holowaty

won a Gift Certificate to Boondoggle's.

Be sure to join us at the next NMA lunch meeting
Finance Conference Room/Wyle 1, April 17th...

You could be the next lucky winner!!!!!!!!!!

by Kendra Bowie

Execution...The Discipline of Getting Things Done

February's LiveOnline class was adapted from the book by the same name, written by Larry Bossidy and Ram Charan. Our leader, Karen Tobias, walked us through the Seven Essential Behaviors that form the building blocks of execution.

- ◆ Knowing your team and your business
- ◆ Insisting on realism
- ◆ Setting clear goals and priorities
- ◆ Following through
- ◆ Rewarding the doers
- ◆ Expanding people's capabilities
- ◆ Knowing yourself

These basic building blocks are supported through 3 core processes: strategy, operations, and people processes. Most importantly, as leaders, we need to be able to link the various processes, enabling us to create a strategic plan, to measure and interpret our task and resources, and help employees develop a shared vision.

Resources:

Larry Bossidy and Ram Charan, *Execution... The Discipline of Getting Things Done*, Crown Business, New York, New York, 2002.
Dave Arch, *Tricks for Trainers*, Volume II, Jossey-Bass Pfeiffer, San Francisco, California, 1993.




Part A, Publication Contest (item #9)

Community Service

by Blythe Starkey and Julie Campos

This has been a busy month for NMA members helping the community with several outreach events. One team of volunteers—Kathy & Neil Houser, Kathy & Mike Reeves, Tom Samson, Emma Hwang, and Chuck Beckman—worked Saturday, February 24, at the Boys & Girls Harbor In La Porte to finish “gutting” the interior of one of the cottages. “Good job!” to everyone involved with lending a helping hand to the Boys & Girls Harbor.

Another team of volunteers, led by Steve Vander Ark, worked the evening of March 6 at the Houston Food Bank and packed non-perishable food items into boxes and stacked them onto pallets. Items included cereal, rice, beans, canned vegetables, fruit juice, cartons of milk, and cereal bars. In total, the Wyle team packed 1008 boxes, which will be distributed to food pantries and other food distribution locations in the Southeast Texas-Gulf Coast area.

A group of approximately 12 volunteers, including Steve Vander Ark, are posing for a group photo in a warehouse or food bank setting. They are all wearing blue t-shirts. The background shows industrial shelving and equipment.

(L-R) **Standing:** Kim Seaton, Lacey Schmidt, Terry Guess, Irma Guerrero, Michelle Ziesemer, Steve Vander Ark, Breanna Ziesemer, Laura Gross, Debra Collier, Genie Bopp, Doug Butler, Keith Kreutzberg. **Kneeling:** Erin Taschner, Kendra Bowie, Baby Djojonegoro, and Andrew Abercromby.

Team Wyle is currently preparing to participate in the 23rd MS 150 bicycle ride from Houston to Austin on April 21–22. For the fifth consecutive year, the team will join forces with other NASA contractors to form Team Mission Control (TMC), a team of 175 riders!!! Last year Team Wyle helped TMC raise over \$90,000 for the National Multiple Sclerosis Society, and the team hopes to reach a higher donation level this year with help from their working colleagues. How? By having those colleagues consume food, of course. Team Wyle will have breakfast treats available on the morning of **Thursday, March 22, 7:30–9 AM**, in the **lobbies of Building 37 and Wyle 1**. For a donation or pledge to Team Wyle, you will be able to choose from a selection of tasty treats that will boost your day. All donations are tax deductible and will go directly to the National Multiple Sclerosis Society, for their fight to find a cure for multiple sclerosis.

For more information about Team Wyle, the MS 150 bike ride, and TMC, please go to the team website (www.teammissioncontrol.com). If you would like to join in the effort as a volunteer, please contact Team Wyle Captain Victor Hurst via email (vhurst@wylehou.com). There are a bunch of places where the team could use your help and the cool thing is that it does not require you having to give up your whole weekend. Team Wyle thanks you for all your support these past 4 years and they need your help this year to make the 2007 MS 150 ride an even bigger success for battling MS.



NEEMO 5 Team: (L-R) Garrett Reisman, Emma Hwang, Peggy Whitson, and Clayton Anderson

her spare time, imagining that she might not really have any time (that I can tell anyway). She joined Wyle NMA in 2002 and believes it's a good "forum for gathering people from all parts of the company" and for taking time to socialize. Emma's other pursuits include tennis, scuba diving, and dare I say—bike riding. You may not know that Emma captained Wyle's first cycling team for the 2003 and 2004 MS150 bike tours from Houston to Austin.



Aquanaut Emma eating space food required for the nutritional assessment on Aquarius (16-29 June, 2003).

Its purpose was to utilize the undersea habitat as an analog to space flight. With NASA astronaut Dr. Peggy Whitson, the first Science Officer aboard the International Space Station, Emma participated in scientific research on the human body and the coral reef environment and built undersea structures to simulate space station assembly spacewalk activities, while living in the habitat for 14 days.

About Emma's background and education, she was born in southern Taiwan in 1970 and moved to the U.S. when she was quite young. Growing up along the Texas Gulf coast spurred her interest in the space program. She received her bachelor's degree in biomedical engineering at Boston University. Then she attended graduate school at the University of Michigan and completed two master's degrees—one in biomedical engineering and the other in electrical engineering systems. She also received a PhD in biomedical engineering from Michigan.

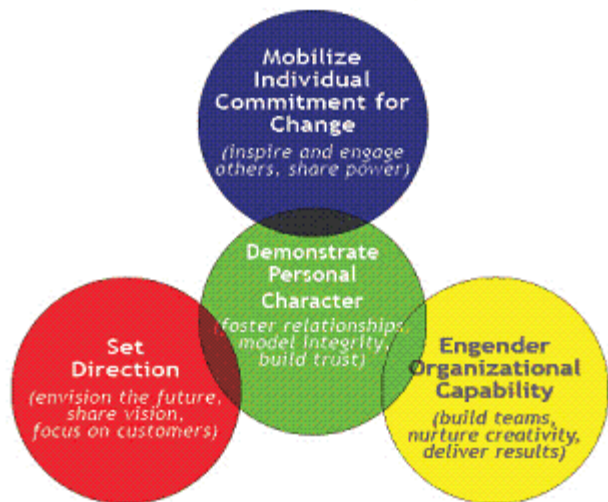
I asked Emma what she does in



"Captain" Emma and Lou Cioletti gather at Samsung Park at the conclusion of the MS 150 from Houston to Austin.

You may be wondering about the title of Emma's spotlight article—"A Woman of Depth Seeks New Height." Please don't misinterpret my meaning; it has nothing to do with Emma's stature. She has already traversed the globe—but many of us can say that, too. Emma has also explored the "depths" of the ocean as an avid scuba diver and as a NEEMO aquanaut—few of us can make the same claim. The only realm (or extreme environment) left for Emma to explore is a new "height", spaceflight. Just like her fellow aquanaut, Dr. Whitson, Emma would be in the special company of a select few. Given her energy, knowledge, and many physical talents, Emma is certainly capable of excelling from the ocean depths to Earth orbit and conceivably beyond. I suspect it won't take very long for her to accomplish this lofty goal.

The NMA Leadership Model



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

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 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.

To learn more about the NMA Leadership Model, please visit the NMA website at www.nma1.org/

2007 NMA SPECIAL! LIMITED TIME...

\$20 REGISTRATION FEE WAIVED



JOIN TODAY!

WYLE LABORATORIES CHAPTER

CONTACT:
DAVID MORENO
DMORENO@WYLEHOU.COM
281-212-1374

**GOOD THROUGH
THE MONTH OF:**
MARCH



National Management Association Wyle Chapter #492 Professional Development Committee Presents...



*Peggy Morrow
&
Associates*

“From Bebop to Hip Hop—Working Effectively with the Generations”

Welcome to the new generation gaps. We now have four generations in the workplace, each with different goals and desires, so it is no surprise that sometimes they don't get along. Working effectively with all the veterans, boomers, generation Xers and Ys on your team is not an easy task. Cross-generational problems can be behind many of the common problems in the workplace today and the techniques that have worked in the past will not always be effective today. Yet intergenerational differences are currently some of the most ignored elements in the workplace.

After attending this session, you will be able to:

- ♦ Define the characteristics and values of each generation in the workforce of today
- ♦ Discuss motivators that must be in place for each generation to excel
- ♦ Explain what it takes for mixed generations to get along
- ♦ State why generations are in collision in some areas and what to do about it

*This course is approved for 0.15 CEU credits by the Professional Development Department of the National Management Association.

**Tuesday, April 17, 2007
11:30 a.m. – 1:00 p.m.
Finance Conference Room, Wyle 1**

Catered by **Lenny's Subs**

Please send acceptance to **Chris Webb** via email
cwebb@wylehou.com by **Friday, April 13.**

Non-members and guests \$10.00 (Make check payable to Wyle NMA).
Price includes food, drink, and taxes.

If unable to attend after making a reservation, please notify Chris to cancel.

Commit for Life



St. Luke's Blood Drive






Tuesday, April 10
9:00 AM – 3:00 PM

Forms will be available in Wyle 1, Suite 120.
Please proceed to the Donor Coach
located in the parking lot between W1 & W5.

Please contact Kendra Bowie for more information
at 281-204-1520 or kbowie@wylehou.com.

Wyle NMA Activity Calendar

April 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8 	9	10 Blood Drive 9AM-3PM	11 	12 Wyle NMA Board Meeting PM1/9-10AM	13	14 
15	16	17 Wyle NMA Chapter Mtg. 11:30–1 W1/FCR	18	19	20	21
22	23	24	25	26	27	28
29 	30					

Communication

o r e r

“Promotional” Writing

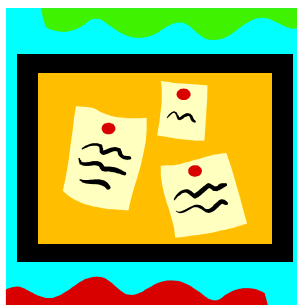
by Jane Krauhs

Do you ever write flyers or plain emails to persuade people to attend an event or take some other action? This type of writing is quite different from writing weekly reports or memos. It must be easy to read and communicate enough information for other people to make a decision to do something they might not ordinarily do.

To use the “telling a story” idea that Lou Cioletti and I have written about in previous columns, you might think of promotional writing as beginning a story. It will be up to each member of your audience to finish it. But before you do any writing, you must get the attention of audience members. This may be more difficult to do in writing than in person, but it can be done.

If you send notices regularly, such as chapter meeting notices, potential attendees may be more likely to read them if they come from the same person and look similar each time. When NMA members see the Wyle NMA logo and the usual flyer design, they immediately know something about the event. If you use email, give a little thought to writing the subject line—it can be used to promote the event. Or the subject line could be the same each time, perhaps with a date change, if similar emails are sent regularly. Remove any extraneous material, such as a chain of previous emails.

One other thing to think about email is what the least audience already know. A busy email may know virtually nothing, things that your subordinates don’t knowledgeable people enough take the action you want them to



before composing a “promotional” knowledgeable people in the person who doesn’t always read. If you are a manager, you may know know. Try to give these least information to decide whether to take.

The first steps in beginning a story are setting the scene, introducing the key characters, and beginning the journey. Setting the scene for promotional purposes means saying clearly what the event is (including the topic of any presentations) and giving date, time, and location (including address). If someone outside your audience will speak, introduce this key character by giving their title and some other information about them that indicates they are qualified to speak about the topic.

To begin the journey, say why audience members should attend or take an action. Is it required for their job? What are the most important things they will learn? Is this event part of a series? What needed goods or services will they provide (for a charitable cause, for example)? If a speaker’s topic is very general, try to say something specific about it. Try to figure out what would motivate audience members, keeping your message as short as possible but as clear as possible.

The last step of telling a story is to practice. Send your polished draft to some of those least knowledgeable audience members for a “road test” and ask for feedback. Did you include all the basic parts of setting the scene? Is anything unclear? Can your test audience easily tell why and how they should respond if they wanted to?

Do you have any suggestions for writing publicity notices or other emails sent to a large number of people? What catches your attention or makes you more likely to read such an email or flyer? Are there other topics you would like to see addressed in this column? Please send your feedback to me at jkrauhs@wylehou.com.



Here is a link to the latest issue of *NMA Breaktime!*

<http://nma1.us/breaktime/2007-02/2007-02.pdf>



LEADERSHIP QUOTE...

"Leadership and learning are indispensable to each other."

~John F. Kennedy

Wyle Laboratories NMA Chapter 1290 Hercules Drive, Suite 120 Houston, Texas 77058

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In The Know Staff

Editor: Lisa Stephenson
Jeff Bernardine, Louis Cioletti,
Toby Holowaty, Jane Krauhs, Ph.D.,
Sue Oberholtzer, Mary Wear, Ph.D.

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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 American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.