NEWS OF BLUES



FOR FLORIDA EMPLOYEES

BLUE CROSS-BLUE SHIELD SEPTEMBER 1963



COVER:

These girls of the Jacksonville Representatives Office, left to right: Glenda Ennis, Patricia Carr, and Gayle Anddrews, prepare to watch "Flight Plan" (see page 1). Glenda watches the screen while Patricia turns the set on and Gayle finds out what makes this "Salesmate" tick.

NEWS OF THE BLUES

Printed Monthly for the Employees, their families, and friends of

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



532 Riverside Avenue Jacksonville 1, Florida



REPORTERS

Kathy Blondin......Cashiers Gary Bowden.....Print Shop Marilyn BrookerTranscribing Shirley Ann Crum.....Medical-Surgical

Frances De Lettre.. Subscribers Service Marie E'Dalgo ., Telephone Information Accounting & Medicare

Jone Hill......Hospital Claims Ruth Kicklighter.....Records Frances Patrinely.....Enrollment Louise Perkinson.....IBM Frances Tiffany.....Transfers

Helen Wells....Non-Group Physicians, Hospital & Public Relations

Julia White......Services Janelle Anderson......EDITOR

Dave Mancini & Ernest GibsonCONSULTING EDITORS

John L. Bentley.....PRINTING

Member Southern Industrial Editors Association



and International Council of Industrial Editors



How can the policies and programs of a company be presented to a customer in the best way? You can show him pictures or talk to him or give him something to read. Flight Plan does all Three. Arranged in a compact unit no larger than a small suitcase are a viewing screen, projector, and sound equipment. Through these "Sales mates", as the units are called, a customer is presented with the whole picture of Blue Cross-Blue Shield, its programs, policies, and progress.

During the week of September 8, the 22 Salesmates were introduced and explained to our Field Personnel (the Enrollment Representatives, the Hospital Representatives, and the Physicians Representatives) who will use "Flight Plan" in their program of service to present groups and in their search for prospective new groups. A meeting was held in each of the three regions. Conducting the meeting in Miami, Tampa, and Jacksonville were Mr. Stallworth, Mr. Hughes and Mr. Mancini along with Mr. Bauer from whom this new sales device was purchased. Mr. Stallworth introduced "Flight Plan", Mr. Hughes discussed the use of

Flight Plan as an up-to-the-minute modern, sales tool, and Mr. Mancini told of the promotional literature used to present the opportunity of seeing Flight Plan to present and future Blue Cross-Blue Shield groups.

The actual presentation, in color photography, with sound, compares Blue Cross-Blue Shield with Jet Travel. Jet Travel symbolizes the modern age we live in, while Blue Cross-Blue Shield have long stood for progressive leadership in health care coverage.

MANY

EMPLOYEES

HAVE NEW RESPONSIBILITIES.

When Mr. Rivers, formerly Manager of the Subscribers Service Department, became Manager of the Automated Data Processing Department, a chain reaction took place bringing about many internal changes in responsibility.

On the managerial level there are these changes. Mr. Cecil Rivers who has a wide knowledge of the organization as a whole, moved from Subscribers Service to Automated Date Processing, which consists of, Programming, Key Punch, and the IBM Department, including two 1401 Computer Systems, Jim Gibbons, who has served as Assistant Manager of both divisions of the Subscribers Service Department, became Manager of that department. Mr. Jim Geer, formerly Assistant Manager of the Direct Pay Contracts division of Subscribers Service, became Assistant Manager of the Group Contract division. Mr. Jim, Cole new with Blue Cross-Blue Shield of Florida, is now Assistant Manager of the Direct Pay Contracts division of the Sub-

scribers Service Department.

On the Supervisory level, there are these changes. Mary Bell, who was supervisor of the Contracts Unit, is now supervisor of the group Billing Unit, Catherine Cavey, formerly the Section Leader of the Cardatype Section, is now Supervisor of the Contracts Unit.

The other changes made in the department are: Lillian Purcell, formerly Section Leader for the Processing Section, is now Section Leader of the Cardatype Section; Betty Bruce, formerly a member of the Processing Section, is now the Section Leader of that section; and Jane Martin of the Screening Section is now secretary to Mr. Gibbons.

This is how the "Group" division of the Subscribers Service Department is organized.

THE GROUP DIVISION OF THE SUBSCRIBERS SERVICE DEPARTMENT

A. CONTRACTS

- a. The Screening Section
- b. The Processing Section
- c. The Cardatype Section

B. BILLING

- a. The Correspondence Section
- b. The Small (Self-Adjusting) Group Section
- c. The Large (Special Accounts)
 Group Section

And . . . that's not all, changes have been made in other departments also.

Frazier Sinclair, who has for many years capably handled the functions of the Stock Room, has been made Supervisor of the Mail Room. We congratulate Frazier on his new position and wish him much success.

Geneva Bethea transferred from Automated Data Processing to the Subscribers Service Department.

Gil Davis transferred from the Mail Room to the IBM Department.

Anne Deese transferred from the Cashiers Department to the Hospital Relations Department.

Jane DeWitt transferred from the Subscribers Service Department to be secretary to Dan Westfall.

Betty Gannon transferred from the Records Department to the Transcribing Department.

Judy Griffin has transferred from the Claims Department to be secretary to Dr. Reid.

Martha Harvey transferred from Subscribers Service Department to the Enrollment Department.

Henry Holcomb is now a member of the Print Shop unit of the Services Department.

(Continued on page 3)

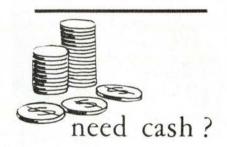
(Continued from page 2)

Viola Monroe transferred from the Personnel Department to the Subscribers Service Department.

Gwen Jarvis Parrish transferred from the Subscribers Service Department to Automated Data Processing.

Carver Ricketson transferred from the Mail Room to the IBM Department.

The "News of the Blues" reports on employee transfers made from one department to another and promotions. We would like to mention all changes made within the various departments but find that they are to numerous to report accurately. We wish all employees who have made recent changes in responsibility within the organization much success.



---see page six---



20 WAYS TO GET ALONG WITH PEOPLE

- Develop the ability to accept criticism without being hurt.
- 2. Be enthusiastic-and show it.
- Keep your dress, physical presence and appearance in top form.
- 4. Use tact in dealing with others.
- 5. Be thoughtful—avoid the "big I and little you."
- 6. Have a sense of humor-smile.
- 7. Take the time to be courteous.
- 8. Be a self-starter, show initiative.
- 9. Face up to problems-don't duck them.
- Get cooperation by giving lots of it yourself.
- Be loyal and spread the feeling to others.
- 12. Have confidence in yourself.
- 13. Be honest-there's no substitute for it.
- Be economical and efficient be a cost-cutter.
- 15. Develop your memory for names and faces.
- 16. Systematize-be orderly.
- 17. Weigh facts-curb prejudices.
- Express yourself clearly-get your ideas across.
- 19. Be patient with the short-comings of others.
- 20. Be flexible-adjust to change. :



Clint McCall

Welcome to Clint McCall

Clint McCall is a programmer, one of those modern-day magicians who can translate business processes into terms that a machine can understand.

Originally from Jacksonville, Clint graduated from Bishop Kenny High School. After graduation, he began to work for Eastman Kodak in Rochester, New York. While in Rochester, he attended the IBM Processing School for three weeks where he learned the processes and codes for "talking" to machines.

Clint met his wife, Suzan, in New York; they have two children. Their little girl, Abby, is five years old and their young son, Mike, is 18 months old. The McCalls reside at 1747 Cesery Boulveard.

Skin-diving is Clint's favorite pastime. He also likes to read and to watch football and baseball games on television.

We welcome Clint to our force of Programmers. We need their skill in translating for there is much information that we must put into and take out of our 1401's each day (and night).

OFFICE NEWS NOTES

RECORDS

Monteen Green is expecting a visit from her daughter Loretta Fordham and her husband. They are motoring from Topika, Kansas.Cathy Blaylock's son Jack is entering his second year at the University of Florida. He was pledged into Lambda Chi Alpha:Beulah and Mike George just returned from Philadelphia, Pennsvlvania after a visit with Mike's family.....Mattie Godwin spent a busy Labor Day weekend visiting in Milton, Florida Viola Suggs is very proud of her son, Gerald, who is a Sergeant in the Boy Patrol. Congratulations, Gerald.....Myrtice Carrol is a proud grandmother for the second time. A baby girl, Edith Laynelle, was recently born to Jack and Mary Carrol Ruth Kicklighter, husband Spencer, and daughter Deborah went to Nassau on the S.S. Yarmoutn. They all had a good time. The weather was perfect and they enjoyed every minute of the sight-seeing and shopping.

by Ruth Kicklighter

HOSPITAL CLAIMS

Lanora Wells spent Labor Day weekend in Louisville, Kentucky, visiting her fiance, Bob Talioferro and family. While she was there, she went sight-seeing in the mountains. She saw the Stephen Foster story presented at the amphitheatre in Bardstown, Kentucky, this trip was Lanora's first by air....Pat Simmons of the Federal Department and her family spent Labor Day weekend

deep sea fishing aboard the "AL-SO" from Mayport. They caught Black Sea Bass....one weighed 20½ pounds.....Marie Wilkins of the Federal Department was recently visited by her brother and his family from Berlington, North Carolina....Sue Winons was married at Pentacostal Holiness Church Saturday, September 14, to Spencer William Norris III. We wish the couple much happiness.

by Jone Hill

TRANSFERS

Wedding Bells rang for Martha Mashburn on August 2, at the St. Mattews Church she married Robert Levercock. Congratulations to this nice couple..... Etta Touchton and daughter spent part of their vacation at Daytona Beach. Etta's sister from Atlanta also joined them...a fine time was had by one and all.

by Frances Tiffany

SUBSCRIBERS SERVICE

Bee Mertz is happy to announce that her poodle Zsa Zsa had four darling puppies.....Carolyn Stahl spent Labor-Day weekend and reported that she had a very nice time.....Joyce Hiers, Wallace, and Renee celebrated Renee's 2nd birthday September 15th with cake and all. Happy Birthday, Renne!Ruth Sodek's oldest son, Frank, will start school at Auburn next week. His parents will take

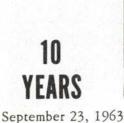
him. We wish Frank the best of luck.....Dot Copeland and husband, Ray spent a glorious vacation in the Smokey Mountains. Among the places they visited were Rock City, Cherokee, and, Diaz Gatlinburg.....Ruby family spent their vacation visiting Atlanta, Chattanooga, the Smokey Mountains and then on to visit her nephew who is stationed at Camp Lejune in Cherry Point, North Carolina Friday the 13th proved to be a lucky day for Fran Delettre and Gil Davis. Fron is now wearing a beautiful engagement ring. They have not set the date. We all wish them the best of luck and happiness.....Jane Martin enjoyed her vacation by going to West Virginia. Even though the weather was quite chilly, she enjoyed her trip.



JANE MARTIN is very proud of a beautiful bowling trophy that she won for High Game With Handicap in her Friday night mixed league. Congratulations, Jane.

by Frances DeLettre

(Continued page 9)



Ina Devane
IBM Department



Mabel Fleming Subscribers Service



September 2, 1963

10 YEARS

September 15, 1963



Jim Hopper Jacksonville Branch Manager



Louise Perkinson Key Punch

10 Years

September 21, 1963

Congratulations
Jo Our Six

Employees Who Have Anniversaries



Eugene Bradley Representative Sarasota Office

5 YEARS

September 2, 1963

5 YEARS September 8, 1963



Supervisor
Extended Benefits &
Master Medical Claims

AN ADVANTAGE FOR YOU!



Mattie Godwin

Do you wish that you could find an easy way to save? Do you need some way to get cash to buy the things you or your family need or want? Would you like to have your savings earn more? If the answer to any of these questions is yes, then I have another question for you.....are YOU a member of the Blue Cross Credit Union? If you are a member of this employee organized and operated venture then you could already be well aware of its advantages, otherwise, I have some interesting facts for you.

All you have to do to become a member is to see Mattie Godwin. the Credit Union treasurer, between 12:30 and 1:30 in the Records Department. She will fill out a membership card for you (be sure you know your employee number). You will have the card signed by either your spouse or another member of your family for survivor benefits. You then pay the entrance fee 25¢ and buy your first share (\$5.00) or arrange to have it duducted from your next paycheck. Each Wednesday, membership applications are presented to the Blue Cross Credit Union Board of Directors for approval. The board members are N. G. Johnson, President; Dan Westfall, Vice-President and Educational Committee Chairman; Betty Collins, Secretary; Mattie Godwin Treasurer; and Evelyn Evans, Assistant Treasurer. When your application is accepted, you are an official member of the Blue Cross Credit Union.

You may save or borrow money through your Credit Union. You may arrange with Mrs. Godwin deductions for your Share (savings) Account (from \$1.00 up per payday). You may also arrange a loan to suit your needs. All loans are approved by the Credit Committee. All Credit Union business is strictly confidential. The members of the Credit Committee are: John L. Bentley, Chairman; Audrey Pendley and Amelia Kelly It usually takes only 24 hours for a loan application to be approved and processed. Loans have been granted for; furniture, Christmas expenses, vacations, school expenses, consolidation of bills and many, many things that have helped employees fulfill their needs or wants.

There is also a Supervisory Committee consisting of: Jimmy Williams, Chairman; Mary Bell and Mildred Braddock. This Committee attests the report the treasurer submits each month and audits the Credit Union books monthly.

The annual meeting of the members of the Blue Cross Credit Union (those persons who have purchased one or more shares) is held in January. At this time there are reports from the Board of Directors, the Treasurer, and both the Credit and Supervisory committees. At this meeting the members learn what the declared dividend will be.

Credit unions are international in scope and October 17,1963 is International Credit Union Day. There will be information concerning this event on our bulletin board.....credit union information appears there regularly.

The advantages of Blue Cross Credit Union membership are available for you. Are YOU a member?

Personality of the Month . . .

Connie Goodwin



The Goodwin samily (except for Judy who had left for a sootball game... her picture appeared in the June issue of the "News of the Blues" as a June graduate), lest to right: Armond, Connie, Barbara Goodwin Cooper and her husband Kemp Hall Cooper.



Connie shows us one of her favorite decorating pieces; a lovely Hummel porcelain that she purchased in Europe.

Five years before she went to England, plus five years after she returned, is how long Connie Goodwin, our Personality of the Month, has worked for Blue Cross-Blue Shield. She is now Supervisor of the Key Punch Section of the Automated Data Processing Department.

In Connie's family are her husband, Armond, and their two daughters; Barbara, who is 19 years old, and Judy who is 17. Armond is employed by the Colonial Stores for whom he installs air-conditioning and refrigerator systems. Barbara is married to Kemp Hall Cooper and works for the Federal Bureau of Investigation as a secretary. Judy graduated from Forrest High School this past June and she works for an insurance company as a private secretary.

Connie and Armond's special interest is their "Travel Trailer." It is 26 feet long and has a fully-equipped kitchen, bath, and very adequate sleeping and living space. Most of the equipment in the trailer can operate on gas, electricity, or battery power and the trailer also carries its own water supply. The Goodwin's have taken many short trips "all around Florida" in the trailer and Armond

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JAMES COLE
Subscribers Service



MARY MAPES Subscribers Service

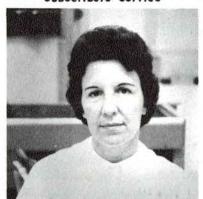


SHIRLEY JACKSON
Subscribers Service



SHIRLEY JOHNSON
Subscribers Service

WELCOME TO 18 EMPLOYEES



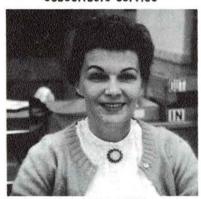
ROSEMOND MARTIN
Subscribers Service



ALICE NEWHOUSE
Subscribers Service



JANET SCHMIT
Transcribing



MARIE LAING Subscribers Service



MILA MANNING Subscribers Service



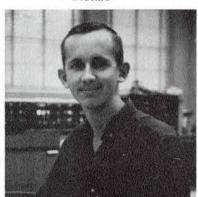
LINDA TAYLOR
Records



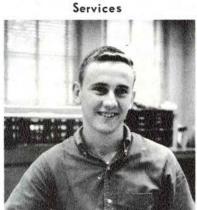
MARY CARR



CLAUDETTE THORNELL Claims



DONALD SAULS



IRA LINDSEY



WILLIAM BENTON Services



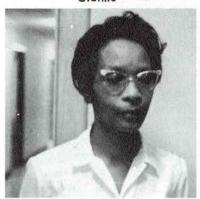
Claims



BILLIE BRABHAM Claims



BEVERLY MALOY Claims



JERRY SYKES Personnel

NEWS NOTES

(Continued from page 4)

NON-GROUP, PHYSICIANS AND HOSPITAL RELATIONS



The Hospital Relations department was all decked out in bowling trophies the week after August 31. ANNE BULTMAN won two; the one on the right is for being on the First Place Team, and the one on the left is for the Highest Average Without Handicap. Congratulations, Anne.

Judy Griffin visited her aunt and uncle in Maryland while on vacation. Judy also spent a good deal of time sight-seeing in Washington, D.C... Ann Deese is becoming quite a week-end wanderer. This past month she Weeki Wache, Silver Springs, Miami, and Panama City.

by Helen Wells

ENROLLMENT

From Panama City . . . Congratulations to Clyde Sauls and his wife Shirley. They have a new baby at their house, Lauri Ann born July 4th. The 4th of July is also the birth date of their first little girl, Lynn, who was four July the 4th.

by Frances Patrinely

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OFFICE NEWS NOTES

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PRINT SHOP



Welcome to GARY BOWDEN a new member of our reporting staff. GARY will be reporting for the Print Shop.

John L. Bentley vacationed in North Carolina last month.

by Gary Bowden

TRANSCRIBING



The Transcribing Department has a new reporter. Welcome to MARILYN BROOKER.

In July, Iva Nall and husband, Harvey, spent a few days visiting relatives in Alabama.....Sherran Herrington with her husband, Duane, and their son Bobby, spent their vacation visiting with Sherran's twin sister, Shirley, in Memphis, Tennessee. They saw the "Grand Ole Oprey," and on the way back they toured the Smokey Mountains...Late in

August Mary Nell Sauls, Diane Pertile, Iva Nall and Marilyn Brooker spent the day at Kingsley Beach learning to water ski... Mary Nell Sauls and Diane Pertile gave a bridal shower for Gwen Jarvis, at Diane's house.

by Marilyn Brooker

oker by Louise Perkinson

CASHIERS

Kathy Blondin and her family have moved to a new home which located in Fort Caroline Estates . . . Mr. and Mrs. Jack Baker have just moved into their new home in Lakeshore . . . Cheryl Mero drove the stagecoach that headed out for Daytona Beach one rainy Friday, while Kathy Blondin rode shotgun. They seemed to have a good time but came back a bit tired . . . Columbus, Georgia was the scene of Linda Stone's vacation over the Labor Day weekend where she was surrounded by O.C.S. candidates from Fort Benning . . . Jo Ann Verlanic, spent a week of her vacation relaxing at home . . . Likewise, Doralee Daugherty had another week's "rest" cleaning house and running her children to the lake.

by Kathy Blondin

IBM

Leoan Goldman had out-of-town company during her vacation. There were lots of parties and fun. They went to the beach and had one party on a houseboat... Lottie Ashton spent part of her vacation at home working in the

St. Petersburg.

yards and resting . . . Lorraine

Tovey's parents from Titusville,

Florida visited with her during

her vacation . . . Helen Pollock

took part of her vacation to visit

with her father who visited from

MEDICAL-SURGICAL CLAIMS

Delores and Floyd Green spent their 2nd wedding anniversary touring St. Augustine and Marineland. They reported having a wonderful time . . . Mary Lou Hershberger, Ann Meridith, and Shirley Ann Crum spent a Saturday at historical St. Augustine. The most outstanding item on their list was Potter's Museum . . . Nell Thomas's husband, John, just completed his studies on Guidance and Counseling at Tallahassee. Congratulation to John . . . Nancy Brown reported spending a nice peaceful vacation at home . . . Also vacationing at home was Clara Rose. Clara spent her vacation preparing her son, Skipper, for school. She was also honorary bus driver for bus #40. Clara acquired this name by furnishing transportation for some school children with her car . . . Edith Bowden and husband, Carrie, spent their vacation in the mountains ... Lois White picked South Carolina for her vacation spot and visited there with some of her friends . . . Betty Patterson was off to Fort Campbell to visit her son who is stationed there in the Army. Betty also toured Memphis and Atlanta . . . Jose Conlin's grand-

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NEWS NOTES . .

(Continued from page 10)

daughter is now a bouncing 8 months old. **Jose** says she really scoots around, but of all things "backwards". Well, moving is all that matters.



Off for a weekend of fun in the mountains was SHIRLEY ANN CRUM and ANN MERIDITH. SHIRLEY and ANN went up to visit with ANN'S folks during the Labor Day weekend

by Shirley Ann Crum

SERVICES

Arriving on Friday 13th, at Winter Park Memorial Hospital, was Gary Lynn, son of Nick and Connie White and Grandson of Julia White, Services Department.

by Julia White

THE GOODWINS

(Continued from page 7)

lives in it when his work calls him to Georgia. Connie loves to travel and one of her dreams is to take a trip through the United States to California.

The Goodwins reside at 5734 Cedar Forrest Drive North and they attend the Lake Shore Methodist Church.

BACK TO STAY?

The recipe section of the "News of the Blues" is back by popular demand. The suggestion to reopen this section has come from a number of employees.

In order for this column to be a success, it must consist of recipes that working girls, wives, and mothers, will like because they are easy to prepare, different nurishing, appealing and economical and oh yes...good to eat. Wait! you have just described the perfect recipe and there are not many of those around. You're right, but, I have found that everyone who likes to cook has at least one recipe that she considers her "perfect" recipe. If you are willing to share yours with us than this column is here to stay.

If there is a recipe you want but can't find we could run a "wantad" for it and surely someone will have the recipe you want and give it to you. All employees are invited to contribute; men, women in all of our offices throughout the state. Please put each recipe, either printed or typed, along with your name and department, on a separate sheet. Submit all recipes, requests and whatever other suggestions you may have to: Editor, "News of the Blues", Public Relations Department.

Mrs. Arlene Johnson, R.N. the Federal Department has submitted this recipe to get the column rolling. The members of Arlene's



family are: Jim, her husband their two daughters, Jerrie an 18-year old who graduated from Forrest this past June and Jackie a 16-year old who is a junior at Forrest this year; and their son, Jim, Jr. a 14-year old who is in the ninth grade at Jefferson Davis.

The recipe is a special favorite of Jim's and Arlene says that this dish has been served successfully at family reunions and is a good standby for quick and hardy company fare. Just include the things needed on your next weekly shopping list and you are set to fix a good and tempting dish.

TAMALE PIE

l can chilli with beans

1 can chilli without beans

1 can tomato sauce

2 cans tamales
1 pkg. fritos

1½ cup grated sharp cheese

Mix 1st 3 ingredients together Put ½ in casserole

Add the tamales in layer form with cheese and fritos and remainder of 1st 3 ingredients.

Save some cheese and fritos for topping.

Bake in 350° oven for 30 minutes or until bubbly hot.

Serve with chopped onions and more grated cheese, and the rest of the fritos.

This recipe will serve 6 people nicely and takes very little time to prepare.

Variations can be made in both the quantity prepared and the variety of the ingredients used. For example, Arlene remarked that many kinds of beans and tomatoe pastes could be used.

Good Cooking Everyone!

Sunday	Monday	Tuesday	OBER - Wednesday	1963 Thursday	Friday	Saturday
Names and numbers beside them indicate an anniversary and the number of years with the Plan Names without numbers are Birthdays.		David Reid (3) Ruth Sodek (6) Norene Woodruff (1) Lorraine Tovey	2 Carolyn Taylor (1) Ruby Skipper Helen Wells	3 Evelyn Coleman Claudia Nobbs Mary Symington	4 Ron Dorr Marie E'Dalgo Jean Gibson	5 Marlene Bialek (4) Joseph Stansell (10)
Viola Suggs (5) Martha Moore	7 Ken Winters	8 Larry Bartlett (7) Cindy Mosley Dorothy Rivers	9 Lambert Eulenfeld (7) Betty Gannon Margaret McPhaul Robert Mercier	10 Helen Farris (3) Virginia Francis (3) Marie Wilkins (3) Helen Bowden	11 William Shepherd, Jr.	12 Barbara Pritchard
Montine Green Helen Pollock	14 William Opper (6) Maxine Tennant Jo Ann Verlanic Yvonne Wise Fannie Zuidema	15	16 Edwina Thornton (21) Sue Coverdale Mable Fleming	Noma Higginbotham (1) Zelma Schaffer	18	Cordelia Coverdale (4) Judy Cox (4) Dick Thalleen (3)
20	21 Margaret McPhaul (6) Bebe Huffine Elizabeth Mertz Audrey Pendley	22 Cerita Smith	23 Mary Lee Butler (17) Lisa Doughty (1) Mattie Godwin (13) Marion Fisher (13) Elizabeth Patterson	Gary Bowden (5) Judy Park (1) Veronica Wright	25	26 Kay Wilson
27 Beverly Allen (8)	28	Ernest Gibson Carol Hicks	30 Arlene Davis (2) C. H. Meyer	31 Mary Ann Heffernan (3)		

