



# Mini-Profile



August, 1977

## PRESIDENT'S CLUB AWARDS GO TO PATRICK MURPHY AND JOHN RENNER

The 1977 President's Club Awards were presented on June 24 by President Herbert and Vice President-Marketing, Bill Miller, to Patrick Murphy and John Renner.

**Patrick Murphy**, Coral Gables Branch Office II Representative, received a trophy and a \$500.00 check for most new groups by selling 16 package accounts (health and life) totaling 1,270 contracts. In addition, his name will be engraved on the President's Cup trophy which is displayed on the Executive Floor, 10-Main.

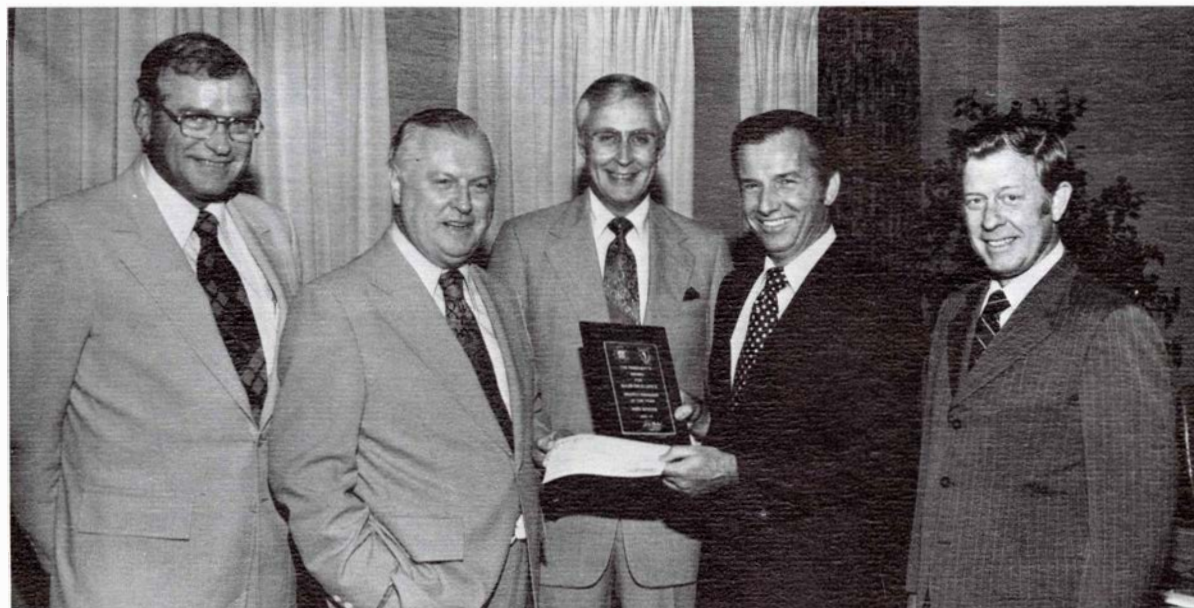
Pat was recently awarded a trophy for the Best Salesman in the Southern Region in a Sales Excellence Contest sponsored by the Sales Marketing and Executives Club of Miami. At last year's annual sales meeting he received awards

for new contracts category (second place) and new group category (fourth place). He has also won the President's Cup for most new contracts in 1973-74 and for most new groups in 1974-75 and the FCIA award for most group dollar volume in Florida in 1973-74.

**John Renner** received a plaque and a \$250.00 check as Branch Manager of the Year for the third consecutive year. He is Manager of the Coral Gables Branch Office II and has been the only winner of this award since it was first presented in 1975 in recognition of the many varied sales activities in which managers are involved to make their branches successful. John was the first winner of the President's Cup in 1971-72 for most new groups and most new contracts sold.



Pat Murphy was presented the President's Club trophy and check on June 24. From left are W. J. Stansell, Senior Vice President-Marketing and External Affairs; J. W. Herbert, President; Bill Miller, Vice President-Marketing; Pat Murphy; and Roy Grady, Director of Group Sales.



John Renner was presented a plaque and check as Branch Manager of the Year. From left are Mr. Grady, Mr. Herbert, Mr. Miller, John Renner, and Mr. Stansell.

## FLORIDA PLANS' PARKING FEES LOW COMPARED TO 50 URBAN AREAS

The cost of parking is an often overlooked, yet important, employee benefit. As explained in the December, 1976 MINI-PROFILE, parking fees charged Blue Cross and Blue Shield employees are low compared to other businesses in the Jacksonville area. The charges paid by employees through payroll deduction are used primarily for three purposes: to offset the high cost of purchasing our parking facilities, to pay for parking security, and to provide maintenance for the facilities.

The Facilities Management Department under Director Bob Schumacher has provided the following information for employees' interest and information. The figures below were reprinted from a survey conducted by Runzheimer Company, Rochester, Wisconsin, giving the average costs of parking in 50 metropolitan areas.

Urban Area	Annual Parking Fee
Manhattan, N. Y.	\$1,127
Boston, Mass.	709
Washington, D. C.	692
Houston, Texas	622
Chicago, Ill.	578
Philadelphia, Pa.	564
New Orleans, La.	537
Pittsburgh, Pa.	535
San Francisco, Calif.	526
Baltimore, Md.	508
Columbus, Ohio	451
Cleveland, Ohio	443
Honolulu, Hawaii	426
Miami, Fla.	401
Minneapolis, Minn.	399
Tampa, Fla.	390
Harrisburg, Pa.	385
Cincinnati, Ohio	383
Detroit, Mich.	383
Seattle, Wash.	364
Dallas, Tex.	360
Milwaukee, Wis.	358
Nashville, Tenn.	347
Omaha, Neb.	344
Atlanta, Ga.	335
Denver, Colo.	325
Worcester, Mass.	317
Los Angeles, Calif.	308
Providence, R. I.	305
Spokane, Wash.	303
Dayton, Ohio	302
Rochester, N. Y.	300
<b>Jacksonville, Fla.</b>	<b>298</b>
Albany, N. Y.	296
Kansas City, Mo.	295
Indianapolis, Ind.	295
St. Louis, Mo.	291
Wilmington, Del.	290
Buffalo, N. Y.	286
Des Moines, Iowa	284
Louisville, Ky.	283
Portland, Ore.	282
Syracuse, N. Y.	282
Richmond, Va.	278
Toledo, Ohio	275
Tulsa, Okla.	273
Memphis, Tenn.	268
Birmingham, Ala.	268
Madison, Wis.	264
San Diego, Calif.	258
<b>Blue Cross</b>	<b>130</b>

## PUERTO RICO HFMA PRESENTS AWARDS TO EMPLOYEES

By Miriam Rivera de Rosario  
Receptionist, Puerto Rico Service Office

The annual event of the Hospital Financial Management Association was celebrated on May 5 in the Caperra Country Club, San Juan, Puerto Rico.

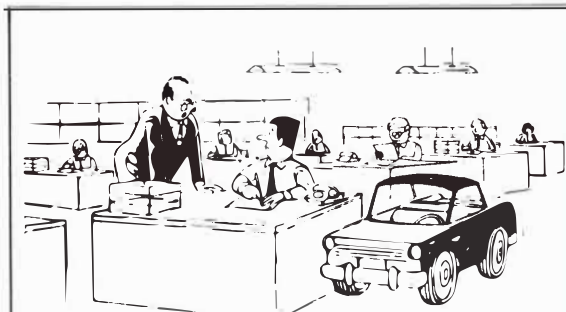
Certificates of Merit were presented to:

- **Dra. Ana Geigel de Olivieri**, who is the Medical Consultant and also the President of the Utilization Review Committee for Puerto Rico Service Office.
- **Mrs. Maria V. Berrios**, Registered Nurse for Puerto Rico Service Office.
- **Mrs. Ana B. Moll de Rosario**, Assistant Manager for Puerto Rico Service Office.
- **Mr. Eddie Sandoval**, former Branch Audit Supervisor, Puerto Rico Service Office.

- **Mr. Jaime Estrada**, Branch Audit Supervisor, Puerto Rico Service Office.
- **Mr. Enrique Perea**, Branch Audit Supervisor for Coral Gables.
- **Mr. Robin Bridges**, Director for Audit and Provider Reimbursement Department in Jacksonville.
- **Mr. Francisco Rivera**, General Manager for Puerto Rico Service Office.

Awards were presented for their valuable services to the H.F.M.A. of Puerto Rico.

A new Board of Directors was elected that night. Mr. Francisco Rivera is the new Treasurer, and Mr. Jaime Estrada is the Director for two years.



"May I remind you, Walsh, that you aren't the only employee who hasn't been assigned a space in the company parking lot!"

# service awards

## 25 YEARS



Dot Rivers

**Dot Rivers**, who celebrated her silver anniversary on August 21, says "It is a satisfying feeling to finally attain my goal and get my 25 year service pin. Now my next goal is to be able to work here until I am 62." Dot adds, "The Plans have been very good to me, and I have met and worked with some very nice people. I am proud of my contribution (however small) to the progress and success of our company. Of all the fringe benefits, the Credit Union has helped me and my family gain many tangible goals and is my favorite benefit."

Dot has been Training Coordinator in Word Processing for the past six months. Prior to that, she was Assistant Manager in that department for four years. From 1954 to 1973 she served as Supervisor in Transcribing. She was co-editor with the now retired Julia White of the old "News of the Blues," the forerunner of PROFILE.

A native of Jacksonville, she graduated from Robert E. Lee High School and attended Jones Business College two years. She was Secretary of the Employees Club in the 50's and was a member of our bowling teams for several years. Her husband, Carl, bowled on the men's bowling league. They have a son, Mark, twins, Donna and Terry, and five grandchildren. They are active in the Murray Hill United Methodist Church.

## 20 YEARS



Jack Masters

**O. D. (Jack) Masters, Jr.**, Manager, Facilities Planning, celebrated his 20th anniversary with the Florida Plans on August 1. He began his career with the South Carolina Plans in 1957 as Claims Administrator and Director of Internal Operations.

He came to the Florida Plans in 1966 as Manager of Medicare Part B. In 1969 he became Special Assistant in the Administration Department under the late Hal Adams and transferred to Corporate Planning as a Special Assistant in 1973. He has held his present title since 1975.

Jack is a native of Lexington, Virginia. He was graduated from Charleston Senior High in Charleston, West Virginia and attended Oberlin College in Oberlin, Ohio where he graduated with a B.A. degree. He served four and a half years in the U. S. Navy as a Yeoman 1st Class.

He has been President of the Employees Credit Union since 1976. He is a Functional Director in the Administrative Management Society, is a member of and was a former Board Member of the Riverside Avondale Preservation. He is also a member of Theatre Jacksonville and is on the Board of Directors. In this organization, he won an award for best male performance in "Man For All Seasons." In his spare time he also enjoys sports cars.

## 15 YEARS



Nathan Oplinger

**Nathan Oplinger** celebrated his 15 year anniversary with the Plans on August 1. He actually has over 18 years of service which includes over seven years with the Chattanooga, Tennessee Plan and over 11 with the Florida Plans. While in Tennessee there was a break in service, and he joined us here in Jacksonville in May, 1966.

He has been Vice President of Medicare B since 1975. Prior to that he served as an Administrative Assistant in Claims for two years, Manager in both Utilization Review and Medicare B a total of six years, and was a Director in Medicare B for one year. While in Tennessee,

he was Supervisor of Hospital Admissions and Hospital Billing.

He is a native of Woodleaf, North Carolina, was graduated from high school in Chattanooga, Tennessee and attended the University of Tennessee in Knoxville for four years. He also spent four years in the Air Force and was discharged a Staff Sergeant. He is married to Edna, has two children, Steve and Cynde, and is interested in aviation as his hobby, having retained his active pilot's certificate for over 20 years.



Bob Drewek

**Bob Drewek** was hired as a Physician Relations Representative in Fort Lauderdale 15 years ago and celebrated his anniversary on August 13. He was born and educated in Milwaukee, Wisconsin and graduated from the University of Wisconsin with a B.B.A. degree in Insurance. He served in the Air Force for four years, last holding the rank of Staff Sergeant. Bob is married to Anita and they have two children, Monica and Don. In his leisure time, he enjoys home do-it-yourself projects, gardening, bowling, and reading.



George Dugger

**George Dugger**, Manager of Building Services, celebrated his 15 year anniversary on August 20. George joined the Florida Plans as a Mail Clerk in the Mail Operations Department. Since that time he has held the positions of Computer Operator Trainee in the EDP Department, Property Control Clerk in Purchasing, and Administrative Assistant in Building Management. He was promoted to Manager of Building Services in September, 1975.

He is a native of Glen St. Mary, Florida and was graduated from Technical High School here in Jacksonville. He earned his A.A. Degree from Florida Junior College. George served in the Army for two years, last holding the rank of Sp4. He is a member of the Woodstock Park Congregational Holiness Church where he is the Sunday School Superintendent. He is married to Sharon and they have two sons, Daryl, and Steven. In his spare time he enjoys swimming, gardening, reading, and traveling.



Evelyn McCormick

**Evelyn McCormick**, Group Secretary Marketing, Tallahassee Branch Office, celebrated 15 years of service with the Florida Plans on August 30. She joined the company as a Clerk Typist in Tallahassee, and in 1965 she was promoted to Secretary. She took over her present position as Group Secretary in 1970.

She is a native of Hilton, Georgia where she was graduated from high school. Evelyn is the mother of two, Robert and Dixie, and in her spare time she enjoys sewing, gardening, fishing and camping.

## 10 YEARS

August 7 — **Melvina Rivers**, Section Leader, Telephone Information. Melvina held the positions of Screener & Coder, Claims Examiner and Credit Adjustment Clerk in Medicare B between 1967 and 1970. In 1970 she was promoted to Claims Examiner in Blue Cross Claims and three years later she became a Telephone Information Representative in the Telephone Information Department. In 1974 she became a Customer Service Representative in the Riverside lobby, and in January of this year she was promoted to her present position. She is a member of the Mt. Ararat Baptist Church where she is an Evangelist and a member of the Young Adult Choir and Usher Board #5.

August 7 — **Sharon Cole**, Secretary to Mike Cascone, Director of Medicare B Claims Department. Sharon joined the Plans as a Medicare B Screener and Coder. In 1969 she was promoted

to secretary to Roger McDonnell, then Assistant Manager in Correspondence Edit. A year later she took on the position of secretary to Bob Kimbrough, then the Assistant Manager of Medicare B. In 1974 she became a secretary to Jack Edmonds and Jim Wallace in Medicare B Production and Quality Control.

August 14 — **Sandy Daughtery**, Secretary to Carole Utley, Special Assistant, Employee Communications. Sandy has spent most of her ten years in the Subscribers Service Department, beginning as a Higher Room Option Clerk. She was subsequently promoted to Application Enrollment and Research — Dictation Correspondence. In 1974 she moved into a Special Correspondence slot in Special Inquiries and then became secretary to Amelia Kelly, Manager of Subscribers Service Direct in January, 1976, a position she held until July, 1977.

Sandy attended Florida Junior College for 1½ years taking English and Psychology courses, and Community School for a half year taking speed writing, using our Tuition Refund Program. She has been a PROFILE Reporter since 1972 while in Subscribers Service and participated as a Hostess during our Open House in 1974. She is presently Vice President of the Gavel Club which meets every Tuesday. In her spare time she is Director of Mission Friends for Central Baptist Church, enjoys painting and sewing, and camping with her husband Alan.

August 14 — **Yvonne King**, Supervisor, Telephone Communications. She joined our organization as a Wats Operator in Blue Shield Correspondence, and in March, 1973 she was promoted to Physician's Information Clerk in Telephone Communications. In August, 1975 she was promoted to Section Leader in the same department and in June, 1976 she was advanced to her present position as Supervisor of Wats & Physician's Information.

August 14 — **Suzanne Sutton**, Marketing Support. Suzanne spent nearly ten years in Subscribers Service until this past May when she transferred into Marketing Support. She was promoted from a Special Accounts Clerk to Section leader in January, 1969 and to Group Billing Supervisor in May, 1971. Her present responsibility includes working on numerous projects relating to field office personnel support, the most notable of which is the coordination of the new Marketing Information System (MIS) which will provide the sales force with an automated system for recording, updating and retrieving valid information for prospective accounts.

Suzanne has been quite active in volunteer and sports activities including 1976 United Way Campaign, 1977 Junior Achievement Campaign, 1976-1977 women's intramural softball, 1976 women's intramural flag football, and 1976 intramural mixed volleyball. She is married to Mike, who is a former Blue Cross and Blue Shield employee.

August 21 — **Loretta Johnson**, Systems Analyst, Technical Services, Medicare B. She has spent all ten years in the Medicare B Operations since joining us as a Claims Clerk in Claims Examining. Two years after coming here she joined the Informal Review Department in which she held the positions of Review Clerk, Section Leader, and Supervisor. Loretta has held her present title for the past two years.

August 28 — **Ann Grace**, Branch Office Coordinator, Blue Shield Communications. She joined the Florida Plans as a Claims Examiner in Federal Supplemental and in 1970 was promoted to Supervisor. In 1974 she became Supervisor in Federal Blue Shield and one year later she became Major Medical Claims Examiner in the Major Medical Department. In June, 1976 she was promoted to Telephone Coordinator in Blue Shield Communications. She's held her present job for the last eight months.

## SERVICE AWARDS

### 5 YEARS

#### Blue Cross and Medicare A

Francisco Rivera	Puerto Rico
Lee VanValkenburgh	Government Relations
Patricia Douglas	Bank Claims Hospital
Mary Forbes	EDP Control
Dorothy Hoppe	BS Training
Bjarne Nielsen	Methods
Lois Troutman	BC Paid Files Miracode
Lynda Bernis	Gainesville
Charlesett Hilliard	Cashiers
Suman Makker	Provider Audit
Kathy Forrester	EDP Control
Barbara Johnson	Technical Support
Katherine Smith	Cashiers
Mary Roberts	Credit Union
Eunice Turner	Information

#### Blue Shield and Medicare B

Donald Boyle	Med. B Claims Examining
Flora Jones	BS Central Certification

### 1 YEAR

#### Blue Cross and Medicare A

Ellen Gall	BS Claims Systems
Vicki Griffin	Group Accounting
Dupont Smith	Medicare A
Marjorie Crause	Direct Accounting
Peggy Gresham	Group Accounting
Essie Holmes	Med. A Approval Section
George Hurst	Comprehensive Cov. Hosp.
Barbara Jowers	Major Medical Support
Janet Masters	Special Inquiries
Rudolph Powell	BC & BS Stock
Jody Clark	Computer Support II
Kathleen Beck	Major Medical Claims
Betty Bowen	Med. A Utilization Review
Carlene Brown	Group Accounting
Paula Carter	Major Medical Claims
Beverly Coll	Major Medical Claims
Michael Field	FEP Supplemental Claims
Lois Grigas	Incoming Mail Operations
Elizabeth Herrington	Direct Accounting
Denise Hicks	BS Claims Review
Mary Lusk	Major Medical Claims
Cathy Perry	Accounts Receivable
Nancy Price	Group Accounting
Frank Reed	Med. A Section Control
Phyllis Shelton	Major Medical Claims
Alexander Swider	Data Services Systems
Joan Zeller	Med. A Utilization Review
Valerie Geraci	Special Claims Systems
Jacqueline Lee	Organization & Compensation

Carolyn Martin	Comprehensive
Jeanette Mobley	BS Data Entry
Marjorie Parks	Comprehensive
Judy Ruch	BS Claims Review
Lourdes Torres	BS Data Entry
Richard Kibler	Internal Audit
Dora Monahan	Production & Quality Control
Alexa Dotson	Supervisor of Charge Review
John Alford	BC & BS Stock
Patricia Ermi	Major Medical Claims
Lynda Fine	Group Accounting
Jeraldine Griffiin	Group Accounting
Paul Johnson	Financial Underwriting
Charles Wheeler, Jr.	Records Retention

#### Blue Shield and Medicare B

Judy Soucek	BS Claims Processing
Deborah Gaddy	BS Central Certification
Sherry Johnson	CHAMPUS Claims II
Blake Sutton	BS Claims Processing
Beverly Webber	BS Claims Processing
Connie Herrington	CHAMPUS Support II
Mark Hughes	BS Claims Processing
Mary Zingaro	Med. B Claims Examining
Randall Moyer	Med. B Credit Adjustment

## SERVICE AWARDS PRESENTED



Mel Snead, center, is presented his 25 year diamond service pin by W. J. Stansell, left, Vice President-Marketing and External Affairs, and his anniversary desk name plate from our President, J. W. Herbert. Mr. Snead is Vice President-Institutional Affairs, and celebrated his silver anniversary on July 7.

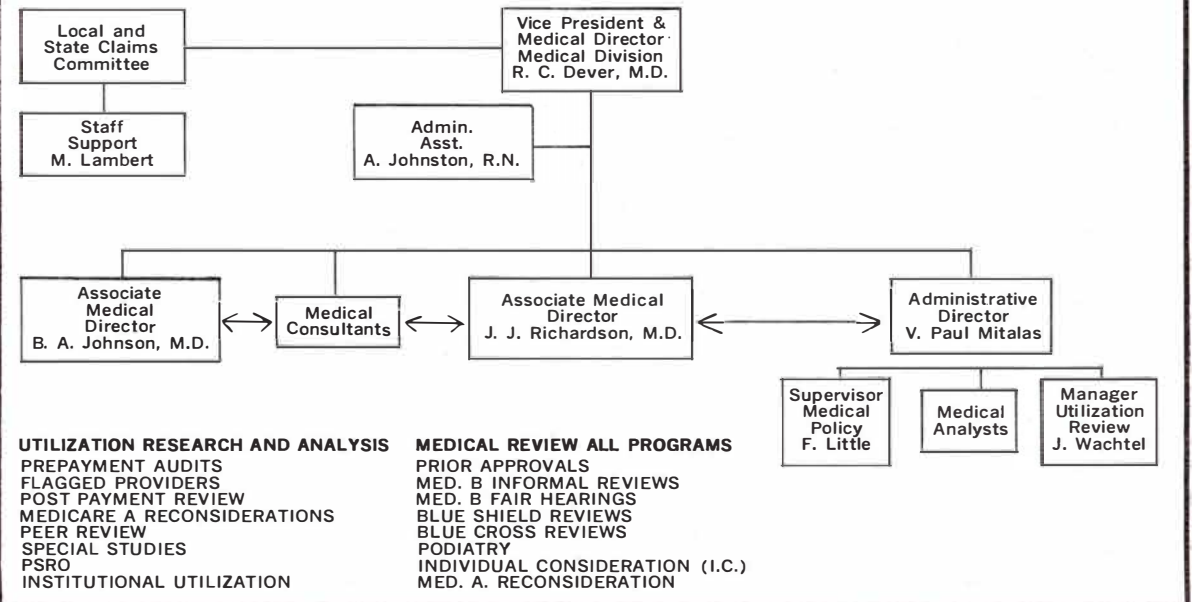


Clara Rose has just received her 20-year service pin and wall barometer from Dick Meyers, Vice President-Medicare A, left. Attending the ceremony were J. D. Lewis, Jr., Vice President-Benefits Administration, and Flake Hewett, Director of Medicare A, right. Clara is Educational Services Coordinator, Medicare A Administration, and celebrated her anniversary on July 23.

# MEDICAL DIVISION REORGANIZED—UTILIZATION REVIEW REASSIGNED

The Medical Division has organized along the traditional lines of other divisions within Blue Cross and Blue Shield of Florida. Coupled with this reorganization, the Medicare Part B Utilization Review Department functions will become a part of the Medical Division effective July 1, 1977, according to the announcement by J. D. Lewis, Jr., Senior Vice President - Benefits Administration. It is necessary that Utilization Review receive more attention in other lines of business, and the Medical Division will be responsible for coordinating the development and monitoring of these activities. The new organization chart for the Medical Division is depicted below:

### MEDICAL DIVISION ORGANIZATION CHART



## SUGGESTORS WIN \$163.00 IN JULY

A total of \$163.00 was distributed to seven suggestors during the month of July. **Barbara VanBuskirk**, Analyst, EDP Standards; **Dan Pentenburg** Systems Analyst, EDP Standards; **Carol Gustafson**, Analyst, EDP Standards; and **James Stokes**, Analyst, Special Claims Systems, all submitted a suggestion which was worth \$121.00 — it was divided equally among them with each earning \$30.25. **Vondalee Childs**, Claims Examiner, Medicare A, won \$22.00. **Carolyn Slawin**, Section Leader, Tampa Branch Office, and **Gale Franz**, Section Leader, HRIC, both won \$10.00.

Total annual savings to the Plans from these suggestions is \$1,630.00.

## LOU MICKLER RECEIVES B.S. DEGREE



Lou Mickler

Lou Mickler, Software Coordinator in Technical Support, graduated magna cum laude from Jones College on June 18, receiving his Bachelor's degree in Computer Science. He also attended St. Johns River Junior College for two years where he received his Associate degree, Florida Junior College and the University of North Florida.

He is a native of St. Augustine where he was graduated from St. Joseph Academy. He served in the Air Force for four years last holding the rank of Staff Sergeant. He began working for the Plans in February, 1971, is married to Kathy and they have two children, Rusty and Kristi.

## WEDDING BELLS RING FOR EMPLOYEES CLUB OFFICER



Bonnie Flowers

It is a good thing the Vice President of the Employees Club does not handle the flower fund for employees because if she did, Bonnie Flowers would be in charge of flowers!

Bonnie I. Kierce was married to Charles F. Flowers on April 30 at 6:30 p.m., at the Church of God by Faith on Old Middleburg Road. Bonnie is a Supervisor in Federal Blue Shield and has been with the Plans for seven years. She is presently Vice President of the Employees Club.

## NEWSHOUND OF THE MONTH—DANNY FISHER



Danny Fisher

Danny Fisher is spotlighted as reporter of the month for August. He is responsible for news for the entire 4th floor of the Main Building and has served as a reporter for the past year.

He began his career with the Plans in February, 1973 as a Data Recording Operator and was soon promoted to Section Leader, Medicare B Data Recording. In 1974 he worked as Data Coordinator in the Data Control Department and in 1975 as a Senior Documentation Specialist, EDP Standards. He now works as a Control Analyst in Major Medical Systems.

Danny is a native of Orlando and was graduated from N. B. Forrest High School in Jacksonville. At present he is using the Tuition Refund Program to assist him financially at Florida Junior College where he is working toward an A.S. degree in Data Processing.

He is married to Nancy, and in his spare time he enjoys motorcycle riding, softball and bowling. He plays on the intramural softball team called Scrubs, bowled in the Mixed Blue Cross and Blue Shield League and now serves as a Safety Captain.

## BERNICE LAMAR WINS \$1,000.00 IN CONTEST



Bernice Lamar

Bernice Lamar, a Press Operator in the Printing Department, beat the odds of 96,770 to 1 to win \$1,000.00 in the recent Big Star "Let's Go To The Races" contest. She learned she was a winner on May 20 which was even more of a surprise to her since she had just discovered on May 3 that she had won a smaller award of \$10.00. She became a winner by picking up sweepstakes cards at her local Big Star Supermarket when doing her grocery shopping.

According to Bernice, her winnings were spent on a new washing machine, a trip to Atlanta to attend a jazz festival, a share was divided among her four children, and she and her husband, Perthone, deposited the remainder in their savings account.

# EMPLOYEES CLUB NEWS

## JIM KELLY WINS SPRING GOLF TOURNAMENT

The Ponce de Leon Country Club in St. Augustine was the site of our Employees Club Spring Golf Tournament in which 73 golfers competed on a very hot June 10. **Jim Kelly** took first low gross honors with a score of 73 with **John Kennett** winning the second low gross trophy with a 75.

Low net winners figured using the handicap system were divided into four divisions. First place winners were:

Division A—**Tom McGeehan**

Division B—**Gene White**

Division C—**Brenn Barnett**

Division D—**Mike Bristow**

Trophies were also given for the longest drive, **Steve Bywater**; longest putt, **Jack Edmonds**; and the ball closest to the pin, **Jim Henderson**.

This was the first Employees Club tournament to be held at the Club, and from all indications, employees would like to return to this challenging course in a lovely setting in the near future. Refreshments were provided by the Employees Club following the tournament.



Golf Tournament winners are, from left, Gene White, Tom McGeehan, Brenn Barnett, John Kennett, Steve Bywater, Jim Kelly, Jim Henderson, and Mike Bristow. Jack Edmonds is not pictured.



Tom McGeehan, winner of 30 and over division competition. Henry Douglas, one of the judges, posts scores.



Men's events 30 and over: From left, Don Carver, William Bell, and Robert Taylor.



Men's events under 30: From left, Willie Carswell, Dave Kelly, and Greg Lowe.

## OLLIE, MCGEEHAN, WEATHERS WIN "SUPERSTARS"

The first annual individual "Superstars" competition sponsored by the Employees Club was held Saturday, June 25 at Episcopal High School from 9:00 a.m. to 3:30 p.m. on a typical hot summer day. Each contestant was required to choose seven out of ten events in which to compete.

**Ed Ollie**, Provider Reimbursement, took first place overall in the **Men's Under 30 Division** with a total of 32 points, winning the softball throw and tennis serve (no photograph available). **Ron Smith**, Medicare B, was second with 28 points.

For the **Men's 30 and Over Division**, Tom

**McGeehan**, Medicare A, with 50 points edged out **Robert Taylor**, EDP, with 48 points for first place overall. Tom took first in swimming and was second in four other events during the day.

The **Women's Division** was highlighted by **Elaine Weathers**, Blue Cross Claims Administration, winning the 100 yard dash, football punt and obstacle course to score 35½ points with second place going to **Mary Drust**, Fair Hearings, basketball winner, totaling 26 points.

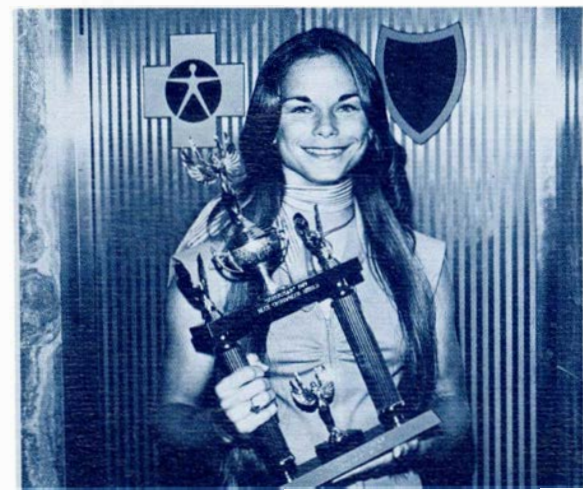
Bicycles were provided by Lake Shore Schwinn on Blanding; other equipment was provided by Florida Junior College track coach, Larry Monts.

### INDIVIDUAL EVENT WINNERS

Event	Men's Under 30	Men's 30 & Over	Women's
Swimming	Jim Wade	Tom McGeehan	Linda Beard
Football Punt	Kevin Hursey	Don Carver	Elaine Weathers
100 Yard Dash	Willie Carswell	Bill Bell	Elaine Weathers
200	—	—	Jo Lomax
440	—	Bill Bell	—
880	Greg Lowe	—	—
Softball Throw	Ed Ollie	Jim Myrick	Debbie Hopkins
Bicycle Race	Kevin Hursey	Larry Shepard	Karen Huber
Basketball Shooting	Dave Kelly	Larry Shepard	Mary Drust
Tennis Serve	Ed Ollie	Robert Taylor	Ardis Cline
Obstacle Course	Roy Rivers	Jim Myrick	Debbie Hopkins
Golf Chip	Bill Hazlehurst	Warner Hull	Elaine Weathers
		Robert Taylor	Della Newburn



Winners in individual events for women: From left, Karen Huber, Della Newburn, Linda Beard, Elaine Weathers, Mary Drust, Ardis Cline, Debbie Hopkins, and Jo Lomax.



Elaine Weathers



Tom McGeehan



Starting line for the men's 880 race.



Women's softball throw contestants.

# NEWSMAKERS

## BILL BROWN PROMOTED TO ASSISTANT DIRECTOR-FINANCE OPERATIONS



Bill Brown

The promotion of **Bill Brown** to Assistant Director-Finance Operations was announced by W. R. Skelley, Vice President-Finance, effective June 13.

Bill was hired in July, 1972 as a Cost Accountant. In 1973 he was promoted to Senior Accountant in Financial Accounting, and two years later he moved up to Manager of Finance Quality Control, the position he held prior to his promotion.

A native of Lake Butler, Florida, he was graduated from Union County High School. He attended Lake City Junior College and Valdosta State, receiving his B.S. degree in Accounting. He served in the Army for three years, two of those in Vietnam as a Company Commander. He is currently an 'A' Team Commander with the 20th Special Forces Group (Reserve) and presently holds the rank of Captain. He is married to Ellen and they have one child, Courtney. In his spare time he enjoys softball, football and gardening.

## BILL SCHILLING PROMOTED TO MANAGER-FINANCE CONTROL



Bill Schilling

The promotion of **Bill Schilling** to Manager, Finance Control, was announced by W. R. Skelley, Vice President-Finance. He was hired in January, 1975 as a Senior Systems Analyst, Teleprocessing Systems. He was transferred into Integrated Accounting Systems seven months later and held this position until his recent promotion.

Bill was born in Omaha, Nebraska and was graduated from Maynard Evans High School in Orlando. He earned his B.A. degree from the University of Florida and will receive his Master's degree in September from the University of North Florida taking advantage of our Tuition Refund Program.

He served six years in the U.S. Army Reserves last holding the rank of E-4. Bill and his wife, Susan, have two sons, Billy and Davey. He is active in Civitan Club and Willing Hands and enjoys playing golf.

## DAN TAYLOR PROMOTED TO SENIOR ACCOUNTANT-BUDGET AND FORECAST



Dan Taylor

The promotion of **Dan Taylor** to Senior Accountant, Budget and Forecast, was announced by W. R. Skelley, Vice President-Finance. Dan was hired in December, 1975 as a Junior Accountant in the Budget Department and held this position until his present promotion.

Dan was born and educated in Elba, Alabama. He earned his B.S. degree in Accounting having attended Troy State University in Troy for one and a half years and the University of Alabama in Tuscaloosa for two and a half years.

He is married to Benita and belongs to the National Association of Accountants. In his leisure time he enjoys golf, tennis, fishing, and horses.

## GREG HORNE PROMOTED TO SENIOR ACCOUNTANT-FINANCIAL ACCOUNTING



Greg Horne

The promotion of **Gregory A. Horne** to Senior Accountant, Financial Accounting, was announced by W. R. Skelley, Vice President-Finance. He was hired in July, 1976 as a Junior Accountant.

Greg is a native of Gate City, Virginia and graduated from Gate City High School. He continued his education at Virginia Polytechnic Institute at Blacksburg, Virginia and graduated from East Tennessee State University in Johnson City, Tennessee with a B.S. degree in Accounting. At present he is using the Tuition Refund Program to assist him financially at the University of North Florida where he is working toward a Master's of Business Administration degree.

He is married to Susan and belongs to the National Association of Accountants and the Association of Master of Business Administration Executives. In his spare time he enjoys golf and tennis.

## MARVIN GEIGER PROMOTED TO SUPERVISOR IN COST ACCOUNTING



Marvin Geiger

The promotion of **Marvin Geiger** to Supervisor in Cost Accounting has been announced by W. R. Skelley, Vice President - Finance. Marvin began his employment with the Florida Plans in January, 1976 as a Senior Cost Accountant, the position he held prior to his promotion.

He is a native of Leesburg, Florida where he was graduated from high school. He received his Bachelor's in Business Administration from the University of North Florida. He served in the Air Force for four years, holding the rank of Staff Sergeant. He is a member of the National Association of Accountants and serves on the Blue Cross and Blue Shield Cost Allocation Committee. Marvin is married to Diane and they have two sons, Monty and Mitchell. In his spare time he enjoys fishing and woodworking.

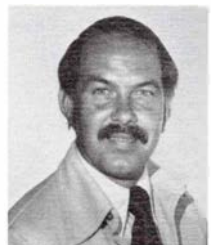
## DIFRANCESCO AND WEATHERS PROMOTED TO SENIOR SYSTEMS ANALYSTS

The promotions of **Rick DiFrancesco** and **Randy Weathers** to Senior Systems Analysts in Integrated Accounting Systems and Financial/Underwriting Systems, respectively, have been announced by Garrett Cannon, Manager, Financial/Personnel Systems.



Rick DiFrancesco

Rick began his career with the Plans in October, 1973 as a Systems Analyst in Finance Systems and held that title until his recent promotion. He is a native of Miami and was graduated from Cocoa Beach High School. He attended the University of North Florida for two years, where he received his B.B.A. degree. He served in the Army for almost three years, last holding the rank of SP/5. He is a member of the Blue Cross and Blue Shield Gavel Club, is married to Ginger and they have two children, Tammie and Angie. His hobbies include fishing and hunting.



Randy Weathers

Randy joined the organization in October, 1971 as a Programmer in Blue Shield Claims. In 1974 he was promoted to Systems Analyst in Systems Development, the position he held prior to his promotion. A native Jacksonville, he was graduated from Alfred I. duPont High School. He attended College at Wake Forest in North Carolina for two years, and received his B.S. degree in Marketing and

a secondary degree in Management from Jacksonville University. He is a member of the Blue Cross and Blue Shield Gavel Club and the Jax 'n' Jills Square Dance Club. He is married to Elaine who is secretary to Jackie McKenzie in Blue Cross Claims Administration. Randy explains, "When time allows, I am finishing my own home with help from friends." He enjoys coaching one of the Intramural girl's softball teams, stamp collecting, bowling, camping, boating and square dancing.

## TWO NAMED TRAINING SPECIALISTS IN ORGANIZATION AND PERSONNEL DEVELOPMENT

Patrick O'Brien, Director, Organization and Personnel Development, has announced the hiring of **George Cassady** as Management Training Specialist and the appointment of **Cliff Richardson** as Data Processing Specialist.



George Cassady

George is a new member of the Florida Plans, having just retired as a Major from the Adjutant General Corps in the U. S. Army after 20 years. He was born and educated in Business Administration from the University of Tampa. George is presently attending Pepperdine University, working towards his Master's degree in Human Resources Management. He is a member of the American Society for Training and Development and the Organization Development Network, is married to Marian and they have three sons.



Cliff Richardson

Cliff began his career here in December, 1972 as a Programmer in Blue Cross and Blue Shield Systems and in March, 1973 was promoted to Programmer Analyst in Marketing Systems. A year later he was promoted to Systems Analyst in Human Resource Systems and in August, 1975 served as Systems Analyst in Finance Systems. In 1976 he was promoted to Senior Systems Analyst in the same department.

He is a native of Cincinnati, Ohio where he was graduated from Western Hills High School. He attended Miller College in Cincinnati and Florida Junior College for 1½ years, and he is presently taking additional courses at Florida Junior College. Cliff served in the U. S. Air Force for eight years last holding the rank of E-5. He is a member of the American Society for Training and Development.

## MARGIE CODY PROMOTED TO SUPERVISOR OF BLUE SHIELD CLAIMS



Margie Cody

The promotion of **Margie Cody** to Supervisor of Blue Shield Claims has been announced by Joyce Bowman, Manager. Margie began her career with the Florida Plans in October, 1968 and has held the positions of Section Leader, Medicare B Services; Section Leader, Medicare B Correspondence; Training Instructor, Medicare B Training; and Training Assistant, Blue Shield Training.

A native Jacksonville, Margie was graduated from Stanton High School. She is a member of West Union Baptist Church where she serves as a Sunday School Teacher and as President of the Young Adult Auxillary. She is actively involved as a Girl Scout Leader of a cadette troop with her husband, William, serving as one of the co-leaders. Margie also serves as Chairman of the Norweaster Neighborhood of Gateway Girl Scout Council. In her spare time, Margie is an instructor for Tri Chem Liquid Embroidery.

## NEWSMAKERS (Cont.)

### THREE PROMOTED IN MAJOR MEDICAL SYSTEMS DEVELOPMENT



Karen Huber



Fred Keisling



Leroy Cole

The promotions of **Karen Huber** to Senior Systems Analyst and **Fred Keisling** and **Leroy Cole** to Systems Analysts have been announced by Sidney Ough, Assistant Manager.

Karen joined our organization in August, 1975 as a Programmer/Analyst in Blue Shield Systems. In May, 1976 she was promoted to Systems Analyst in Blue Shield and transferred to Major Medical Systems in January, 1977, the position she held prior to her recent promotion.

She is a native of Princeton, New Jersey and attended Rutgers University for four years, earning her B.A. degree in Economics. She is married to Peter and they have two sons, Eric and Michael. Leisure activities include gardening, arts and crafts, and tennis.

Fred began his employment with the Florida Plans in January, 1971 as a Computer Operator. In 1974 he was promoted to Programmer in Marketing Systems and in 1976 to the position of Programmer/Analyst.

He is a native of Jacksonville having graduated from Terry Parker High School. He attended Florida Junior College for two years. He is married to Jeanne and they have two children, Lisa and David. His hobbies include bass fishing, hunting and yard work.

Leroy began his career with the company in October, 1968 as a Shift Leader in the Wire Room. In 1970 he was promoted to Computer Operator in Operations and three years later he took on the position of Operations Analyst in Operations Support. In 1974 he was promoted to Programmer/Analyst in Medicare Systems, the position he held prior to his promotion.

Leroy is a native of Missoula, Montana where he was graduated from high school and is currently attending Florida Junior College. He served for four years in the Navy last holding the rank of E-5, is married to Bobbie and enjoys golf and fishing in his leisure time.

### NEW BLUE SHIELD BOARD MEMBERS' ORIENTATION HELD IN JACKSONVILLE



Shown with new Blue Shield Board members, Mrs. Hazel Sulzbacher and Dr. Charles Hayes, are George S. Lewis, left, W. J. Stansell, second from left, and J. W. Herbert, right.

Mrs. **Hazel Sulzbacher** and **Charles P. Hayes, M.D.**, new Blue Shield Board members elected at the annual meeting on May 5, attended an orientation session at the Home Office on June 30. Both are residents of Jacksonville.

Speakers at the all day meeting included President, J. W. Herbert; Senior Vice President-Marketing and External Affairs, W. J. Stansell; Vice President-Legal and Public Affairs, John Slye; Vice President-Finance, W. R. Skelley; Senior Vice President-Benefits Administration, J. D. Lewis; Vice President-Medical Director, Richard C. Dever, M.D.; Vice President-Blue Cross and Blue Shield Claims, Jack McAbee; Vice President-Medicare B, Nathan Oplinger; Vice President-Marketing, W. A. Miller; and Vice President-Physician Affairs, G. S. Lewis.

Topics covered included corporate organization and objectives, corporate Charter and By-Laws including legal responsibilities, Finance, Claims, Medical Division, Marketing Division, and Physician Affairs.

### DR. JOHNSON SPONSORS MEDICAL DIVISION R.N.'s FOR BASIC LIFE SUPPORT COURSE

By **Arlene Johnston, R.N.**  
Administrative Assistant

Thursday, June 23, the Registered Nurses of the Medical Division attended a course in Basic Life Support at Sellers Assembly Room at Duval County Medical Society. This is the second opportunity our nurses have had for continuing education. In January, the same group attended the Cancer Seminary for nurses. Both educational opportunities were well received by all those present.

Those attending the Basic Life Support course were Shirley Maier, Pat Simmons, Carolyn Wennerstrom, Carol Adamczyk, Harriet Craig, Arlene Johnston and Dr. Ben Johnson. The nurses were presented certification cards approving two and one-half hours for Continuing Education Units for Registered Nurses.

The Basic Life Support course is sponsored by the Duval County Medical Society, Academy of Medicine and Duval County Chapter of the Academy of Family Physicians in accordance with the standards of the American Heart Association.

The course consisted of introductory remarks by Dr. Paul Newman, a local anesthesiologist, a film, "New Pulse of Life," narrated by Raymond Massey, a lecture by Herb Ramsdell of Jacksonville Rescue Squad and a demonstration with monitored mannequins which included individual practical involvement by all present. This practical application was carefully directed and observed by the instructors.

The course demonstrates the use of CPR (Cardio Pulmonary Resuscitation) as a life saving emergency procedure. Basically, it is a means of keeping the victim alive until help arrives (doctor or rescue squad). It is a practical life saving technique which needs only your physical being and thought processes to put in operation and can be done anywhere, anytime.

At the present time, approximately 35% of CPR's are successful. These persons reach the hospital alive for treatment because someone trained to apply Cardio Pulmonary Resuscitation was alerted to the need for emergency action.

### HOW ASTROLOGY CAN HELP YOU GET ALONG WITH YOUR BOSS

★★★★★ Leo (July 22-August 21) ★★★★★

You'll always know when you're around Leos by the gold they wear—gold jewelry, golden locks, even gold teeth. Or by their roars. Leos never hide their light under a bushel. It's this abundance of pride and self-confidence which makes Leo a natural leader. If you have any doubts, just ask one.

Leos make excellent executives since they don't waste time or energy. They get right to the point and assign people to do tasks for which they are best suited. Leos are so lavish with praise that people don't mind performing

for them. But expect a Leo boss to take credit for your labors if they're done correctly and place the blame if they're not. Leos can maneuver others into doing their work for them—so they can take the day off to play tennis or lie in the sun.

Leos' hearts are as big as their egos—which are sizeable. They're generous with their time, money and their mouth. Advice flows freely from a Leo, like letters addressed to "Occupant"—unasked for and unappreciated. Grin and bear it since there's no way to shut a Leo's mouth unless you interrupt.

Leos are happy as long as they have titles—the longer the better. They also love to gamble and can't resist the pool on the World Series.

If you work for a Leo make certain your boss' surroundings complement his or her self-image. Find the best office in the building. Dress it up with trophies, plaques and flattering pictures. It doesn't matter if your boss didn't win them—Leos detest details. For that reason, your boss will delegate duties without the slightest attention to how they are carried out. It will be up to you to sort out minor matters.

The arrogance of Leo bosses will anger you, their total disregard for detail will destroy you, their pride will make you grind your teeth clear down to the roots. Then one day their courage will save your skin, and you'll agree with the Leos' own exalted estimation of themselves.

(Reprinted courtesy THE TIMES MAGAZINE, copyrighted by Army Times Publishing Company, Washington, D. C. This article by Martha Humphreys is the second in a series.)

## Mini-Profile

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their families, and friends of  
**Blue Cross of Florida, Inc.**  
**Blue Shield of Florida, Inc.**

**EDITOR**  
Carole Utley

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- 5 Darlene Brown
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- 6 Pam Williams
- 7 Steve McCrandall
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