

Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

March, 1969



Profile

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their families, and friends of



BLUE CROSS OF FLORIDA, INC.
BLUE SHIELD OF FLORIDA, INC.

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Jacksonville, Florida 32201

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About the cover...

Richard M. Ralston, director of communications and public affairs for the Blue Cross Association since 1964, stands with Sister Virginia, Administrator, St. Vincent's Hospital, on the site of the hospital's planned new five story medical core wing.

Mr. Ralston, whose offices are located at BCA in Chicago, was the featured speaker at the February 20 St. Vincent's Expansion Fund Banquet at the Sheraton-Jacksonville Hotel.

His address concerned trends in hospital expansion, trends in third party reimbursement, the need to control rising hospital costs, the need for public involvement in delivery of health services, and the effect government may have in medical practices.

Mr. Ralston is responsible for the national public information and advertising programs of the Blue Cross system.





FILM PREMIERE PLANNED



"It's just about wrapped up," says the producer of the new Blue Shield color film being shot at headquarters in Jacksonville.

In addition to the footage shot in our various departments, the camera crew also visited other locales in the state for outside scenes.

The Physician Relations Department will utilize this ten-minute 16mm film for showings to medical societies in an effort to inform Florida's physicians of the intricate and comprehensive operations of Blue Shield.

It is said that there is a bit of "ham" in each of us, and employees are understandably inquisitive about when they can see themselves in the film. According to Mr. Dave Mancini of the Public Relations Department who is supervising production of the film, as soon as a definite schedule is set up, all personnel will be advised when they can view the film. It is hoped that by showing it at various times, possibly in the sixth floor employees lounge, all employees will have an opportunity to see it.



The Meaning of the Cross and Shield Emblems

When each of us became employees of Blue Cross & Blue Shield we were given a booklet entitled "Hello There" which includes a section on what the Cross and Shield emblems mean.

The Florida Plan, like each of the other Plans, must meet rigid standards to use the Blue Cross superimposed with the American Hospital Association's seal of approval — the symbol of non-profit organizations sponsored by hospitals and devoted solely to community welfare.

Here is the derivation of the American Hospital Association's official emblem used in the center of the Blue Cross, which was adopted by the AHA in 1927.



The American Eagle symbolizes the United States of America.



The Maple Leaves are symbolic of the Dominion of Canada.



The Lorraine Cross has been the emblem of the relief to the unfortunate since medieval times.



The Caduceus (the Wand of Mercury and Serpent of Aesculapius) has symbolized the healing art for many thousands of years.



The Maltese Cross has been the emblem of the Knights of Saint John of Jerusalem since 1092 A.D., and for several hundred years has also been used by the St. John Ambulance Service.



The Geneva, or Greek Cross, is the international emblem for the relief of the sick and wounded.



The Urn Lamp is universally accepted as symbolic of knowledge. It is the official emblem of the Florence Nightingale Nurses.



The whole is supported by the Classic Latin Motto, "Nisi Dominus Frustra" — "Without God we can do nothing."



The Blue Shield emblem is rich in symbolism. The shield shape is symbolic of bodily protection. The knotty staff with entwined serpent is known as the Aesculapian Symbol, or Caduceus. Aesculapius, according to Greek mythology, was the God of Medicine. This symbol suggests the sponsorship of Blue Shield by the physicians and the medical society in the community. The shield and Caduceus together symbolize the prepaid medical care of the non-profit Blue Shield Plans.

® This mark beside Blue Cross and Blue Shield certifies that they are officially registered with the United States Government. The use of either the symbols or the names is restricted to authorized organizations.

HOSPITAL WORKSHOPS COMPLETED



More than 1,000 persons attended 20 workshops held throughout the state of Florida, which were conducted by the Hospital Relations Department.

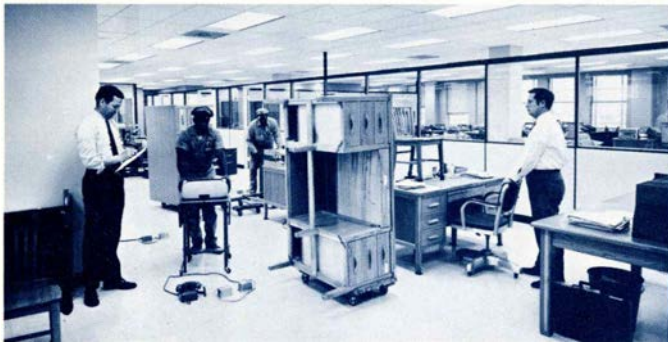
Here are some of the hospital insurance personnel and other hospital business office employees attending six of the sessions.

NINE EMPLOYEES MOVE TO AGENCY BUILDING

Friday, February 7, while most employees were filing out of the building to go home, several stayed behind and finished boxing up their supplies, taping desk drawers and completing the usual tidying up that goes along with moving.

Nine employees on the ninth floor were preparing to move to the Agency Building on Myra Street. Six members of the Utilization Review Department, Bill Hubbard (Hospital Relations Rep), Julian McKenzie (Physician Relations Rep) and their secretary moved to the nearby office where they will all have more room in which to operate.

There are now approximately 60 Blue Cross and Blue Shield employees in this separately leased office space which is only a few blocks from headquarters. Other departments in the Agency Building are Florida Combined Insurance Agency and Operations personnel, regional and branch sales office personnel, the Sales Training Department, and Medicare Cost Reimbursement employees.



Derald Smart, left, Building Manager, and Jack McAbee, Utilization Review Department, are trying to figure "which end is up" as movers prepare to load their office equipment and supplies for transfer to the Agency Building.



Dale Douberly, right, confers with Jack McAbee on a last look at the floor plans before movers arrive with their office furnishings at their new first floor quarters.



CREDIT UNION GROWTH REPORTED

The Fifteenth Annual Meeting of the Blue Cross Employees Credit Union was held January 29 in the Cafeteria with President N. G. Johnson presiding.

Included in the agenda were reports from officers and committee chairmen. Treasurer Mattie Godwin announced that a 5½ per cent dividend had been declared, based on shares as of December 31, 1968 and payable in January, 1969. It was reported that the 516 membership of the previous year had increased to 725; and that the number of borrowers had increased from 353 to 566.

Total assets for 1968 were \$292,605.00 as compared to \$247,169.24 for 1967.

The growth pattern of the Credit Union is not only reflected in the figures above, but is shown dramatically as the past five-year picture is reviewed: From 1964 through 1968, the total loans outstanding as of December 31 increased from \$64,051 to \$226,038. Likewise, the shares on deposit as of December 31 increased from \$157,698 in 1964 to \$249,981 in 1968.

The Board of Directors of the Credit Union consists of N. G. Johnson, Betty Collins (re-elected), John Slye, Tom Kates (new) and Mattie Godwin. Three new members were elected to the Supervisory Committee: Eugene White, George Hedrick and Roger McDonnell. The Credit Committee is comprised of Clara Rose, Jim Cole, Lydia Gardner and Mabel Fleming (re-elected).

Mr. Johnson also extended thanks to Judy Miscally, Edna Mathis and Ernie Gibson who have served in the past and have been a great deal of help in their respective offices.

Three proposed By-Laws Amendments were read to all members present and were unanimously passed. These By-Laws will become effective upon approval by the Comptroller of the State of Florida.

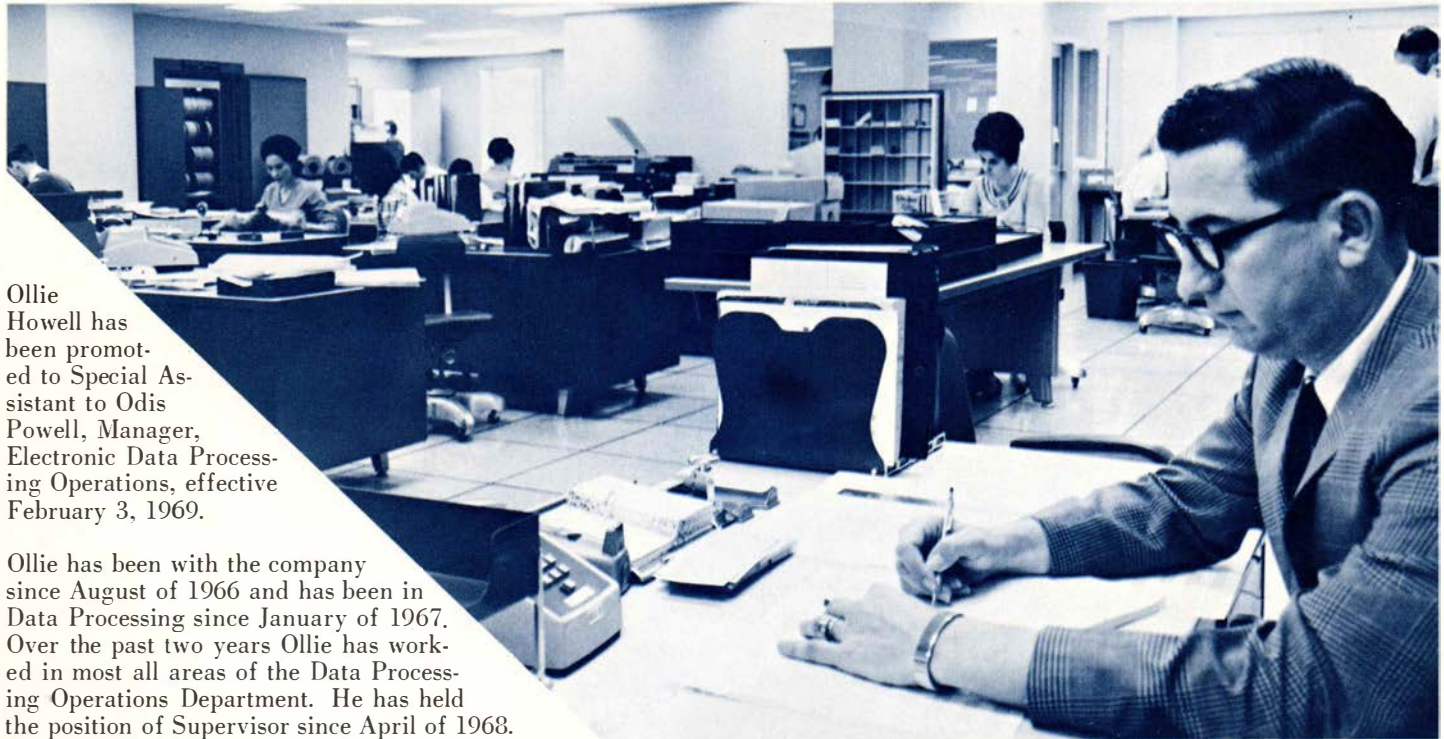
- Article I, Section 1 of the By-Laws will read: "This Credit Union shall be known as the Blue Cross and Blue Shield Employees' Credit Union."

- Article II, Section 1 will read: "Membership in this Credit Union is limited to those who are employees of Blue Cross of Florida, Inc., Blue Shield of Florida, Inc., and Florida Combined Insurance Agency, Inc., the employee's spouse and unmarried children living at home."

- Article IX, Section 1 of the By-Laws will read: "The Supervisory Committee shall consist of three members who shall be elected by the members in the following manner: At the annual meeting in January, 1970, one member shall be elected for three years, one member for two years, and one member for one year; thereafter, one member shall be elected at each annual meeting to serve for three years."

Manager of the Credit Union is Frances Stewart whose office is located on the first floor. She handles all loan and savings transactions and does all the bookkeeping. Mrs. Stewart reminds all employees, "The Credit Union is strictly an employee cooperative enterprise. It is their organization which they run through fellow employees they elect to the Board of Directors, Supervisory Committee and Credit Committee. It is only through shares owned by employees (money placed on deposit) that loans can be made to members needing financial assistance."

Howell Appointed Special Assistant to Powell



Ollie Howell has been promoted to Special Assistant to Odis Powell, Manager, Electronic Data Processing Operations, effective February 3, 1969.

Ollie has been with the company since August of 1966 and has been in Data Processing since January of 1967. Over the past two years Ollie has worked in most all areas of the Data Processing Operations Department. He has held the position of Supervisor since April of 1968.

In his new position Ollie will be in charge of the Quality Control area of Data Processing. He will spend a great portion of his time ensuring that schedules are met, that completed reports are accurate and that all work leaving the Operations Department meets the quality standards. The Control section serves as the coordination unit between the user departments and the computer department.

TRAINING CLASSES END WITH TOUR



Here Janet Morgan explains a multi-colored, pull-down chart illustrating the eye and ear anatomy to her "students."

Jo Gathright, right, and Janet confer on the day's assignments for instructing the Medicare B employees.

Unseen by most employees, but very much a real part of our daily operation, is a hub-bub of activity directly across the street from our Riverside Street entrance.

Medicare B training classes are conducted day in and day out for new employees numbering anywhere from 15 to 25 in our one-story classroom building. These people undergo a two weeks' training period climaxed by a final day of testing and a tour of our headquarters. This gives them an on-the-spot look at the departments and equipment utilized in handling the work they have been studying and, hopefully, helps them feel an integral part of our total operation.

A portion of the class instruction is handled by Janet Morgan and her assistant Mary Copeland whose primary concern is educating the claims examiners in medical terminology, anatomy and the like. Jo Gathright, assisted by Rosemary Bender, teaches correspondence, dictaphone, edit and credit adjustment to the new trainees.

A PUZZLE TO "TAX" YOU

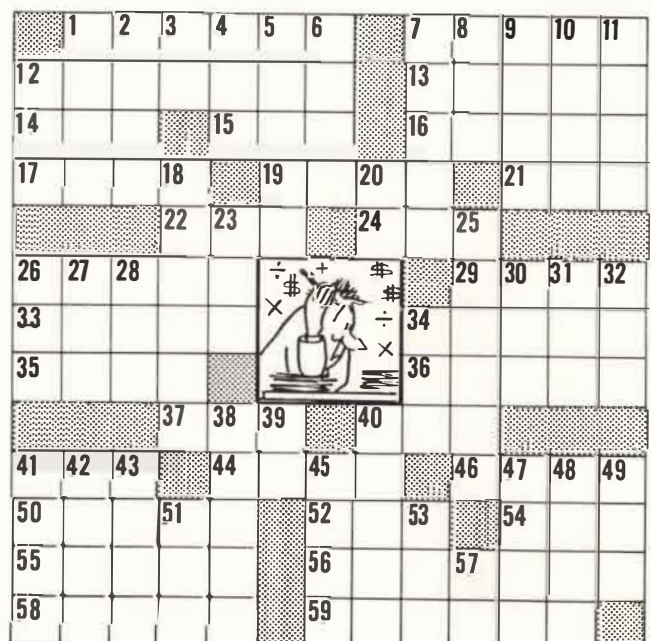
ACROSS

- 1, 7. Government charges on the money we earn
12. Married folks who may save by filing joint returns
13. The 15th of this month is final date for filing
14. If you make out your _____ tax return, check and double-check it
15. Medics (ab.) whose fees may be deducted (with some limitations)
16. Don't just sit and _____ at that form
17. If you use the long form, you must figure your taxes on a _____ rate and a plus rate
19. This income from property is taxable
21. An evergreen
22. You must report _____ and all earned income that is not exempt
24. If you haven't _____ completed your return, get busy
26. Chaplain
29. Donations to build this or other parts of church are deductible
33. Representative of Internal Revenue Director
34. There is no prospect that the government will _____ income taxes
35. If you are the _____ support of your family, be sure to list all your dependents
36. It's hard to be _____ than the revenue man
37. Once a year his dependents are tax deductions
40. Nickname of former president
41. Rear (nautical)
44. Be sure to _____ your return
46. To box
50. Strings
52. Pay your income taxes without further _____
54. We hate to pay income taxes, but we'll _____ it if we don't
55. There are special tax rates for unmarried heads of _____holds
56. The tax surcharge rate for the calendar year 1968 is 7.5 _____
58. You may _____ to use the long or the short form
59. You need not report this class of income

DOWN

1. Des Moines is location of tax office in this state
2. These women have no taxable income
3. Court of Probate (ab.)
4. When you are 65 years _____ you'll be allowed two \$600 exemptions
5. Paying taxes doesn't make us very _____
6. Being _____
7. Bragging about your high taxes is bad _____
8. If you fudge on your tax return, you're _____ to get caught
9. Powerful and unseen like the eyes of IRS
10. Ireland
11. Killed
12. Part of ear of corn

18. Report all you have _____ from wages, dividends and interest
20. Eastern state (ab.)
23. Profit after deductions
25. Tax rate schedules
26. Belonging to father (not much after taxes)
27. Years _____ (before 1913) there were no U.S. income taxes
28. Residents of this state (ab.) file taxes in Philadelphia, Pa.
30. If all your income tax due has not been withheld from your wages, you must _____ the balance on or before April 15
31. Sainte (ab.)
32. Ever (contraction)
34. If you get stuck in making out your return, _____ your local IRS office for help
38. Something of value
39. Diameter (ab.)
40. Table of contents
41. Your head may _____ after figuring your tax return
42. Don't try to _____ the IRS
43. When you sign your tax return you attest that it is _____
45. Yawn
47. Don't wait 'til the last minute to _____ are your return
48. Under certain conditions you may claim an exemption for this relative
49. Attach forms W-2 to your _____ urn
51. Military decoration (ab.)
53. The more you earn, the m _____ income taxes you must pay
57. Credit Manager (ab.)



(Answers on page 14)

PERSONNEL...ITIES

PENNIES PLUS LIONS BUY SIGHT CARE

Every time you drop a penny in one of the gum machines located on various floors throughout our building you help some child.

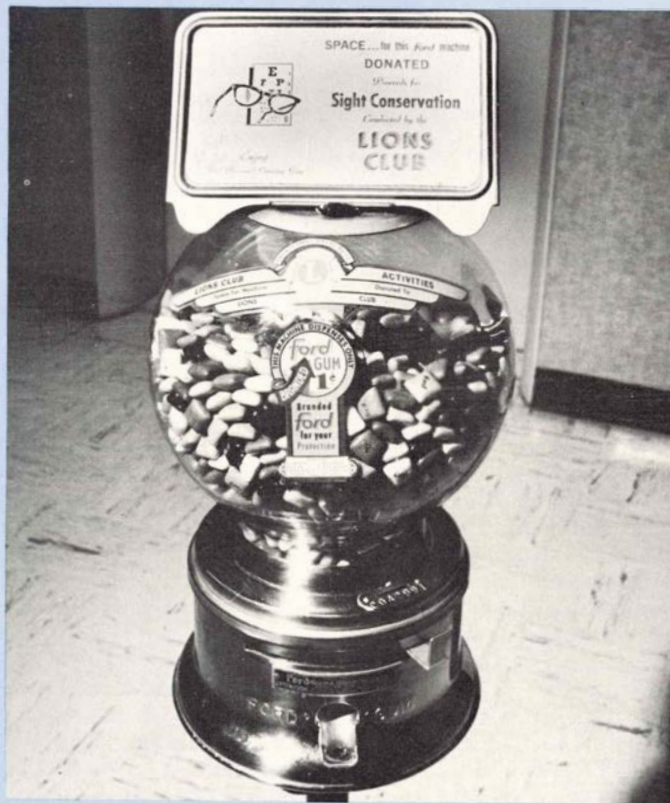
These machines were placed here by the Lions Club to underwrite the cost of buying underprivileged children the sight care they need and might otherwise not be able to afford.

This worthwhile project has recently been brought to light by Mrs. Jean Pelt, Subscribers Service, who is personally grateful to the Lions organization for providing glasses for two of her five children. Her daughter was having difficulty in school and her low grades were attributed to poor eyesight. Now, thanks to her new glasses, Mrs. Pelt says her daughter's grades have improved considerably.

The Lions also made sure her other children's eyes were examined. As a result, it was discovered her eldest son also needed to be fitted with glasses. Then, when someone stole them along with his lunch box at school, the Lions replaced them for him.

The president of one of the local Lions Clubs explained that this organization also arranges for needed operations for eye correction, provides seeing-eye dogs and white canes for the blind, and sponsors a glaucoma screening program for businesses by sending a nurse to various companies to examine employees for signs of glaucoma.

The next time you drop in your pennies for gum, you get the satisfaction of not only "stretching your coffee break," but knowing that you have aided someone to obtain optical help who might otherwise not have had that help.



SIX KEGLERS AWARDED 200 PINS

On January 27 six Blue Cross & Blue Shield bowlers received special award pins for 200 plus games bowled this season. There are 60 girls (plus subs) who make up the 12 company-sponsored teams in the Classic Lanes



Wearing their brand new pins are, left to right, back row: Nancy Kish (204), Romie Martin (202), Joanne Barnes (205 and 219), Jean Lienau (207). Kneeling, left to right, are: Catherine Lockerman (202) and Carol Larson (203).

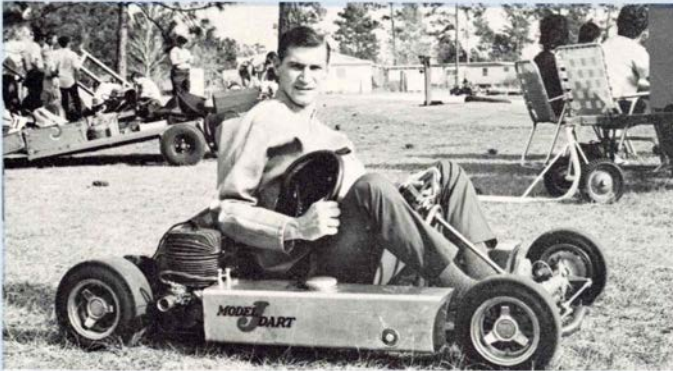
league, bowling on Monday night.

Joanne Barnes, who bowled not one, but two 200+ games, also holds first place for high scratch series, 541 actual pins bowled for a three-game series.



1968-69 league officers are, left to right: Romie Martin, Vice-President; Brenda Mackey, Sergeant-at-Arms; Fran Frick, Secretary; and Mabel Fleming, President. Treasurer Edna Mathis was absent when this picture was taken.

GO-KARTS MORE THAN HOBBY TO PROGRAMMER



Skip sits in a gold colored American Reed senior classed kart, with black naugahyde upholstery, which he purchased the first week in February. With the side tanks, it is suited for endurance races, holding enough gasoline for an hour's run.

Unless you are a Go-Kart enthusiast, it would be difficult to imagine that the enduro kart in which Skip Buerger is seated would hit speeds up to 140 m.p.h. in the straight-away.

Skip, who is a Programmer on the ninth floor, has had "karting fever" since 1958 when he first raced in a borrowed kart in San Antonio, Texas, the year karting first caught on. After racing there three years, he bought his own kart and raced another two years in Fort Walton Beach, Florida before going into the service and to college.

Skip is a member of the North Florida Karting Club which has a business meeting once a month. Races are held every other Sunday in Jacksonville at the 103rd Street track near Cecil Field, with trophies going to the winners. Merchandise prizes are to be awarded in the near future, because, as Skip says, once you have 50 or 60 trophies (if you're one of the lucky ones), who wants more trophies?

He races in the "stock class" and admits his initial investment in his new kart is about \$600.00. He hastens to add that it is easy to sink at least \$1500 into one for a modified class.

Now in its 11th year, there are over 3 million kart racers in the United States. They are governed by the International Kart Federation such as other races are governed by NASCAR and USAC. According to Skip, never in this length of time has a death occurred as a direct result of racing on any kart track.

Skip explains karting is broken down into two categories: sprint and enduro racing. Sprint races are 3/10 to 8/10 mile long asphalt road courses, while enduro racing is a road course with a straight-away of at least 1/2 mile long and a duration of one hour in each class. There are seven sprint tracks in Florida besides the one in Jacksonville and five enduro tracks.

In enduro racing, because of the excessive speeds, a driver must first pass a driver's test accompanied by a qualified International Kart Federation member. When they race, drivers are required to wear leather jackets and an approved crash helmet, usually made of fiberglass.

April 12 and 13 the first championship race for determining the state champion in each class will be held here in Jacksonville at the 103rd Street sprint track near Cecil Field. There is another track at Fernandina Beach and it is here where enduro races are held and speeds of up to 140 m.p.h. are reached on a 3500 foot stretch. The record speed at the 103rd Street track is 90 m.p.h., which was attained on a straight-away of only 273 feet.

SUGGESTIONS WIN \$30.00 FOR 3 GALS

Three Jacksonville employees' suggestions were approved on February 17 by the Suggestion Committee, and awards totaling \$30.00 have been given.

Becky Wiley, secretary to Jack Taylor, Manager of Electronic Data Processing Planning Department, received a check for \$10.00 for her suggestion to place the employees' floor numbers or locations by their names in the office telephone directory. Prior to this, the employees' departments only had been listed.

Bonnie Schwartz, CHAMPUS Claims Department, received a \$10.00 award for her suggestion to reinstitute the closing off of the parking lot aisles with chains when the rows were full, eliminating cars driving up and down areas already parked full in the morning.

Pat Hawn, ninth floor Accounting, won a \$10.00 award for suggesting that invoices be expedited as soon as they are received so that there is sufficient time to issue checks to take advantage of time discounts offered.



Becky Wiley



Bonnie Schwartz



Pat Hawn

SUBSCRIBER SAYS IT WITH FLOWERS



Rochelle Dryden, secretary to Jim Hughes, Planning Department, examines the card which accompanied the bouquet behind her. It read simply, "Thanks for your help."

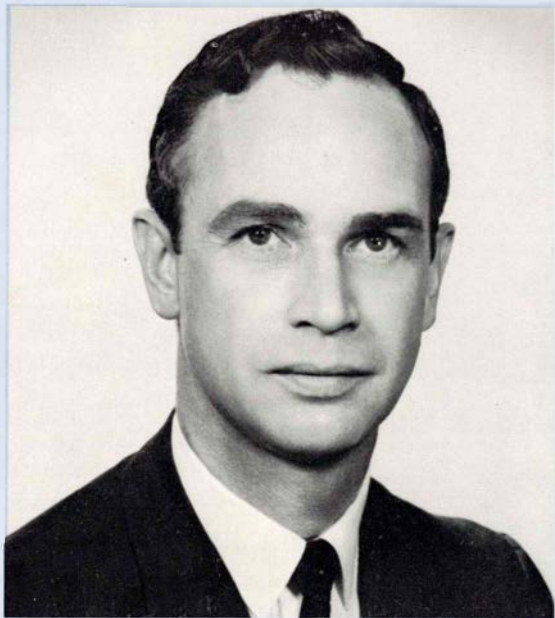
"Since it was the day before Valentine's Day, my first thought was that the flowers were from my husband,* before I read the card," she said.

Following up a hunch, she checked the sender's address with the florist and found the anonymous friend was a subscriber whom she had helped a few days before.

Working late one evening, Mr. Hughes took a call from a lady who had accidentally reached the Planning Department extension. The next morning, he turned the problem over to Rochelle who assisted the lady in straightening out her claim (Blue Cross paid all but \$44.00 of a \$585.00 charge.) Rochelle was surprised, but appreciative, of the unexpected floral thank-you.

*His arrived the next day!

JAMES MINFORD NEW ORLANDO REP.



James Minford is the new physician relations representative in the Orlando area, George S. Lewis, Manager of Physician Relations, has announced.

Mr. Minford is a 1950 graduate of Clarkson College, Potsdam, N.Y., with a degree in Management, including engineering subjects for use in the construction field. For 11 years he was active in his father's general construction business, and for nearly four years was a sales representative around N. Y. C., N. J. and Connecticut, specializing in sale of pre-engineered components for houses and apartments on a development scale.

He served in the U. S. Army from 1945-47, and spent four years in the U. S. Air Force Reserve as Second Lt. until his discharge in 1955.

He joined Blue Cross and Blue Shield in December 1968, following three years as an insurance representative (life, health, group) in Orlando.

Mr. Minford's extracurricular activities include membership in the Orlando First Methodist Church, Jaycees, and the P. T. A. Board (he has a daughter 10 and a son 13).

RETURN TO SENDER

Blue Cross & Blue Shield, like many organizations, have a monumental task in keeping their many and varied mailing lists up to date. The importance of keeping these lists current cannot be stressed too greatly. An example of what can happen should corrections be overlooked is shown only too clearly in the instance below:

A company sent out a series of direct mail pieces, and one was returned with a notation, "Please remove Mr. Harrison's name from your list. He passed away last summer."

However, the request was overlooked, and the second mailing went out. It began, "This will open your eyes, Mr. Harrison!" Harrison's successor wrote across the face of it, "This I gotta see!"

Again someone in the mail department was remiss in not removing Harrison's name before the third mailing went out. This one was headed, "It's your move, Mr. Harrison!" This time the comment was, "If he moves—I'm leaving!"

New personnel assignments have been announced by Vice President of Claims, Mr. J. D. Lewis.

John Wachtel is the new Supervisor of the Complementary Coverage Claims Department, replacing Susan Fink. Susan is undergoing a cross-orientation tour in Electronic Data Processing but is still assigned to the Claims Division during her training period.

John was employed in November, 1967 following his graduation from Florida Southern College. His first year was spent as a trainee in the Claims Division, experience which should greatly assist him in his new duties.



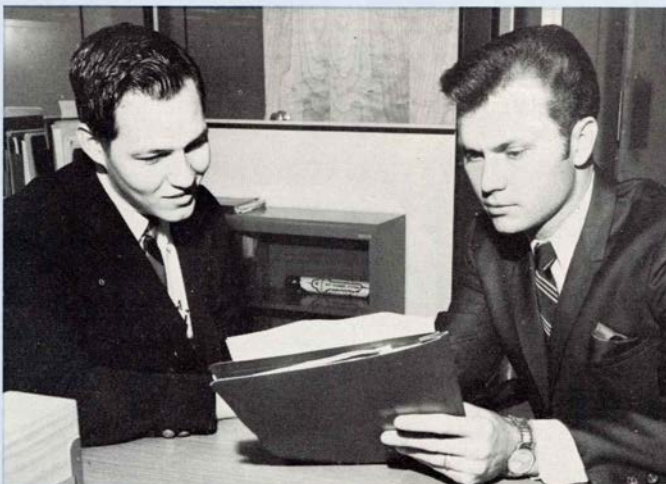
John Wachtel

FOUR LEARN NEW ASSIGNMENTS

Three new faces around headquarters include Larry Hough, Mike Cascone and Frank Sullivan. They are all undergoing training programs in various areas including Medicare and Claims departments.



Larry is a December graduate of Jacksonville University who joined the company in January.



Mike, left, is a 1965 Jacksonville University graduate who completed three years in the Navy prior to becoming an employee last November. Frank began his training in January after moving to Jacksonville from Nashville, Tennessee.

13 Receive Service Awards

JACKSONVILLE EMPLOYEES HONORED FEBRUARY 4



Charlie Webb receives congratulations from H. A. Schroder who presented him with a 20-year pin and gift.



Ten-year awards — desk pens and service pins — are held by Edith Bowden, left, Henry Holcomb and Cindy Mosley.



Fifteen-year awards went to Veedy Rice, left, and Emily Tillman.



Five-year employees receiving service pins are, left to right, front row: Shirley Edwards, Mabel Lee and Peggy Anderson. Back row, Bill King, Marilyn Stephenson and Wilbur Gay.



St. Petersburg's Susie (Ruby) Wells had just received her 15-year pin when this picture was snapped. Here, she and some of her fellow employees are celebrating with cake and coffee, commemorating her 15th anniversary with the company on February 22.

Behind Susie on her left is Regional Manager Jack Bond, and in back of him on his left is Branch Manager Clarence Bolin.

In 1954 Susie joined Blue Cross and Blue Shield in their first St. Petersburg office, a one-room converted plumbing shop with three desks. Since then they have moved three times, always into larger and nicer quarters, according to Mr. Bond. Today there are 15 employees, and this number is expected to increase by five when Cost Reimbursement completes its staff.



or other taxable year beginning _____, 1968, ending _____, 19_____

Please print or type

Note: The U. S. income tax was 56 years old on February 25. When it was born in 1913, few people foresaw how this infant's appetite would grow. It began with a nibble of 1 to 6 per cent, and now gobbles 20 to 91 per cent (plus surtax).

Your social security number

Your occupation

Spouse's social security number

Spouse's occupation

Enter below name and address used on your return for 1967 (if same as above, write "Same"). If none filed, give reason. If changing from separate to joint or joint to separate returns, enter 1967 names and addresses.

Your present employer and address

Your Filing Status—check only one:

- 1a Single
1b Married
1c Married (enter here)
1d Unmarried (and give here)
1e Surviving

Your Exemptions Regular 65 or over Blind

2a Yourself

Enter number of boxes checked

"We Are Met On Form 1040 . . ."

Two score and 2 years ago, our fathers brought forth on this nation a new tax, conceived in desperation and dedicated to the proposition that all men are fair game. Now we are engaged in a great mass of calculations testing whether this taxpayer, or any taxpayer so confused and so impoverished, can long endure.

We are met on Form 1040. We have come to dedicate a large portion of our income to a final resting place with those men who here spend their lives that they may spend our money. It is altogether anguish and torture that we should do this. But, in a larger sense, we cannot evade, we cannot cheat, we cannot underestimate this tax. The collectors, clever and sly, who compute here, have gone far beyond our poor power to add and subtract.

Our creditors will little note nor long remember what we pay here, but the Bureau of Internal Revenue can never forget what we report here.

It is for us, the taxpayers, not to question the tax which the government has thus far so ignobly spent. It is rather for us to be here dedicated to the great task remaining before us—that from these vanishing dollars we take increased devotion to the few remaining—that we here highly resolve that next year will not find us in the higher income bracket, that this taxpayer, underpaid, shall figure out more deductions, and that this tax of the people, by the Congress, for the Government, shall not cause solvency to perish.

(A parody of Lincoln's Gettysburg Address)

Please attach Copy B of Form W-2 here

Table with 2 columns: Description (Income, Find tax from table, Figure tax using tax rate schedules, etc.) and Line Number (5, 10, 11a, 11b, 11c, 11d, 12a, 12b, 12c, 13, 14a, 14b, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25)

Please attach Check or Money Order here

Your Tax, Credits, and Payments
Balance Due or Refund

Make check or money order payable to Internal Revenue Service.

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief it is true, correct, and complete. If prepared by a person other than taxpayer, his declaration is based on all information of which he has any knowledge.

Sign here

Your signature Date Signature of preparer other than taxpayer Date Spouse's signature (if filing jointly, BOTH must sign even if only one had income) Address

MILESTONES Come in all Sizes

Blue Cross of Oregon has reached a milestone . . . and vice versa. The Plan discovered its enrollment had reached and passed a nice round figure of 400,000. As is usual in such cases, they decided to find out just who number 40PNPPP was, and present them with some memento of the occasion.

The computer whirred and clacked and out came Blue Cross' number 400,000: Mrs. Mary L. Milestone.

When interviewed, Mrs. Milestone didn't seem too surprised at her name turning up in such an appropriate fashion. "With five little milestones at home, my husband, Richard, and I are used to puns on our name," she said. She also cheerfully accepted a framed plaque commemorating her position in Blue Cross' history and lauding her as "A truly memorable milestone."

According to this release included in the January 15 Blue Cross Digest, she was also presented with a Blue Cross pin by Milton Tremayne, Blue Cross Assistant Executive Director, at Couch School in Portland where she is a secretary. Students passing by gathered to observe the popping flashbulbs and to find out what the occasion was. When told Mrs. Milestone was being honored as Blue Cross' 400,000 member, one knowing youngster snapped, "Aw, you must be kidding—you just made that up." But we're not. Honest.

Visiting R.N.'s Tour Offices



Night shift employees would have had no trouble locating a nurse if they had needed one on February 3.

Imogene Mullins, R.N., who "cares for the sick" in the sixth floor First Aid office, hosted the Occupational Health Nurse Section, District #2, of the Florida Nurses Association for a meeting at our headquarters.

In addition to Mrs. Mullins, nurses employed here who attended were Ann Schneider, Blue Shield Claims; Virginia Powers, Utilization Review; Mildred Anderson, Medicare A, and Virginia McLendon, Medicare B.

Nurses attending represented Jacksonville Terminal Co., Jacksonville Naval Air Station, Consolidation, Western Electric, St. Vincent's Hospital, Anchor Hocking Glass Corp., State Farm Insurance and Southern Bell.

In her letter of thanks to the company, Mrs. Mullins wrote: "On behalf of the nurses, I wish to say thank you so much for the lovely reception and tour of our building which was most enjoyable and informative. Of special interest and even surprise was the volume of claims received and handled weekly by each department."

OPEN LETTER TO EMPLOYEES

H. A. Schroder
Executive Director
Blue Cross & Blue Shield
Jacksonville, Florida

Dear Mr. Schroder,

My sons and I want to convey, through you, to each and every employee at Blue Cross & Blue Shield, our deepest appreciation and heartfelt gratitude for all the many kindnesses extended to us at the loss of their father and my husband.

During his eleven months at Blue Cross & Blue Shield, Bart had never been happier, for his "civilian" job was more perfect than we had hoped for. Very few days went by that he didn't have something to tell us about his work that said "I'm happy—it's a satisfying job—the Blue Cross & Blue Shield people are the finest I've known." We thank all of you for those months. Bart's feelings, and ours, are surely a tribute to some of the finest people we have known.

The letters and cards and floral remembrances have meant so very much to us, and the many personal contacts have been so heartwarming.

Most touching of all, the beautiful trophy case brought to us last week. We cannot find words to express how we feel about this—it will forever be one of our most treasured possessions. Knowing the thought and effort involved in acquiring it for us, in memory of Bart, makes it all the dearer.

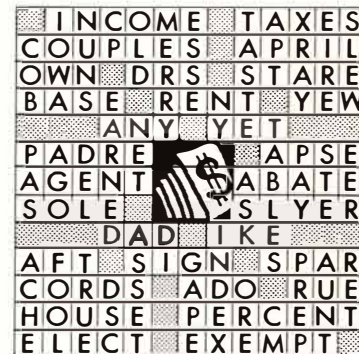
We are remembering you in our prayers.
God bless each of you.

Nancy L. Barry,
Bart Jr. and Jeff

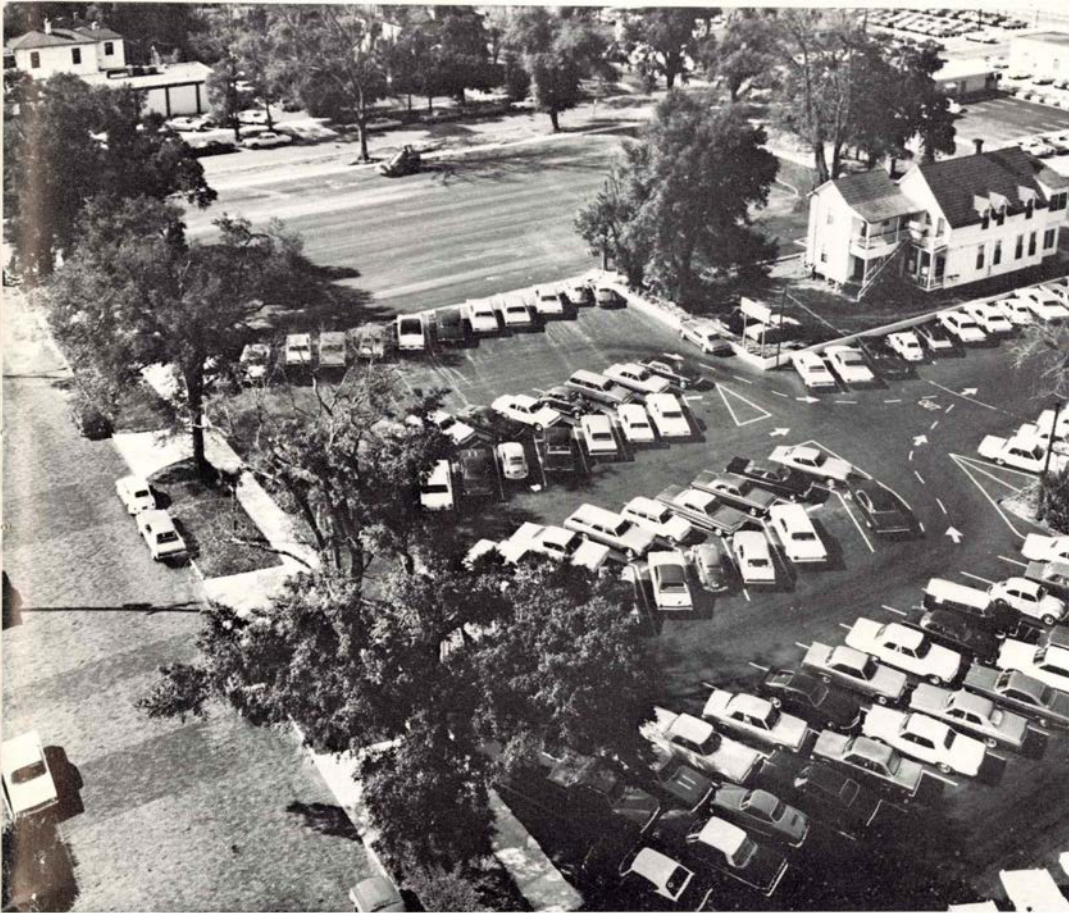
TRIPLE-HEADER

It is not uncommon to see birthday cards on co-workers' desks, but on February 5 the Accounting Department on the ninth floor had good reason to be in a celebrating mood.

Side by side were Liz Luna (just returned to work sporting a cast on her broken shoulder), and Anne Pringle, both celebrating birthdays with cards and flowers on their desks. Liz said her sister, Rosie, fifth floor Medicare B, was also marking February 5 as her birthday!



A MEDICARE PATIENT woke up following surgery to find a card in his incision reading, "This is a Federal project showing your tax dollar at work."



Free parking

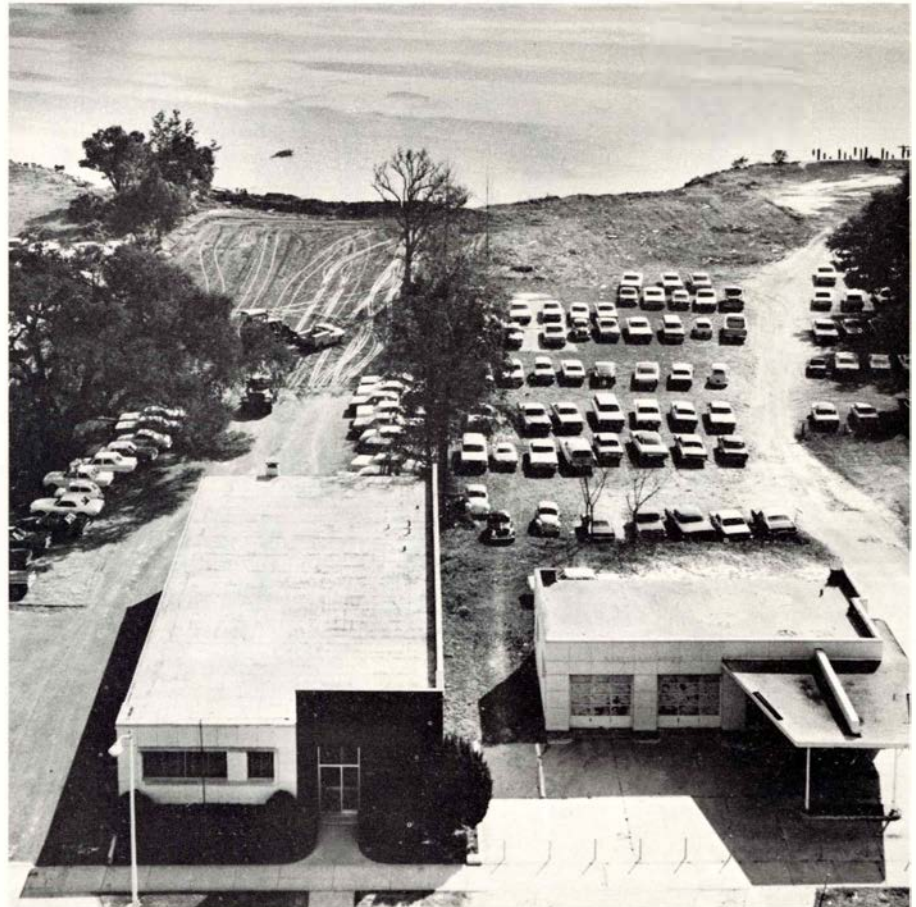
is a fringe benefit for all employees and one which is not afforded thousands of working people in Jacksonville who must pay to park in downtown lots, parking garages, etc.

In an attempt to maintain adequate parking facilities for the ever increasing number of employees, Management has once again planned ahead for more parking lot space.

Paved, but as yet unmarked, the new lot pictured here is bounded by May, Rosselle and Oak Streets, and accommodates 134 cars. Blue Cross and Blue Shield parking spaces now number 737, counting the additional spaces soon to be available near the river.

Clearing the land for our newest parking lot was completed when this picture was taken. This new lot will hold approximately 80 cars.

Although employees have encountered parking hardships in the past few weeks, necessitating parking on nearby streets, Management has endeavored to speed completion of the new lots as quickly as possible.





UNITED FUND OF THE JACKSONVILLE AREA

I CAUGHT you
giving MORE
this year
thanks

the bold
new city
is you...

