

2018

Florida Blue Finding Aid and Container List

Thomas G. Carpenter Library Special Collections and University Archives

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Abstract

The collection contains numerous printed materials such as correspondence, annual reports, company newsletters, promotional and sales materials, and corporate strategy materials. Also included in the collection are photographs, various memorabilia, and numerous audiovisual materials such as VHS tapes, cassette tapes, CD's and reel to reel tapes. The collection spans 1944-2015, with a majority of the materials dated 1970-1999.

Historical / Biographical Note

Blue Cross and Blue Shield's Florida plans were founded in Jacksonville in 1944 and 1946, respectively, and have been headquartered here ever since. Blue Cross, which was designed to cover hospital expenses, was initially called the Florida Hospital Service Corporation, and Blue Shield, which covered physician services, was called the Florida Medical Service Corporation. Though the two plans operated in tandem, they were separate entities with separate governing boards. The plan names were changed in 1951 to Blue Cross of Florida, Inc., and Blue Shield of Florida, Inc., the same year the companies moved into their first independent office building on Riverside Avenue. The plans experienced tremendous growth when they were contracted to administer Medicare plans in 1966, which enabled them to hire scores of new employees and to expand their headquarters. In 1980 the plans merged into a single corporation, and became Blue Cross and Blue Shield of Florida, Inc. Through the 1980s much of the company's growth included a shift away from a traditional model of prepaid plans, and toward an expanding range of health insurance products and services, including the establishment and growth of managed care plans in response to a national trend of rising healthcare costs. The company greatly expanded its headquarters a second time in 1997 with the opening of a 640,000 square foot office complex on Deerwood Parkway. In 2001 it established a philanthropic foundation, called The Blue Foundation for a Healthy Florida, which distributes annual grants to nonprofit health organizations that assist uninsured and underserved individuals in Florida. In 2012 the company changed its business name to Florida Blue, and is at present a broad organization with a number of affiliate and subsidiary companies, among them First Coast Service Options, Inc., Health Options, Inc., and Florida Combined Life Insurance Company. The collection therefore documents the company's business operations, corporate growth, and philanthropic efforts over several decades, as well as detailing its rise from a small plan in the 1940s and 1950s, to its current place as of the state's largest insurers and one of Jacksonville's largest employers, with 4.5 million policyholders and several thousand employees.

Scope and Content Note

The collection is broadly divided into three main series: printed materials, audiovisual materials, and memorabilia. Printed materials form the core of the collection, and include employee publications and information (company newsletters, handbooks, directories, etc.), business correspondence (interoffice memos, faxes, emails, etc.), provider publications (informational guides, procedure manuals, promotional material, etc.), member publications (health plan and coverage information, newsletters and updates, etc.), marketing and PR materials (marketing strategy materials, PR & communications information, promotional material, etc.), charitable initiatives information (Blue Foundation materials, annual company grants, annual reports, etc.), media coverage materials (health industry newsletters, newspaper articles, etc.), general informational pamphlets (physical fitness guides, nutritional guides, etc.), and executive and corporate materials (corporate strategy materials, annual reports, executive speeches, etc). Audiovisual materials include VHS tapes (employee news and updates, training and compliance videos, marketing and promotional videos, etc.) cassette tapes (radio ads, PSA's, media coverage, etc.) CDs (company event photos, newsletter scans, etc.) photographs (company newsletter images, building and construction images, company executives and board members, etc.); several reel to reel tapes, and a 16mm film reel. Memorabilia includes awards, certificates, plaques, banners, signs,

commemorative souvenirs, buttons and pins, executive nameplates, oversized prints, an employee scrapbook, and a portrait painting of Edward Jelks, a founding member of Blue Shield of Florida.

Employee Publications and Information

Newsletters and Updates

Box 1: News of the Blues, 1/1955-7/1960

Folder 1: News of the Blues 1/1955 to 12/1955

- News of the Blues 1/1955
- News of the Blues 2/1955
- News of the Blues 3/1955
- News of the Blues 5/1955
- News of the Blues 8/1955, 2 copies
- News of the Blues 9/1955
- News of the Blues 10/1955
- News of the Blues 11/1955
- News of the Blues 12/1955, 2 copies

Folder 2: News of the Blues 3/1956 to 12/1956

- News of the Blues 8/1956
- News of the Blues 9/1956
- News of the Blues 11/1956
- News of the Blues 12/1956, 2 copies

Folder 3: News of the Blues 2/1957 to 9/1957

- News of the Blues 2/1957
- News of the Blues 3/1957
- News of the Blues 7/1957
- News of the Blues 9/1957, 2 copies

Folder 4: News of the Blues 3/1958 to 8/1958

- News of the Blues 3/1958
- News of the Blues 5/1958
- News of the Blues 6/1958
- News of the Blues 7/1958
- News of the Blues 8/1958

Folder 5: News of the Blues 9/1958 to 12/1958

- News of the Blues 9/1958, 2 copies
- News of the Blues 10/1958
- News of the Blues 11/1958, 2 copies
- News of the Blues 12/1958, 2 copies

Folder 6: News of the Blues 1/1959 to 7/1959

- News of the Blues 1/1959, 2 copies
- News of the Blues 3/1959
- News of the Blues 4/1959
- News of the Blues 7/1959, 2 copies

Folder 7: News of the Blues 8/1959 to 12/1959

- News of the Blues 8/1959
- News of the Blues 9/1959, 2 copies
- News of the Blues 10/1959
- News of the Blues 11/1959
- News of the Blues 12/1959

Folder 8: News of the Blues 4/1960 to 7/1960

- News of the Blues 4/1960, 2 copies
- News of the Blues 5/1960, 2 copies
- News of the Blues 6/1960
- News of the Blues 7/1960, 2 copies

Box 2: News of the Blues, 8/1960-12/1965

Folder 9: News of the Blues 8/1960 to 12/1960

- News of the Blues 8/1960, 2 copies
- News of the Blues 9/1960
- News of the Blues 10/1960, 2 copies
- News of the Blues 11/1960, 2 copies
- News of the Blues 12/1960, 2 copies

Folder 10: News of the Blues 2/1961 to 12/1961

- News of the Blues 2/1961
- News of the Blues 5/1961
- News of the Blues 8/1961
- News of the Blues 11/1961
- News of the Blues 12/1961

Folder 11: News of the Blues 1/1962 to 11/1962

- News of the Blues 1/1962
- News of the Blues 2/1962
- News of the Blues 3/1962, 2 copies
- News of the Blues 4/1962
- News of the Blues 6/1962, 2 copies
- News of the Blues 7/1962

- News of the Blues 8/1962, 2 copies
- News of the Blues 9/1962
- News of the Blues 10/1962
- News of the Blues 11/1962

Folder 12: News of the Blues 3/1963 to 12/1963

- News of the Blues 3/1963
- News of the Blues 4/1963
- News of the Blues 6/1963
- News of the Blues 7/1963
- News of the Blues 9/1963
- News of the Blues 10/1963
- News of the Blues 12/1963

Folder 13: News of the Blues 1/1964 to 7/1964

- News of the Blues 1/1964, 2 copies
- News of the Blues 2/1964
- News of the Blues 3/1964
- News of the Blues 4/1964, 2 copies
- News of the Blues 6/1964, 2 copies
- News of the Blues 7/1964, 2 copies

Folder 14: News of the Blues 8/1964 to 12/1964

- News of the Blues 8/1964
- News of the Blues 9/1964
- News of the Blues 10/1964, 2 copies
- News of the Blues 11/1964
- News of the Blues 12/1964, 2 copies

Folder 15: News of the Blues 1/1965 to 6/1965

- News of the Blues 1/1965, 2 copies
- News of the Blues 2/1965
- News of the Blues 3/1965, 2 copies
- News of the Blues 4/1965, 2 copies
- News of the Blues 5/1965, 2 copies
- News of the Blues 6/1965, 2 copies

Folder 16: News of the Blues 7/1965 to 12/1965

- News of the Blues 7/1965, 2 copies
- News of the Blues 8/1965, 2 copies
- News of the Blues 9/1965, 2 copies
- News of the Blues 10/1965, 2 copies

- News of the Blues 11/1965, 2 copies
- News of the Blues 12/1965, 2 copies

Box 3: News of the Blues, 1/1966-3-4/1966; Profile 7/1968-12/1972

Folder 17: News of the Blues 1/1966 to 3-4/1966

- News of the Blues 1/1966, 2 copies
- News of the Blues 2/1966, 2 copies
- News of the Blues 3-4/1966, 2 copies

Folder 18: Profile 7/1968 to 11/1968

- Profile 7/1968, 2 copies
- Profile 8/1968, 2 copies
- Profile 9/1968, 2 copies
- Profile 10/1968, 2 copies
- Profile 11/1968, 2 copies

Folder 19: Profile 12/1968-1/1969 to 7/1969

- Profile 12/1968-1/1969, 2 copies
- Profile 2/1969
- Profile 3/1969, 2 copies
- Profile 4/1969, 2 copies
- Profile 6/1969, 2 copies
- Profile 7/1969

Folder 20: Profile 8/1969 to 12/1969

- Profile 8/1969
- Profile 9/1969, 2 copies
- Profile 10/1969, 2 copies
- Profile 11/1969, 2 copies
- Profile 12/1969

Folder 21: Profile 1/1970 to 6-7/1970

- Profile 1/1970, 2 copies
- Profile 2/1970, 2 copies
- Profile 3/1970, 2 copies
- Profile 4/1970, 2 copies
- Profile 5/1970, 2 copies
- Profile 6-7/1970, 2 copies

Folder 22: Profile 8/1970 to 12/1970

- Profile 8/1970, 2 copies
- Profile 9/1970, 2 copies

- Profile 10/1970, 2 copies
- Profile 11/1970, 2 copies
- Profile 12/1970, 2 copies

Folder 23: Profile 2/1971 to 6/1971

- Profile 2/1971, 2 copies
- Profile 3/1971, 2 copies
- Profile 4/1971, 2 copies
- Profile 5/1971, 2 copies
- Profile 6/1971, 2 copies

Folder 24: Profile 7-8/1971 to 12/1971

- Profile 7-8/1971, 2 copies
- Profile 9/1971, 2 copies
- Profile 10/1971, 2 copies
- Profile 11/1971, 2 copies
- Profile 12/1971, 2 copies

Folder 25: Profile 1/1972 to 6/1972

- Profile 1/1972, 2 copies
- Profile 2/1972, 2 copies
- Profile 3/1972, 2 copies
- Profile 4/1972, 2 copies
- Profile 5/1972, 2 copies
- Profile 6/1972, copies

Folder 26: Profile 7/1972 to 12/1972

- Profile 7/1972, 2 copies
- Profile 8/1972, 2 copies
- Profile 9/1972, 2 copies
- Profile 10/1972, 2 copies
- Profile 11/1972, 2 copies
- Profile 12/1972, 2 copies

Box 4: Profile and Mini-Profile, 1/1973-12/1976

Folder 27: Profile 1/1973 to 6/1973

- Profile 1/1973, 2 copies
- Profile 2/1973, 2 copies
- Profile 3/1973, 2 copies
- Profile 4/1973, 2 copies
- Profile 5/1973, 2 copies
- Profile 6/1973, 2 copies

Folder 28: Profile 7/1973 to 12/1973

- Profile 7/1973, 2 copies
- Profile 8/1973, 2 copies
- Profile 9/1973, 2 copies
- Profile 10/1973, 2 copies
- Profile 11/1973, 2 copies
- Profile 12/1973, 2 copies

Folder 29: Profile 1/1974 to 6/1974

- Profile 1/1974, 2 copies
- Profile 2/1974, 2 copies
- Profile 3/1974, 2 copies
- Profile 4/1974, 2 copies
- Profile 5/1974, 2 copies
- Profile 6/1974, 2 copies

Folder 30: Profile 7/1974 to 12/1974

- Profile 7/1974, 2 copies
- Profile 8/1974, 2 copies
- Profile 9/1974, 2 copies
- Profile 10/1974, 2 copies
- Profile 11/1974, 2 copies
- Profile 12/1974, 2 copies

Folder 31: Profile 1/1975 to 6/1975

- Profile 1/1975, 2 copies
- Profile 2/1975, 2 copies
- Profile 3/1975, 2 copies
- Profile 4/1975, 2 copies
- Profile 5/1975, 2 copies
- Profile 6/1975, 2 copies

Folder 32: Profile 7/1975 to 12/1975

- Profile 7/1975, 2 copies
- Profile 8/1975, 2 copies
- Profile 9/1975, 2 copies
- Profile 10/1975, 2 copies
- Profile 11/1975, 2 copies
- Profile 12/1975, 2 copies

Folder 33: Profile 1/1976 to 6/1976

- Profile 1/1976, 2 copies
- Profile 2/1976, 2 copies
- Profile 3/1976, 2 copies
- Profile 4/1976, 2 copies
- Profile 5/1976, 2 copies
- Profile 6/1976, 2 copies

Folder 34: Profile 7/1976 to 12/1976

- Profile 7/1976, 2 copies
- Profile 8/1976, 2 copies
- Profile 9/1976, 2 copies
- Mini-Profile 10/1976, 2 copies
- Mini-Profile 11/1976, 2 copies
- Mini-Profile 12/1976, 2 copies

Box 5: Profile and Mini-Profile, Winter Quarter 1977-12/1981

Folder 35: Profile and Mini-Profile Winter Quarter 1977 to 6/1977

- Profile Winter Quarter 1977, 2 copies
- Mini-Profile 1/1977, 2 copies
- Mini-Profile 2/1977, 2 copies
- Profile Spring Quarter 1977, 2 copies
- Mini-Profile 3/1977, 2 copies
- Mini-Profile 4/1977, 2 copies
- Mini-Profile 5/1977, 2 copies
- Mini-Profile 6/1977, 2 copies

Folder 36: Profile and Mini-Profile Summer Quarter 1977 to 12/1977

- Profile Summer Quarter 1977, 2 copies
- Mini-Profile 8/1977, 2 copies
- Mini-Profile 9/1977, 2 copies
- Profile Fall Quarter 1977, 2 copies
- Mini-Profile 11/1977, 2 copies
- Mini-Profile 12/1977, 2 copies

Folder 37: Profile and Mini-Profile Winter Quarter 1978 to 6/1978

- Profile Winter Quarter 1978, 2 copies
- Mini-Profile 2/1978, 2 copies
- Mini-Profile 3/1978, 2 copies
- Profile Spring Quarter 1978, 2 copies
- Mini-Profile 5/1978, 2 copies
- Mini-Profile 6/1978, 2 copies

Folder 38: Profile Summer Quarter 1978 to 12/1978

- Mini-Profile 7/1978, 2 copies
- Profile Summer Quarter 1978, 2 copies
- Mini-Profile 8/1978, 2 copies
- Mini-Profile 9/1978, 2 copies
- Mini-Profile 10/1978, 2 copies
- Mini-Profile 11/1978, 2 copies
- Mini-Profile 12/1978, 2 copies

Folder 39: Profile 1/1979 to 6/1979

- Profile 1/1979, 2 copies
- Profile 2/1979, 2 copies
- Profile 3/1979, 2 copies
- Profile 4/1979, 2 copies
- Profile 5/1979, 2 copies
- Profile 6/1979, 2 copies

Folder 40: Profile 7-8/1979 to 12/1979

- Profile 7-8/1979, 2 copies
- Profile 9/1979, 2 copies
- Profile 10/1979, 2 copies
- Profile 11/1979, 2 copies
- Profile 12/1979, 2 copies

Folder 41: Profile 1/1980 to 11-12/1980

- Profile 1/1980, 2 copies
- Profile 2/1980, 2 copies
- Profile 3/1980, 2 copies
- Profile 4/1980, 2 copies
- Profile 5/1980, 2 copies
- Profile 6/1980, 2 copies
- Profile 7/1980, 2 copies
- Profile 8/1980, 2 copies
- Profile 9/1980, 2 copies
- Profile 10/1980, 2 copies
- Profile 11-12/1980, 2 copies

Folder 42: Profile 8/1981 to 12/1981

- Profile 8/1981, 2 copies
- Profile 9/1981, 2 copies
- Profile 10/1981, 2 copies
- Profile 11/1981, 2 copies

- Profile 12/1981, 2 copies

Box 6: Profile, 1/1982-12/21/1987; Directions 5/1986-Winter 1987

Folder 43: Profile 1/1982 to 12/1982

- Profile 1/1982, 2 copies
- Profile 2/1982, 2 copies
- Profile 5/1982
- Profile 6/1982, 2 copies
- Profile 7-8/1982, 2 copies
- Profile 9-10/1982, 2 copies
- Profile 11/1982, 2 copies
- Profile 12/1982, 2 copies

Folder 44: Profile 1/1983 to 12/1983

- Profile 1/1983, 2 copies
- Profile 2/1983, 2 copies
- Profile 3/1983, 2 copies
- Profile 4/1983, 2 copies
- Profile 5/1983, 2 copies
- Profile 6-7/1983, 2 copies
- Profile 8-9/1983, 2 copies
- Profile 10-11/1983, 2 copies
- Profile 12/1983, 2 copies

Folder 45: Profile 1-2/1984 to 10-11/1984

- Profile 1-2/1984, 2 copies
- Profile 4-5/1984, 2 copies
- Profile 6-7/1984, 2 copies
- Profile 8-9/1984, 2 copies
- Profile 10-11/1984, 2 copies

Folder 46: Profile 12/1984-1/1985 to 11/1985

- Profile 12/1984-1/1985, 2 copies
- Profile 6/1985, 2 copies
- Profile 7/1985, 2 copies
- Profile 8/1985, 2 copies
- Profile 9/1985, 2 copies
- Profile 10/1985, 2 copies
- Profile 11/1985, 2 copies

Folder 47: Profile and Directions Winter 1985/1986 to 12/1986

- Profile Winter 1985/1986, 2 copies

- Profile 3/1986, 2 copies
- Directions 5/1986, 2 copies
- Profile 7/1986, 2 copies
- Profile 8/1986, 2 copies
- Directions Fall 1986, 2 copies
- Directions to 12/1986, 2 copies

Folder 48: Profile and Directions Winter 1987 to 6/29/1987

- Directions Winter 1987, 2 copies
- Profile 4/13/1987, 2 copies
- Profile 4/20/1987, 2 copies
- Profile 4/27/1987, 2 copies
- Profile 5/4/1987, 2 copies
- Profile 5/11/1987, 2 copies
- Profile 5/18/1987, 2 copies
- Profile 5/25/1987, 2 copies
- Profile Special Edition 6/1987, 2 copies
- Profile 6/1/1987, 2 copies
- Profile 6/8/1987, 2 copies
- Profile 6/15/1987, 2 copies
- Profile 6/22/1987, 2 copies
- Profile 6/29/1987, 2 copies

Folder 49: Profile 7/6/1987 to 12/21/1987

- Profile 7/6/1987, 2 copies
- Profile 7/13/1987, 2 copies
- Profile 7/20/1987, 2 copies
- Profile 7/27/1987, 2 copies
- Profile 8/3/1987, 2 copies
- Profile 8/10/1987, 2 copies
- Profile 8/17/1987, 2 copies
- Profile 8/24/1987, 2 copies
- Profile 9/14/1987, 2 copies
- Profile 9/28/1987, 2 copies
- Profile 10/12/1987, 2 copies
- Profile 10/26/1987, 2 copies
- Profile 11/9/1987, 2 copies
- Profile 11/23/1987, 2 copies
- Profile 12/7/1987, 2 copies
- Profile 12/21/1987, 2 copies

Box 7: Profile, 1/4/1988-Issue 10 1991

Folder 50: Profile 1/4/1988 to 12/19/1988

- Profile 1/4/1988, 2 copies
- Profile 1/18/1988, 2 copies
- Profile 2/1/1988, 2 copies
- Profile 2/15/1988, 2 copies
- Profile 2/29/1988, 2 copies
- Profile 3/14/1988, 2 copies
- Profile 4/4/1988, 2 copies
- Profile 4/18/1988, 2 copies
- Profile 5/2/1988, 2 copies
- Profile 5/16/1988, 2 copies
- Profile 6/6/1988, 2 copies
- Profile 6/20/1988, 2 copies
- Profile 7/4/1988, 2 copies
- Profile 7/18/1988, 2 copies
- Profile 8/1/1988, 2 copies
- Profile 8/15/1988, 2 copies
- Profile 8/29/1988, 2 copies
- Profile 9/12/1988, 2 copies
- Profile 9/26/1988
- Profile 10/10/1988, 2 copies
- Profile 10/24/1988, 2 copies
- Profile 11/7/1988, 2 copies
- Profile 11/21/1988, 2 copies
- Profile 12/19/1988, 2 copies

Folder 51: Profile 1/1989 to 12/1989

- Profile 1/1989, 2 copies
- Profile 2/1989, 2 copies
- Profile 3/1989, 2 copies
- Profile 4/1989, 2 copies
- Profile 5/1989, 2 copies
- Profile 6/1989, 2 copies
- Profile 7/1989, 2 copies
- Profile 8/1989, 2 copies
- Profile 9/1989, 2 copies
- Profile 10/1989, 2 copies
- Profile 11/1989, 2 copies
- Profile 12/1989, 2 copies

Folder 52: Profile 1/1990 to 6/1990

- Profile 1/1990, 2 copies

- Profile 2/1990, 2 copies
- Profile 3/1990, 2 copies
- Profile 4/1990, 2 copies
- Profile 5/1990, 2 copies
- Profile 6/1990, 2 copies

Folder 53: Profile 7/1990 to 12/1990

- Profile 7/1990, 2 copies
- Profile Special Edition 8-9/1990, 2 copies
- Profile 10/1990, 2 copies
- Profile 11/1990, 2 copies
- Profile 12/1990, 2 copies

Folder 54: Profile 1-2/1991 to Issue 5 Vol. 40 1991

- Profile 1-2/1991, 2 copies
- Profile 3/1991, 2 copies
- Profile 4/1991, 2 copies
- Profile Issue 4 Vol. 40 1991, 2 copies
- Profile Issue 5 Vol. 40 1991, 2 copies

Folder 55: Profile Issue 6 Vol. 40 1991 to Issue 10 Vol. 40 1991

- Profile Issue 6 Vol. 40 1991, 2 copies
- Profile Issue 7 Vol. 40 1991, 2 copies
- Profile Issue 8 Vol. 40 1991, 2 copies
- Profile Issue 9 Vol. 40 1991, 2 copies
- Profile Issue 10 Vol. 40 1991, 2 copies

Box 8: Profile, No. 1 Vol. 41 1992-10/7/1998

Folder 56: Profile No. 2 Vol. 41 1992 to No. 9 Vol. 41 1992

- Profile No. 1 Vol. 41 1992, 2 copies
- Profile No. 2 Vol. 41 1992, 2 copies
- Profile No. 3 Vol. 41 1992, 2 copies
- Profile No. 4 Vol. 41 1992, 2 copies
- Profile No. 5 Vol. 41 1992, 2 copies
- Profile No. 6 Vol. 41 1992, 2 copies
- Profile No. 7 Vol. 41 1992, 2 copies
- Profile No. 8 Vol. 41 1992, 2 copies
- Profile No. 9 Vol. 41 1992, 2 copies

Folder 57: Profile No. 10 Vol. 41 1992 to No. 17 Vol. 41 1992

- Profile No. 10 Vol. 41 1992, 2 copies
- Profile No. 11 Vol. 41 1992, 2 copies

- Profile No. 12 Vol. 41 1992, 2 copies
- Profile No. 13 Vol. 41 1992, 2 copies
- Profile No. 14 Vol. 41 1992, 2 copies
- Profile No. 15 Vol. 41 1992, 2 copies
- Profile No. 16 Vol. 41 1992, 2 copies
- Profile No. 17 Vol. 41 1992, 2 copies

Folder 58: Profile 1/29/1993 to 12/17/1993

- Profile 1/29/1993, 2 copies
- Profile 2/12/1993, 2 copies
- Profile 3/12/1993, 2 copies
- Profile 3/31/1993, 2 copies
- Profile 4/16/1993, 2 copies
- Profile 4/30/1993, 2 copies
- Profile 6/25/1993, 2 copies
- Profile 7/23/1993, 2 copies
- Profile 8/30/1993, 2 copies
- Profile 10/11/1993, 2 copies
- Profile 10/25/1993, 2 copies
- Profile 12/7/1993, 2 copies
- Profile 12/17/1993, 2 copies

Folder 59: Profile 1/25/1994 to 12/19/1994

- Profile 1/25/1994, 2 copies
- Profile 5/27/1994, 2 copies
- Profile 6/22/1994, 2 copies
- Profile 7/26/1994, 2 copies
- Profile 8/24/1994, 2 copies
- Profile 10/13/1994, 2 copies
- Profile 11/30/1994, 2 copies
- Profile 12/19/1994, 2 copies

Folder 60: Profile 3/31/1995 to 10/20/1995

- Profile 3/31/1995, 2 copies
- Profile 4/27/1995, 2 copies
- Profile 6/19/1995, 2 copies
- Profile 7/25/1995, 2 copies
- Profile 10/20/1995, 2 copies

Folder 61: Profile 5/29/1996 to 12/27/1996

- Profile 5/29/1996, 2 copies
- Profile 7/17/1996, 2 copies

- Profile 10/4/1996, 2 copies
- Profile 10/14/1996, 2 copies
- Profile 12/2/1996, 2 copies
- Profile 12/19/1996, 2 copies
- Profile 12/27/1996, 2 copies

Folder 62: Profile 4/25/1997 to 12/18/1997

- Profile 4/25/1997, 2 copies
- Profile 5/12/1997, 2 copies
- Profile 6/13/1997, 2 copies
- Profile 7/3/1997, 2 copies
- Profile 8/29/1997, 2 copies
- Profile Special Edition 10/15/1997, 2 copies
- Profile 10/20/1997, 2 copies
- Profile 11/24/1997, 2 copies
- Profile Special Edition 12/3/1997, 2 copies
- Profile 12/17/1997, 2 copies
- Profile Special Edition 12/18/1997, 2 copies

Folder 63: Profile 1/30/1998 to 10/7/1998

- Profile 1/30/1998, 2 copies
- Profile 2/27/1998, 2 copies
- Profile Special Edition 2/27/1998, 2 copies
- Profile Special Edition 3/9/1998, 2 copies
- Profile 3/31/1998, 2 copies
- Profile Special Edition 4/6/1998, 2 copies
- Profile Special Edition 5/4/1998, 2 copies
- Profile 5/11/1998, 2 copies
- Profile Special Edition 5/29/1998, 2 copies
- Profile 6/10/1998, 2 copies
- Profile 6/24/1998, 2 copies
- Profile Special Edition 7/8/1998, 2 copies
- Profile 7/31/1998, 2 copies
- Profile Special Edition 8/26/1998, 2 copies
- Profile 8/31/1998, 2 copies
- Profile Special Edition 9/30/1998, 2 copies
- Profile 10/7/1998, 2 copies

Box 9: Perspectives, Winter 1998-Fall 2004

Folder 64: Perspectives Winter 1998

- Perspectives Winter 1998, 2 copies

Folder 65: Perspectives Spring 1999 to Fall 1999

- Perspectives Spring 1999, 2 copies
- Perspectives Summer 1999, 2 copies
- Perspectives Fall 1999, 2 copies

Folder 66: Perspectives Winter 2000 to Winter 2000

- Perspectives Winter 2000, 2 copies
- Perspectives Spring 2000, 2 copies
- Perspectives Summer 2000, 2 copies
- Perspectives Winter 2000, 2 copies

Folder 67: Perspectives Spring 2001 to Winter 2001

- Perspectives Spring 2001
- Perspectives Summer 2001, 2 copies
- Perspectives Fall 2001, 2 copies
- Perspectives Winter 2001, 2 copies

Folder 68: Perspectives Spring 2002 to Fall 2002

- Perspectives Spring 2002, 2 copies
- Perspectives Summer 2002, 2 copies
- Perspectives Fall 2002, 2 copies

Folder 69: Perspectives Winter 2003 to Fall 2003

- Perspectives Winter 2003, 2 copies
- Perspectives Spring 2003, 2 copies
- Perspectives Summer 2003, 2 copies
- Perspectives Fall 2003, 2 copies

Folder 70: Perspectives Winter 2004 to Fall 2004

- Perspectives Winter 2004, 2 copies
- Perspectives Spring 2004, 2 copies
- Perspectives Summer 2004, 2 copies
- Perspectives Fall 2004

Box 10: Other Newsletters & Updates, 10/1967-12/2013, date unknown

Folder 71: Other Newsletters 1967

- Bulletin: Headlines 10/1/1967

Folder 72: Other Newsletters 1968

- Bulletin: Headlines 2/6/1968
- Bulletin: Mini-Headlines 10/30/1968

Folder 73: Other Newsletters 1971

- Newsletter: Perspective 2nd Quarter 1971

Folder 74: Other Newsletters 1974

- Newsletter: The Hay-Ya-Hear 1/1974
- Newsletter: Cross Claims Chatter 5/1974
- Newsletter: Hear The Latest 5/1974
- Newsletter: Hear The Latest 6/1974
- Newsletter: The Talk on Ten 8/19/1974
- Newsletter: Hear The Latest 8/1974
- Newsletter: Hear The Latest 10/1974
- Newsletter: Hear The Latest 12/1974

Folder 75: Other Newsletters 1975

- Newsletter: Hear The Latest 1/1975
- Newsletter: Hear The Latest 8/1975
- Bulletin: Headlines 8/8/1975
- Newsletter: Hear The Latest 10/1975
- Bulletin: Headlines 11/7/1975
- Bulletin: In Memoriam – Marjorie Hughes Dillon, 1975

Folder 76: Other Newsletters 1976

- Newsletter: Hear The Latest 2/1976
- Newsletter: Hear The Latest 3/1976
- Newsletter: Hear The Latest 10/1976
- Newsletter: News & Views – Memorial Hospital of Jacksonville 12/1976

Folder 77: Other Newsletters 1977

- Newsletter: Hear The Latest 4/1977
- Newsletter: Hear The Latest 10/1977

Folder 78: Other Newsletters 1978

- Newsletter: Hear The Latest 2/1978
- Newsletter: Hear The Latest 3/1978
- Newsletter: Hear The Latest 7/1978
- Newsletter: Hear The Latest 11/1978
- Bulletin: Headlines bulletin 11/29/1978

Folder 79: Other Newsletters 1980

- Bulletin: In Memoriam – James M. Williams, 1980

Folder 80: Other Newsletters 1983

- Bulletin: New Appointments 3/14/1983

- Bulletin: New Appointments 3/28/1983
- Bulletin: New Appointments 4/19/1983

Folder 81: Other Newsletters 1986

- Newsletter: The Correspondent Vol. 1 Issue 3, 1986

Folder 82: Other Newsletters 1987

- Newsletter: F & OS Update: An Update to the Employees of Facilities and Office Services 1987

Folder 83: Other Newsletters 1988

- Newsletter: Renews: Retired Executives Newsletter Vol. 2 No. 2 5/1988

Folder 84: Other Newsletters 1989

- Newsletter: The Northeaster 12/1989

Folder 85: Other Newsletters 1991

- Newsletter: BCBSF Employees Club Newsletter 1991, with attached Olympic gifts brochure
- Bulletin: Dining Services Improvement Team News 3/14/1991
- Newsletter: One Step Closer 7/1991
- Newsletter: IS & O On The Move October-November '91

Folder 86: Other Newsletters 1992

- Newsletter: IS & O On The Move December '91 – January '92
- Newsletter: The IS & O On The Move April, May '92
- Newsletter: The Screaming Eagle Summer 1992
- Newsletter: The IS & O On The Move August, September '92
- Newsletter: FACS Newsletter Vol. 5, October '92
- Newsletter: The IS & O On The Move October, November '92, 2 copies
- Newsletter: The Screaming Eagle Holiday Edition 1992

Folder 87: Other Newsletters 1993

- Newsletter: IOPCC On The Move January/February '93
- Newsletter: IS & O On The Move March/April '93
- Newsletter: IS & O On The Move May/June '93, 2 copies
- Newsletter: The Screaming Eagle Spring/Summer 1993
- Newsletter: IS & O On The Move July/August '93
- Newsletter: IS & O On The Move November/December '93

Folder 88: Other Newsletters 1994

- Newsletter: IS & O On The Move January/February '94
- Newsletter: IS & O On The Move March/April '94

- Newsletter: IS & O On The Move May/June '94
- Newsletter: Marketing Education & Development Fall 1994
- Newsletter: IS & O On The Move November/December '94
- Newsletter: Marketing Education & Development Winter 1994

Folder 89: Other Newsletters 1995

- Newsletter: IS & O On The Move January/February '95
- Newsletter: Marketing Education & Development Spring 1995
- Newsletter: IS & O On The Move April/May '95
- Newsletter: IS & O On The Move July/August 1995
- Newsletter: Marketing Education & Development Fall 1995
- Newsletter: IS & O On The Move November/December 1995

Folder 90: Other Newsletters 1996

- Newsletter: IS & O On The Move January/February 1996
- Newsletter: On The Move March/April 1996, 2 copies
- Newsletter: Reengineering Forum July 1996
- Newsletter: IS & O On The Move August/September 1996, 2 copies
- Newsletter: IS & O On The Move October/November 1996, 2 copies

Folder 91: Other Newsletters 1998

- Newsletter: United Way 10-11/1998
- Quick Connections 11/6/1998
- Quick Connections 11/20/1998
- Quick Connections 12/4/1998
- Quick Connections 12/18/1998

Folder 92: Other Newsletters 1999

- Quick Connections 1/4/1999
- Quick Connections 2/26/1999
- Quick Connections 3/12/1999
- Quick Connections 3/26/1999
- Quick Connections 4/9/1999
- Quick Connections 4/23/1999
- Quick Connections 5/21/1999
- Quick Connections 6/4/1999
- Quick Connections 7/2/1999
- Quick Connections 7/16/1999
- Quick Connections 8/27/1999
- Quick Connections 10/8/1999
- Quick Connections 12/17/1999

Folder 93: Other Newsletters 2000

- Quick Connections 2/11/2000
- Quick Connections 2/25/2000
- Quick Connections 3/10/2000
- Quick Connections 4/7/2000
- Quick Connections 5/10/2000
- Quick Connections 5/19/2000
- Quick Connections 6/2/2000
- Quick Connections 6/16/2000
- Quick Connections 6/30/2000
- Quick Connections 7/14/2000
- Quick Connections 7/28/2000
- Quick Connections 8/11/2000
- Quick Connections 8/25/2000
- Quick Connections 9/8/2000
- Quick Connections 9/22/2000
- Quick Connections 10/20/2000
- Quick Connections 11/3/2000
- Quick Connections 12/15/2000
- Quick Connections 12/29/2000

Folder 94: Other Newsletters 2001

- Quick Connections 2/9/2001

Folder 95: Other Newsletters 2002

- Quick Connections 10/4/2002
- Quick Connections 12/6/2002

Folder 96: Other Newsletters 2012

- Newsletter: Journey Issue 6, 1/2012

Folder 97: Other Newsletters 2013

- Newsletter: News & Views 1/3/2013

Folder 98: Other Newsletters, date unknown

- Newsletter: They're Two Ways About It
- Newsletter: Hear The Latest
- Newsletter: Hear The Latest
- Bulletin: In Memoriam – G. Emerson Tully, PhD.
- Newsletter: On The Southside
- Newsletter: Profile Special Edition

- Newsletter: Marketing Education & Development
- Group Sales Manager's Salute flyer
- Newsletter: Cross Currents Vol. 3, No. 1

Box 11: Commemorative Publications, 1961-1979
Seminars, Programs, and Events, 1954-2004
Miscellaneous, date unknown

Folder 99: Commemorative Publications 1961

- Executive Profile: Honoring Twenty Five Years of Outstanding Service, 2 copies

Folder 100: Commemorative Publications 1966

- Honoring C. DeWitt Miller On His Retirement as President of Blue Cross of Florida, Inc.

Folder 101: Commemorative Publications 1970

- The Portrait of an Executive, 2 copies

Folder 102: Commemorative Publications 1979

- In Appreciation – For Thirty Three Years of Dedicated Service
- J. W. "Jack Herbert" profile, 2 copies

Folder 103: Seminars, Programs, and Events 1954

- Employee Annual Christmas Dinner program

Folder 104: Seminars, Programs, and Events 1960

- Blue Cross of Florida, Inc., Annual Seminar for Admitting Clerks and Office Personnel

Folder 105: Seminars, Programs, and Events 1961

- Greetings from Blue Cross of Florida – Annual 1961 Seminars, 2 copies

Folder 106: Seminars, Programs, and Events 1962

- Correspondence Training Program - Course Outline with attached article: The Art of Letter Writing

Folder 107: Seminars, Programs, and Events 1967

- Blue Cross of Florida, Inc., Blue Shield of Florida, Inc. Joint Informational Meeting

Folder 108: Seminars, Programs, and Events 1969

- Welcome to Our Sky breaking Program, 2 copies

Folder 109: Seminars, Programs, and Events 1970

- Dinner Honoring Hilary A. Schroder

Folder 110: Seminars, Programs, and Events 1974

- Blue Cross and Blue Shield Building Complex Dedication
- 20 Year Club Meeting

Folder 111: Seminars, Programs, and Events 1975

- That's Entertainment

Folder 112: Seminars, Programs, and Events 1991

- Celebrate a Year of Success: 1991 Annual Achievement Awards, 2 copies

Folder 113: Seminars, Programs, and Events 1992

- Built on a Firm Foundation: 1992 Annual Achievement Awards

Folder 114: Seminars, Programs, and Events 1997

- Board of Directors July Informational Meeting
- Blue Cross and Blue Shield of Florida Deerwood Campus Complex Dedication Ceremony, 2 copies

Folder 115: Seminars, Programs, and Events 1998

- A Retirement Tribute to William E. Flaherty – An All Employee Event

Folder 116: Seminars, Programs, and Events 2000

- Conference Leadership Skills – Participant Guide

Folder 117: Seminars, Programs, and Events 2001

- BCBSF/UNF Healthcare Competency Development Program, with attached summary, FAQ's and course list

Folder 118: Seminars, Programs, and Events 2003

- Diversity Week 2003: Building Skills for a Changing Marketplace, 2 copies
- 2003 Educational Programs: A Listing of Blue Cross and Blue Shield Association Programs

Folder 119: Seminars, Programs, and Events 2004

- 2004 Educational Programs: A Listing of Blue Cross and Blue Shield Association Programs

Folder 120: Seminars, Programs, and Events, date unknown

- Toys for Tots 20th Annual Variety Show, 2 copies
- Blue Cross and Blue Shield of Florida, Inc. – 25th Anniversary Board of Directors Informational Meeting, 2 copies

Folder 121: Miscellaneous Employee Publications, date unknown

- Our Promise – The Privilege of Caring, 2 copies
- We Are One Together: All one in the same
- Congratulations – President's Cup Winners – J. W. Herbert

- Our Vision, Our Values, Our Promise
- Corporate Purpose, Objectives, and Vision, 2 copies
- Dedicated to providing caring solutions
- Talent Search
- Corporate Library and Information Center card, 2 copies
- Empower puzzle cards, seven piece set

Box 12: Directories and Telephone books, 1978-2006

Employee Handbooks, 1962-1977

Health Benefits Information, 1977-1997, date unknown

Folder 122: Directories and Telephone Books 1978

- Telephone Directory, Blue Cross & Blue Shield of Florida

Folder 123: Directories and Telephone Books 1986

- Blue Cross and Blue Shield of Florida, Inc., 1986 Corporate Directory

Folder 124: Directories and Telephone Books 1987

- Blue Cross and Blue Shield of Florida, Inc., 1987-1988 Corporate Directory

Folder 125: Directories and Telephone Books 1989

- Blue Cross and Blue Shield of Florida, Inc., 1989-1990 Corporate Directory

Folder 126: Directories and Telephone Books 1992

- Blue Cross and Blue Shield of Florida, Inc., 1992-1993 Corporate Directory, 2 copies

Folder 127: Directories and Telephone Books 1996

- Blue Cross and Blue Shield of Florida, Inc., 1996-1997 Corporate Directory

Folder 128: Directories and Telephone Books 1999

- Blue Cross and Blue Shield of Florida, Inc., 1999-2000 Corporate Directory

Folder 129: Directories and Telephone Books 2001

- Blue Cross and Blue Shield of Florida, Inc., 2001-2002 Corporate Directory

Folder 130: Directories and Telephone Books 2003

- Blue Cross and Blue Shield of Florida, Inc., 2003-2004 Corporate Directory, 2 copies

Folder 131: Directories and Telephone Books 2005

- Blue Cross and Blue Shield Executive Directory

Folder 132: Directories and Telephone Books 2006

- Blue Cross and Blue Shield Executive Directory

Folder 133: Employee Handbooks 1962

- Hello There! Blue Cross and Blue Shield Employee Handbook, 2 copies

Folder 134: Employee Handbooks 1964

- Hello There! Welcome to Florida Blue Cross and Blue Shield Employee Handbook, 2 copies

Folder 135: Employee Handbooks 1973

- Hello There! Welcome to Florida Blue Cross and Blue Shield Employee Handbook, 2 copies

Folder 136: Employee Handbooks 1977

- Blue Cross and Florida, Inc., Employee Handbook, 3 copies

Folder 137: Health Benefits Info 1977

- Health Maintenance Program: A New Concept in Health Care For Employees and Their Families

Folder 138: Health Benefits Info 1984

- The Service Benefit Plan, Medicare & You

Folder 139: Health Benefits Info 1985

- Consider Yourself: Health Options packet

Folder 140: Health Benefits Info 1995

- Group Life Insurance – Summary Program Description
- 1995 Employee Benefit Information – Blue Ribbon Benefits
- Blue Cross and Blue Shield of Florida – Florida Combined Life Insurance info sheet
- Non-Contributory National Long-Term Disability Program – Summary Program Description, 2 copies

Folder 141: Health Benefits Info 1996

- Health Options, Inc. – Provider Directory, Vol. 8

Folder 142: Health Benefits Info 1997

- Blue Ribbon Benefits packet, containing:
 - Blue Ribbon Benefits Select Fund form
 - Blue Cross Blue Shield of Florida, Inc., 1997 Employee Benefits Annual Enrollment selections
 - Enrollment information form
 - Letter: Carol Corn to All Employees, re: Blue Ribbon Benefits Annual Enrollment options
 - Important Notice – Group Term Life Insurance Imputed Income

- Employee Group Life Insurance Program 1998 Changes & Rates
- Extension of Eligibility for Certain Dependent Children
- Instructions for Completing Forms
- Letter: Carol Corn to All Employees, re: 1998 Benefits Annual Enrollment Update
- Carol Corn to All Employees, re: 1998 Holiday Schedule
- Provider Directory 1997-1998 Dental Assistance Plan
- Provider Directory 1997 Preferred Patient are Northeast Region
- 1997 Compensation Program Information Guide
- Business Card – Shirley Troutman, Benefits Administrator
- Blue Ribbon Benefits Guide
- Brochure: The Dependent At-Home Care Program
- Kelly Assisted Living Services, Inc. registration form
- Blue Ribbon Benefits Cobra letter
- Dependent Care receipt form
- Worksheet for Estimating Dependent Day Care Expenses worksheet
- Blue Cross and Blue Shield of Florida, Inc. Table – The Family and Medical Leave Act of 1993 (FMLA)

Folder 143: Health Benefits Info, date unknown

- Dental Assistance Plan Benefits sheet
- Premium Plus Plan and Select Fund Plan – Summary Program Description
- The Salary Deferral Retirement Program – Summary Program Description
- Vision One Eyecare Savings Program for Blue Cross and Blue Shield of Florida Employees
- The Dependent Care Connection – Child Care and Adult Care Counseling & Referral Service

Box 13: Informational Guides, 1994-2003, date unknown

Folder 144: Informational Guides 1983

- English Resource Booklet

Folder 145: Informational Guides 1994

- Compass: Charting The Course For Business Conduct

Folder 146: Informational Guides 1996

- Manual Core Business Orientation Program

Folder 147: Informational Guides 1998

- 1998 Compensation Program Information Guide

Folder 148:

- Principal Health Care Agent Update
- Y2K Readiness Guide, 2 copies

Folder 149: Informational Guides 2000

- Blue Community Champions guide and registration form
- The Blue Cross and Blue Shield of Florida Signature Guide
- 2001 Enterprise Plan Summary

Folder 150: Informational Guides 2001

- The Shape of Success: Partners in Education for Business Success
- Corporate Orientation Program packet

Folder 151: Informational Guides 2003

- Corporate Services Guide, 2 copies

Folder 152: Informational Guides, date unknown

- Profile: A Time of Expansion at BCBS brochure
- Corporate Library and Information Center brochure, 2 copies
- You and Your Salary brochure
- Employee Manual of Substance Abuse
- Facilities & Office Services guide
- Diversity: Celebrating Our Differences, Embracing our Similarities brochure
- Corporate Orientation Program guide, 2 copies
- Compass Program guide
- Florida Health PAC brochure
- Employee Central brochure
- HIPAA Compliance Security and Privacy Tips, 2 copies

Box 14: Calendars, 2000-2004

Folder 153: Calendars 2000

- Our Friends, Our Neighbors, Ourselves calendar

Folder 154: Calendars 2002

- Historical Calendar

Folder 155: Calendars 2003

- Compass Calendar

Folder 156: Calendars 2004

- Blue Cross and Blue Shield of Florida 60th Anniversary Historical Calendar
- Covering America: 75 Years and Counting

Business Correspondence

Box 15: Interoffice Memos, 1967-1983, date unknown

Folder 157: Interoffice Memos 1967

- Ernie Gibson to Jim Gibbons, re: correspondence course – group billing, 7/6/1967

Folder 158: Interoffice Memos 1969

- Carole Utley to Dave Mancini, re: cost of Profile, 1/8/1969
- Carole Utley to Dave Mancini, re: your note of 1/24, 1/28/1969
- Carole Utley to David Mancini, re: photo cost: October Profile, 10/16/1969

Folder 159: Interoffice Memos 1972

- Buddy Gazaleh to Jim Williams, re: Practical Management Seminar, 4/19/1972
- Bill Peaks to Distribution A-G, re: mail to our Puerto Rican service office, 8/4/1972
- Frazier Sinclair to Jim Williams, re: new postal equipment, 9/6/1972
- W. J. Stansell to Distribution B-G, re: tardiness 10/3/72, 10/3/1972
- Frazier Sinclair to Jim Williams, re: budget for 7/1/1973-6/30/1974, 10/11/1972
- Suzanne Goebel to Frazier Sinclair, re: new OCR forms, 10/23/1972
- William Peaks to Medicare Committee, re: planning & implementation of H.R. I, 11/2/1972
- Terry Hartsfield (sales support) to Distribution A-K, re: address change, Tallahassee, 11/6/1972
- O. D. Masters, Jr., to Managers 4th and 5th floors, re: inter-office mail procedure, 11/13/1972
- Mary Terbruggen to Frazier Sinclair, re: microfilm pick-up and delivery, 11/29/1972
- Frazier Sinclair to Jim Williams, re: position questionnaires, 12/6/1972
- Frazier Sinclair to Jim Williams, re: mail operation increase in personnel for 1973, 12/19/1972
- Dave Hazlehurst to Distribution A-K, re: telephone number changes, St. Petersburg, 12/26/1972

Folder 160: Interoffice Memos 1973

- Buddy Gazaleh to Payroll, re: Pat Trock, 1/5/1973
- Frazier Sinclair to Captain Templeton, re: Truck Key release authorization, 1/5/1973
- Buddy Gazaleh to Payroll, re: time sheets, employee deletion, 1/5/1973
- Frazier Sinclair to Captain Templeton, re: truck key release authorization 1/12/1973
- Frazier Sinclair to Personnel, re: mail clerk classification change, 1/26/1973
- Cathy Fowler to Frazier Sinclair, re: leased car repairs, 2/12/973
- Carole Utley to Frazier Sinclair, re: distribution of February Profile, 2/15/973
- John Josey to Frazier Sinclair, re: implementation of recommendations concerning mail room operations, 2/15/1973
- Kay K. Bowers to Distribution F & G, re: recent salary increases, 2/16/1973
- John Josey to Frazier Sinclair, re: reorganization of the inserting section of the mail operation, 2/26/1973
- Frazier Sinclair to Harland Bradford, re: proper routing of mail, 2/26/1973
- Frazier Sinclair to Jim Williams, re: problems in mail operations, 2/28/1973

- Terry Martling to Mike Jones, re: centralized location for distribution of microfilm - dept. 45, 3/5/1973
- Frazier Sinclair to Jim Williams, re: summary of southern postal conference, 3/8/1973
- W. R. Skelley to Mail Department, re: attention all leased car drivers, 3/9/1973
- Bob Herrington to Buddy Gazaleh, re: NAB career guidance institute tour, 3/26/1973
- Frazier Sinclair to Jim Williams, re: summary of recent attitude survey, 3/12/1973
- Frazier Sinclair to Derald Smart, re: telephone changes in mail dept., 3/27/1973
- Frazier Sinclair to Jim Williams, re: additional employees, mail dept., 4/17/1973
- A. D. Mancini to Distribution A-K, re: direct pay newsletter, 4/18/1973
- W. T. Gibson to Distribution A-H, re: personnel requisitions SOP, 5/4/1973
- Dick Warner to T. A. Laidlaw, re: status of Lake City data recording office project, 5/23/1973
- Frazier Sinclair to Jim Williams, re: quality control, 6/1/1973
- Buddy Gazaleh to Michelle Robinson, re: overtime salary adjustment, 6/21/1973
- Buddy Gazaleh to Frazier Sinclair, re: termination of Marvin Green, 6/27/973
- Frazier Sinclair to Kay Bowers, re: Arthur Robert's salary, 7/3/1973
- Joe Giroux to John L. Bentley, re: group notes mailing, 7/20/1973
- W. E. King to Ann Yarborough, re: mail inserts, 8/7/1973
- Buddy Gazaleh to Frazier Sinclair, re: preventive and routine maintenance of electronic letter opener, 8/30/1973
- Frazier Sinclair to Jim Williams, re: inserting machine operator's classification, 8/31/1973
- Frazier Sinclair to Jim Williams, re: Pitney Bowes inserting requisition #8918, 11/13/1973
- Dave Mancini to Distribution A-J, re: complementary coverage mailings, 11/13/1973
- Frazier Sinclair to Jim Williams, re: mail service for new building, 11/14/1973
- Frazier Sinclair to Personnel, re: rehire of Terry Daniels, 11/14/1973
- Frazier Sinclair to Buddy Gazaleh, re: new employees or termination of employees, 11/29/1973
- E. Derald Smart to All Fire Captains, re: Fire Captain's meeting on 11/6/1973, 11/30/1973
- Jim Williams to W. R. Skelley, re: inter office mail distribution, 12/4/1973
- Frazier Sinclair to Betty Collins, re: telephone changes, directory, 12/26/1973
- Don Haney to Buddy Gazaleh, re: attendance: corporate orientation program, 12/27/1973

Folder 161: Interoffice Memos 1974

- Jim Williams to Assistant Managers, re: monthly reports, 1/3/1974
- Frazier Sinclair, to W. T. Gibson, re: mail operations night shift, 1/10/1974
- Training Development to Buddy Gazaleh, re: supervisory management program, 1/14/1974
- Dave Mancini to Jim Williams, re: dedication – January 19th, 1/14/1974
- Frazier Sinclair to Jim Williams, re: re-hire of Robert Newhoff, 1/16/1974

- Frazier Sinclair to Kay Bowers, re: re-hire of Terry Daniels, 1/25/1974
- H. Douglas to Jim Williams, re: purchase of Pitney Bowes inserting machine model #3144, 1/30/1974
- Judy Elster to Assistant Managers and supervisors, re: travel advancements and expenditures, 1/30/1974
- Joe Grawet to W. T. Gibson, re: January 17 payroll mail problems, 2/5/1974
- Buddy Gazaleh to Michelle Robinson, re: Rick Andreacchio's time, 2/8/1974
- Imogene S. Mullins to Buddy Gazaleh, re: workman's compensation, 3/7/1974
- Frazier Sinclair to Jim Williams, re: job descriptions and evaluation, 2/15/1974
- Frazier Sinclair to Mail Operations employees, re: time off, 3/19/1974
- Barbara Davis to Anice Sneed, re: Puerto Rico claims checks, 4/5/1974
- Frazier Sinclair to Dave Mancini, re: employee open house, 4/11/1974
- Frazier Sinclair to Jim Williams, re: mail operation goals for 1975, 5/24/1974
- Frazier Sinclair to Jim Williams, re: absentee percentages, 6/7/1974
- Frazier Sinclair to Supervisors, re: 1976 budget, 6/21/1974
- Frazier Sinclair to Jim Williams, re: mail operations and projection FY75, 7/2/1974
- John Dulaney to Jim Williams, re: supervisory management course, 7/30/1974
- Frazier Sinclair to Jim Williams, re: mail operations projection through FY76, 8/7/1974
- Frazier Sinclair to Jim Williams, re: replacement of old inserting machine, 8/21/1974
- Frazier Sinclair to Jim Williams, re: Medicare "B" checks and EOB's, 9/26/1974
- Buddy Gazaleh to Frazier Sinclair, re: usage of six station inserting machine requested, 10/8/1974
- Buddy Gazaleh to Michelle Robinson, re: Solomon Harris's paycheck, 10/10/1974
- Carole Utley to Mr. J. D. Lewis, re: tour program for October 26 board meeting, 10/21/1974
- Buddy Gazaleh to Michelle Robinson re: overtime shortage on payroll checks, 10/24/1974
- W. J. Stansell to Management Personnel, re: timely preparation of personnel transactions documentation, 11/5/1974
- John Josey to Jim Williams, re: purchase of Pitney Bowes inserting machine model #3144, 11/7/1974
- Bob Schumacher to Managers and Assistants, re: employee profile use and updates, 11/18/1974
- Dick Warner to Distribution, re: division meeting 12/13/1974, 11/27/1974
- Frazier Sinclair to Jim Williams, re: mail operations goals and plan of action FY76, 12/2/1974
- W. R. Skelley to Division Personnel, re: division management session Friday 12/13/1974, 12/4/1974
- Buddy Gazaleh to Frazier Sinclair, re: courier service to Tallahassee branch office, 12/10/1974
- Buddy Gazaleh to Frazier Sinclair, re: corporate divisional planning meeting and luncheon, 12/13/1974

- John Dulaney re: results of "How Supervise?" questionnaire, 12/23/1974
- Buddy Gazaleh to Frazier Sinclair, re: re-evaluation of inserting machine operations, 12/24/1974

Folder 162: Interoffice Memos 1975

- Peter E. Bower to Jimmy Williams, re: job evaluation, 1/13/1975
- Buddy Gazaleh to Frazier Sinclair, re: maintenance and repair job on document detector and letter opener, 1/14/1975
- Paul Patrick to Buddy Gazaleh, re: transfer, 1/23/1975
- Russ Anderson to Distribution A-G, re: personnel policy for job posting program, 2/10/1975
- Frazier Sinclair to Jim Williams, re: terminations in mail operations 1974, 2/14/1975
- Joyce Coker to Mary Johnson, re: Medicare "B" checks, 2/17/1975
- Frazier Sinclair to Courier Service users, re: bags and locks, 2/19/1975
- Buddy Gazaleh to George Dugger, re: emptying of garbage containers, 2/24/1975
- Frank Folmer to Odis Powell, re: Medicare "B" cycle time, 2/26/1975
- David Foster to Distribution A-J, re: new Pensacola branch office location, 3/3/1975
- Frazier Sinclair to Jim Williams, re: Medicare "B" checks, 3/5/1975
- Frazier Sinclair to Supervisors, re: schooling and seminars, 3/6/1975
- Frazier Sinclair to Jim Williams, re: mail operations' goals and plan of action for FY76 progress report 3/11/1975
- Buddy Gazaleh to Frazier Sinclair, re: salary adjustment for Earl Johnson, 3/20/1975
- Buddy Gazaleh to Frazier Sinclair, re: return to regular work hours, 3/25/1975
- Buddy Gazaleh to Frazier Sinclair, re: error list, 3/25/1975
- Frazier Sinclair to Jim Williams, re: three additional employees budgeted for in cost center 902, 4/1/1975
- Frazier Sinclair to Jack Masters, re: special mailing, 4/3/1975
- Buddy Gazaleh to Frazier Sinclair, re: tighter security in mail operations, 4/4/1975
- Buddy Gazaleh to Frazier Sinclair, re: salary increases, 4/7/1975
- Frazier Sinclair to Jim Williams, re: internal audit report on forged checks 4/1/1975, 4/15/1975
- Buddy Gazaleh to Frazier Sinclair, re: Solomon Harris overpaid, 4/22/1975
- Tina Henault to Buddy Gazaleh, re: outgoing mail, 5/1/1975
- N. E. Oplinger to Distribution, re: claim forms, 5/28/1975
- Frazier Sinclair to Jim Williams, re: postage machine operator, 6/4/1975
- Frazier Sinclair to Jim Williams, re: inserting machine operators "E", 6/4/1975
- W. T. Gibson to Frazier Sinclair, re: committee evaluation, 6/9/1975
- Ebe Burk to Frazier Sinclair, re: major medical direct mailout, 6/10/1975
- Patricia McCall to Jim Williams, re: speakers' club, 6/10/1975
- David Foster to Ebe Burke, re: new Orlando branch office location, 6/16/1975
- Frazier Sinclair to Cecil Rivers, re: Blue Shield checks and blue copies, 6/17/1975
- Jess Grover to Distribution A-G, re: dress code violations, 6/17/1975

- Dwight Wilson to Frazier Sinclair, re: request for volume analysis of outgoing mail, 6/25/1975
- Larry Reynolds to Jerry Landgraf, re: Blue Shield claims mailing combinations, 6/25/1975
- W. J. Hussian to Distribution A-G, re: corrections to the employees' profiles, 7/10/1975
- Frazier Sinclair to Ron Tipton, re: authorized signatures for requisitioning supplies and capital equipment, 7/14/1975
- Frazier Sinclair to Mail Operations employees, re: time off, 7/22/1975
- Frazier Sinclair to Jeff Stall, re: courier mail service, 7/23/1975
- Skip Buerger to Mary Bondurant, re: payroll checks mailed to regional offices, 7/30/1975
- Mary Bondurant to A-H, re: payroll procedures, 8/1/1975
- Frazier Sinclair to Ron Tipton, re: variances in FY75 budget cost center 917, 8/12/1975
- Buddy Gazaleh to Russ Anderson, re: summer employee, 8/25/1975
- Frazier Sinclair to Jim Williams, re: additional postage savings due to rate increase delay, 9/8/1975
- Jose Barros, Jr., re: missing express mail from San Juan office, 9/9/1975
- Frazier Sinclair to Jim Williams, re: variances in budget of cost center 902, 10/7/1975
- Mary Bryant to Frazier Sinclair, re: automated additional development, 10/28/1975
- David Foster to Buddy Gazaleh, re: new Merritt Island office address, 10/29/1975
- Frazier Sinclair to Jim Williams, re: management summary for mail operations FY77, 11/7/1975
- Frazier Sinclair to Jim Williams, re: postage mail operator, 11/18/1975
- Frazier Sinclair to Jim Williams, re: courier service to Lakeland, 11/25/1975
- Buddy Gazaleh to Frazier Sinclair, re: Earl Johnson's annual salary increase, 12/1/1975
- James F. Sinclair to Jim Williams, re: replacement of equipment, 12/3/1975

Folder 163: Interoffice Memos 1976

- Frazier Sinclair to Dave Hazlehurst, re: mail problems, 1/6/1976
- Frazier Sinclair to Jim Williams, re: article to be printed in Jacksonville Journal Friday 1/9/1976, 1/8/1976
- Frazier Sinclair, re: mailing procedure, 1/21/1976
- Frazier Sinclair to Derald Smart, re: energy conservation, 1/21/1976
- Frazier Sinclair to Jose Barros, re: check control audit tracer, 1/30/1976
- Frazier Sinclair to Bill Opper, re: mailing procedures, 2/20/1976
- Kathi Jasch to Various, re: equal employment opportunity compliance review, 2/26/1976
- David Foster to Dave Hazlehurst, re: courier service to field office, 2/26/1976
- David Foster to Dave Hazlehurst, re: delivery of field payroll checks, 3/5/1976
- Frank Krist to Dave Foster, re: payroll checks and mail, 3/11/1976
- Packet of five memos and cost center reports, 3/22/1976:
 - Frazier Sinclair to Jim Williams, re: variance report 902 period ending 2/2/9/76- reflects \$95,178 or 8%

- Frazier Sinclair to Jim Williams, re: variance report 917 period ending 2/29/76-reflects \$12,762 or 10%
- Frazier Sinclair to Jim Williams, re: variance report 918 period ending 2/29/76-reflects \$1,422 or 1%
- Frazier Sinclair to Jim Williams, re: variance report 934 period ending 2/29/76-reflects \$4,031 or 100%
- Frazier Sinclair to Jim Williams, re: variance report 919 period ending 2/29/76-reflects \$4,942 or 100%
- Alfred Dachenhausen to Skip Buerger, re: mailing of checks, 3/25/1976
- David Foster to Buddy Gazaleh, re: new Tampa branch and regional office address, 4/15/1976
- Frazier Sinclair to Jim Williams, re: planning process for FY77, 4/19/1976
- Dave Hazlehurst to Joe McGurrin, re: Daytona Beach mail problems, 4/19/1976
- J. W. Herbert to A-G, re: financial status; management meetings, 5/10/1976
- Frazier Sinclair to Jack Bailey, re: postage on inter-office mail, 5/18/1976
- Mary Johnson to Distribution, re: Medicare "B" unassigned add pay checks, 5/18/1976
- J. W. Herbert to A-G, re: management meeting, 5/18/1976
- Frazier Sinclair to Jim Williams, re: priority areas for savings on zip code sequenced mail, 6/9/1976
- Jim Williams to Purchasing and Office Services personnel, re: supervisor changes, 6/15/1976
- Frazier Sinclair to Jim Williams, re: direct pay bills 6/17/1976

Folder 164: Interoffice Memos 1981

- William E. Flaherty to All Employees, re: organizational changes, 12/16/1981

Folder 165: Interoffice Memos 1982

- Al Celio to All Management, re: Howard Solomon, acting director, legal affairs, 4/30/1982
- Bill Dodd to All Management, re: operations planning personnel changes, 5/11/1982
- J. D. Lewis, Jr., to Distribution A-L, re: Vice President – private business operations 5/25/1982
- W. E. Flaherty to All Management Employees, re: reorganization 7/29/1982
- N. E. Oplinger to Distribution A-G, re: staff addition, 10/12/1982
- W. E. Flaherty to All Management Employees, re: organization change, 10/25/1982
- R. H. Endriss to Distribution A-C, re: corporate planning department management realignment, 10/28/1982
- W. E. Flaherty to All Employees, re: organization alignment and management appointments, 11/18/1982

Folder 166: Interoffice Memos 1983

- David Edson to All Directors and Managers, re: corporate recruiter assignments, 2/25/1983

- W. E. Flaherty to All Employees, re: management appointment – vice president – Medicare Part A, 3/1/1983
- Albert Celio to All Management, re: legal affairs department, 4/4/1983
- W. E. Flaherty to All Employees, re: management appointment – senior vice president – private business operations 4/5/1983
- W. E. Flaherty to All Employees, re: organization realignment and management appointments, 4/8/1983
- W. E. Flaherty to All Employees, re: management appointments – administration group, 4/13/1983
- Charles R. Richards to All Employees, re: management appointment – health industry services group, 4/15/1983
- N. E. Oplinger to All Employees, re: management appointments – Medicare Part B division, 4/19/1983
- Robert F. Pralle to All Employees, re: organizational changes, 4/21/1983
- Mike Cascone to All Employees, re: realignment of marketing organization, 4/21/1983
- Antonio Favino to All Employees, re: management appointment – Medicare Part A division, 4/27/1983
- Richard C. Dever, MD to All Employees, re: management appointment – medical division, 5/2/1983
- Antonio Favino to All Employees, re: management appointment – Medicare Part A Division, 5/5/1983
- Jame C. Hulsey to All Employees, re: management assignments, 5/6/1983
- R. H. Endriss to All Employees, re: organization realignment and management appointments – human resources division, 5/11/1983
- Harvey Matoren to Distribution A-C, re: management appointment, 6/3/1983
- W. E. Flaherty to All Employees, re: management appointment, 6/6/1983
- John M. Peterson to Distribution A-C, re: management appointment, 6/6/1983
- R. H. Endriss to All Employees, re: management appointment, 6/8/1983
- Henry Douglas to Distribution A-E, re: management appointment, 6/14/1983
- Larry L. Payne to All Employees, re: staff announcement, 6/16/1983
- William H. Dodd to William M. Arehart, re: management appointment, 6/21/1983
- W. E. Flaherty to All Employees, re: staffing – president’s office, 6/30/1983
- W. E. Flaherty to All Employees, re: organization realignment – finance division, 7/14/1983
- Fabian Fuentes to All Management, re: management appointment to the advanced business systems planning area, 7/15/1983
- Jim Galasso to All Employees, re: management appointment, 7/18/1983
- Bill Johns to William Arehart, re: management appointment, 8/3/1983
- Andy DePirro to All Employees, re: management appointment, 8/8/1983
- Fabian Fuentes to William Arehart, re: management appointment, 8/16/1983
- R. L. Cunningham to William Arehart, re: appointment, 8/18/1983
- John Peterson to William Arehart, re: management appointment, 8/18/1983

- Chuck McMillan to All Employees, re: management appointment, 9/1/1983
- Joe Butler to William Arehart, re: management appointments 9/7/1983
- Suman Makker to William Arehart, re: management appointment – Medicare A Division, 9/8/1983
- R. H. Endriss to All Employees, re: organizational realignment – administration group, 9/9/1983
- Robert S. Sebok to William Arehart, re: management appointment, 9/14/1983
- Bob Fetzer to All Employees, re: FCIA staffing change, 9/28/1983
- Doug Schauer to William Arehart, re: management appointment national accounts, 10/3/1983
- T. Wayne Proctor to All Employees, re: staff announcement, 10/4/1983
- Carl J. Demery to All Employees, re: management appointment, 10/10/1983
- Dave Dingfield to All Employees, re: management promotion, 10/13/1983
- W. E. Flaherty to All Employees, re: organization realignment and management appointments, 10/14/1983
- George E. Cassady to All Employees, re: management appointment, 10/19/1983
- Robert Pralle to All Employees, re: management appointment, 10/25/1983
- Fabian Fuentes to All Employees, re: staff announcement, 10/31/1983
- Bill Dodd to All Employees, re: management appointment, 11/1/1983
- E. N. Brodsky to William Arehart, re: management appointment, 11/4/1983
- John S. Slye to William Arehart, re: appointment of Harvey Pies, special counsel for H.I.S., 11/21/1983
- Howard Solomon to William Arehart, re: appointment of James Stevens, associate house counsel, 11/22/1983
- Marilyn L. Hontz to William Arehart, re: compensation and benefits department promotions, 11/28/1983
- Pam McCalman to William Arehart, re: new appointments, 12/1/1983
- John M. Peterson to Distribution A-C, re: appointment of Wayne Stephens to HMO project director, 12/16/1983
- R. C. Dever, MD to Distribution A-G, re: medical division changes, 12/28/1983

Box 16: Interoffice Memos, 1984-1993

Folder 167: Interoffice Memos 1984

- Michael Jenkin, MD to All Employees, re: organization realignment and management appointment, 1/4/1984
- George A. Brown to All Employees, re: management announcement, 1/17/1984
- Greg Carter to All Employees, re: appointment of sales trainer, 1/20/1984
- V. Paul Mitalas, re: new staff PPO development department, 1/25/1984
- William H. Dodd to Distribution A-D, re: management announcement, 1/30/1984
- William G. Peaks to William Arehart, re: appointment of Pamela L. Kirk, 2/3/1984
- Harvey J. Matoren to William Arehart, re: organizational appointments, 2/6/1984
- Charles R. Richards to All Employees, re: organizational appointments, 2/15/1984

- Charles R. Richards to All Employees, re: organizational realignment, 2/27/1984
- R. H. Endriss to William Arehart, re: management appointment, 3/5/1984
- Larry Payne to William Arehart, re: appointments – professional and provider relations, 3/15/1984
- Odis Powell to William Arehart, re: management appointment – facilities and office services, 3/23/1984
- J. W. Bolin to All Employees, re: organization announcement, 3/29/1984
- W. E. Flaherty to All Employees, re: management announcement, 3/30/1984
- W. E. Flaherty to All Employees, re: management announcement, 4/2/1984
- Carl J. Demery to All Employees, re: management announcement, 4/11/1984
- Barbara G. Benevento to All Employees, re: management announcements, 4/20/1984
- R. Tom Roberts to All Employees, re: management announcement, 5/2/1984
- Mark Stelmacher to Distribution, re: management appointment, 5/4/1984
- Fabian Fuentes to All Employees, re: management appointment, 6/6/1984
- W. E. Flaherty to All Employees, re: management announcement, 6/21/1984
- Mark Stelmacher to Distribution, re: management appointment, 6/25/1984
- Robert Pralle to All Employees, re: local group sales division promotions and changes, 6/26/1984
- George Cassady to All Employees, re: human resources division – personnel appointments, 7/11/1984
- W. E. Flaherty to All Employees, re: board restructure, 7/12/1984
- Odis Powell to All Employees, re: management appointment 7/17/1984
- N. E. Oplinger to Clifford Frank, re: organizational changes, 7/30/1984
- T. L. Johnson to All Employees, re: promotional announcement, 7/30/1984
- Ray Massicotte to All Employees, re: national accounts management appointments, 7/30/1984
- Hank Barnett to All Employees, re: management appointment, 8/2/1984
- Robert Pralle to All Employees, re: management appointment, 8/7/1984
- Barbara Hunter to All Employees, re: organizational realignment and new management appointments, 8/9/1984
- James P. Galasso to All Employees, re: management appointment – director of treasury operations, 8/9/1984
- Mark Stelmacher to Distribution, re: management appointment, 9/6/1984
- J. W. Bolin to All Employees, re: organization announcement, 9/10/1984
- Spero Saxon to All Employees, re: management appointment, 9/11/1984
- Donald R. Stewart to All Employees, re: organizational realignment and new management appointments, 9/17/1984
- Patricia A. Williams to All Employees, re: organization announcement, 9/20/1984
- George A. Brown to All Employees, re: management announcement, 9/25/1984
- John E. Slattery to William Arehart, Jr., re: management appointment, 10/1/1984
- Sam Glenn to Clifford Frank, re: organizational realignment – new management positions, 10/4/1984

- Robert Pralle to All Employees, re: major account manager, 10/8/1984
- Jeff Hinson to Clifford Frank, re: management appointment, 10/8/1984
- Ted Hedrick to All Employees, re: management appointment – private business claims, 10/17/1984
- Judy Discenza to All Employees, re: organizational appointment, 10/19/1984
- W. E. Flaherty to All Employees, re: organizational appointment, 10/24/1984
- Bill Johns to William Arehart, re: management appointments, 10/29/1984
- T. L. Johnson to All Employees, re: Tampa district manager, 11/12/1984
- James P. Galasso to All Employees, re: management appointment – director of treasury operations, 8/9/1984
- Mark Stelmacher to Distribution, re: management appointment, 9/6/1984
- J. W. Bolin to All Employees, re: organization announcement, 9/10/1984
- Spero Saxon to All Employees, re: management appointment, 9/11/1984
- Donald R. Stewart to All Employees, re: organizational realignment and new management appointments, 9/17/1984
- Patricia A. Williams to All Employees, re: organization announcement, 9/20/1984
- George A. Brown to All Employees, re: management announcement, 9/25/1984
- John E. Slattery to William Arehart, Jr., re: management appointment, 10/1/1984
- Sam Glenn to Clifford Frank, re: organizational realignment – new management positions, 10/4/1984
- Robert Pralle to All Employees, re: major account manager, 10/8/1984
- Jeff Hinson to Clifford Frank, re: management appointment, 10/8/1984
- Ted Hedrick to All Employees, re: management appointment – private business claims, 10/17/1984
- Judy Discenza to All Employees, re: management appointment, 10/19/1984
- W. E. Flaherty to All Employees, re: organizational appointment, 10/24/1984
- Bill Johns to William Arehart, re: management appointments, 10/29/1984
- T. L. Johnson to All Employees, re: Tampa district manager, 11/12/1984
- W. E. Flaherty to All Employees, re: organizational announcement, 11/19/1984

Folder 168: Interoffice Memos 1985

- Mike Cascone to All Employees, re: organizational changes, 1/2/1985
- Ray Massicotte to All Personnel, re: employee promotion, 1/8/1985
- Jim Galasso to Clifford Frank, re: finance and actuarial group organizational realignment, 1/16/1985
- John D. Wachtel to All Employees, re: employee promotion, 1/17/1985
- Larry L. Payne to Distribution, re: management appointment, 2/5/1985
- Ted Hedrick to William Arehart, re: organization announcement, 2/22/1985
- W. E. Flaherty to All Employees, re: organization changes, 3/14/1985
- Hank Barrett to All Employees, re: management appointment, 3/18/1985
- Jim Hart to William Arehart, re: personnel appointment – director of legal affairs, 3/20/1985

- W. E. Flaherty to All Employees, re: organization announcement, 4/25/1985
- Barbara G. Benevento to William Arehart, re: management announcement, 5/1/1985
- Jack Evans to William Arehart, re: management appointment, 5/2/1985
- James W. Hart, Jr., to All Employees, re: interim public affairs group organization, 5/3/1985
- Bob Cooper to William Arehart, re: professional relations representative 5/6/1985
- William J. Eckert to All Employees, re: national accounts appointments, 5/17/1985
- Barbara G. Benevento to All Employees, re: professional relations representative, 5/20/1985
- W. E. Flaherty to All Employees, re: organization announcement, 5/21/1985
- Joan A. Baagoe to All Employees, re: operations and administrative service analysis, 5/24/1985
- Pamela Kirk to William Arehart, re: management appointment, 6/3/1985
- Jeanne Carnall to All Employees, re: personnel appointments – HMO development department, 6/3/1985
- David Lipp to Bill Arehart, re: management appointment, 6/6/1985
- Bob Fetzer to Distribution, re: office relocation, Florida Combined Insurance Agency, 6/7/1985
- John C. Thomas to Bill Arehart, re: provider relations representative Fort Lauderdale office, 6/10/1985
- W. E. Flaherty to All Employees, re: organization structure and effectiveness, 6/10/1985
- Health Options of Tampa, James P. Maher to William Arehart, re: Paula R. Sili, sales manager, 6/17/1985
- W. E. Flaherty to All Employees, re: organization structure and effectiveness, 6/20/1985
- George A. Brown to All Employees, re: management appointment, 6/20/1985
- Jim Hopper to William Arehart, re: management appointment, 6/24/1985
- Odis L. Powell to Bill Arehart, re: management appointment, 7/2/1985
- Fabian Fuentes to All Employees, re: product management division appointment, 7/3/1985
- Larry L. Payne to Distribution, re: organization announcement, 7/3/1985
- W. E. Flaherty to Bill Arehart, re: improved coordination and increased delegation of operating management responsibilities, 7/3/1985
- Antonio Favino to All Employees, re: management appointment, 7/12/1985
- Ping-Sham Pun to Bill Arehart, re: organizational changes – medical underwriting, 7/18/1985
- Steve Davis to Bill Arehart, re: Medicare B organization announcement, 7/19/1985
- William H. Dodd to William Arehart, Jr., re: management appointment, 7/19/1985
- Bill Arehart to Antonio Favino, re: organizational announcement, 7/26/1985
- Richard E. Warner to Bill Arehart, re: management appointment, 8/2/1985
- W. E. Flaherty to All Employees, re: organization announcement, 8/7/1985
- Martha Aderhold to Bill Arehart, re: supervisory appointment – Theo Crews, 8/12/1985

- Martha Aderhold to Bill Arehart, re: supervisory appointment – Vikki Egerman, 8/12/1985
- Karl V. Smith to Bill Arehart, re: promotional announcement, 8/16/1985
- Jeff Hinson to Bill Arehart, re: organizational changes, 8/16/1985
- Andy DePirro to All Employees, re: management appointment, 8/19/1985
- Antonio Favino to All Employees, re: management announcement, 8/23/1985
- Martha Aderhold, re: supervisory appointment, 8/26/1985
- Alton Fisher to Bill Arehart, re: management appointment, 8/30/1985
- Jan-Jan Lam to Bill Arehart, re: supervisory appointment, 9/2/1985
- Marion E. Tischler to Bill Arehart, re: staff appointment, 9/3/1985
- Reginald Harmon to Bill Arehart, re: promotional announcement, 9/4/1985
- Fabian Fuentes to All Employees, re: management appointment, 9/9/1985
- Anthony Rizzi to Bill Arehart, re: promotional announcement, 9/9/1985
- Antonio Favino to All Employees, re: management appointment, 9/11/1985
- W. E. Flaherty to All Employees, re: interim organization announcement – health industry services, 9/25/1985
- Steven C. Davis and Richard C. Dever, MD to Bill Arehart, re: organizational announcement, 9/26/1985
- Bob Reynolds to Bill Arehart, re: sales consultant II appointment, 10/4/1985
- T. L. Johnson to All Employees, re: Tampa district manager, 10/14/1985
- Cathy Rushing to Bill Arehart, re: ADS division as a subsidiary, 10/14/1985
- John Slattery to Bill Arehart, re: promotional appointment – manager of cost accounting, 10/16/1985
- Charles R. Scott to All Employees, re: organizational changes – health industry services, 10/17/1985
- Alton Fisher to Bill Arehart, re: moving to corporate plaza of Deerwood, 10/22/1985
- Charlie Council to Bill Arehart, re; promotional announcements, 10/28/1985
- Charles R. Scott to All Employees, re: organizational announcement – health industry services, 10/28/1985
- Priscilla Davis to Bill Arehart, re: management appointment, 11/5/1985
- Tony Hubbard to All Employees, re: organizational announcements, 11/11/1985
- Larry L. Payne to Bill Arehart, re: management appointment, 11/22/1985
- Jack Conway to All Employees, re: personnel announcements, 12/4/1985
- W. E. Flaherty to All Employees, re: management appointment, 12/5/1985
- Harvery Matoren to All Employees, re: organization announcement, 12/5/1985
- Larry L. Payne to All Employees, re: management appointments, 12/10/1985
- Al Washington to All Employees, re: management appointment, 12/11/1985
- Bob McCaffrey to All Employees, re: organizational announcement – marketing, 12/17/1985
- W. E. Flaherty to All Employees, re: organizational announcement, 12/17/1985
- Laura Raintree to All Employees, re: supervisor appointment, 12/17/1985
- W. E. Flaherty to All Employees, re: management appointment, 12/18/1985

- Charles R. Scott to All Employees, re: organizational change – George Lewis, 12/20/1985
- Benjamin A. Johnson to All Employees, re: management appointment, 12/23/1985
- Laura Rountree to All Employees, re: supervisor appointment, 12/31/1985

Folder 169: Interoffice Memos 1986

- Bill Johns to Bill Arehart, re: organizational announcements, 1/7/1986
- James W. Hart, Jr., to All Employees, re: public affairs reorganization, 1/19/1986
- Tom Keane to Bill Arehart, re: management appointment, 1/10/1986
- John S. Slye to Bill Arehart, re: announcement of transfer of Howard Solomon's responsibilities, 1/14/1986
- Carl A. Corsuti to Bill Arehart, re: organizational announcement, 1/14/1986
- Fran Knight to Bill Arehart, re: supervisory appointment, 1/15/1986
- Patricia Rubel to Bill Arehart, re: mandatory second surgical opinion program, 1/16/1986
- Robert W. McCaffrey to All Employees, re: management announcement, 1/20/1986
- Pamela L. Kirk to Bill Arehart, re: organizational announcement, 1/20/1986
- Harvery Matoren to Bill Arehart, re: interim appointment at Health Options of South Florida, 1/21/1986
- Dennis Smith to Bill Arehart, re: supervisor of national accounts receivable, 1/23/1986
- Antonio F. Melchiorre to Bill Arehart, re: organizational announcement – compensation, 1/24/1986
- Martha Aderhold to Bill Arehart, re: supervisory appointment, 1/27/1986
- Charles R. Scott, All Employees, re: organizational change, 1/30/1986
- Ted Christianson to Bill Arehart, re: management appointment, 1/30/1986
- Tom Richarme to Bill Arehart, re: promotional announcement – Jimmy Kelly, 1/31/1986
- Ronald W. Marley to All Employees, re: management appointment, 2/4/1986
- Dennis Smith to Bill Arehart, re: position announcement – finance 2/6/1986
- Karen Huber to Distribution, re: organization announcement, 2/10/1986
- Harvey J. Matoren to Distribution, re: management appointment, 2/10/1986
- Antonio Favino to Bill Arehart, re; organizational change, 2/11/1986
- W. E. Flaherty to All Employees, re: management announcement, 2/13/1986
- Donna Schwendimann to Bill Arehart, re: management appointment, 2/14/1986
- John M. Peterson to Bill Arehart, re: management appointment – Health Options of South Florida, 2/17/1986
- Joyce Bowman to Bill Arehart, re: promotional announcements, 2/21/1986
- James W. Hart to Bill Arehart, re: announcement of transfer of responsibilities – Susan Humes, 2/21/1986
- W. H. Dodd to Bill Arehart, re: manager of safety and security, 2/27/1986
- Ted M. Christianson to Bill Arehart, re: organizational announcement – Bob Mahoney, 2/28/1986
- Marty R. Stango to Bill Arehart, re: management appointment – Health Options, Inc., 3/3/1986

- Norm Cospers to Bill Arehart, re: marketing director appointment – Health Options, Tampa, 3/4/1986
- Rachel Johns to Annetta Stange, re: promotional announcement, 3/5/1986
- William Dodd to Bill Arehart, re: management announcement, 3/11/1986
- W. E. Flaherty to All Employees, re: organizational announcement, 3/11/1986
- Bob McCaffrey to Bill Arehart, re: management announcement, 3/21/1986
- Mike Butler to Bill Arehart, re: organizational changes, 3/24/1986
- Joe Hayes to All Employees, re: management appointment, 3/25/1986
- Charles R. Scott to All Employees, re: organizational announcement, 4/4/1986
- Mike Jones to Bill Arehart, re: management announcement, 4/23/1986
- James W. Hart, Jr., to Tony A. Hubbard, re: 1985 annual report, 4/24/1986
- Ronald W. Marley to All Employees, re: organizational announcement, 4/30/1986
- Christine Whitney to Bill Arehart, re: announcement – two attorneys join legal affairs staff, 5/1/1986
- W. E. Flaherty to All Employees, re: organizational announcement, 5/16/1986
- John Nunn to All Employees, re: promotion: Jack Masters, 5/20/1986
- W. E. Flaherty to All Employees, re: management appointments – health industry services, 5/28/1986
- W. E. Flaherty to All Employees, re: organizational announcements, 5/30/1986
- James W. Hart, Jr., to All Employees, re: announcement of additional position – Harvey E. Pies, 6/2/1986
- W. E. Flaherty to All Employees, re: management/organization announcement, 6/3/1986
- Larry L. Payne to All Employees, re: management appointment, 6/4/1986
- W. E. Flaherty to All Employees, re: management announcement, 6/16/1986
- W. E. Flaherty to All Employees, re: organization effectiveness, 6/19/1986
- Al Sloan to Karen Huber, re: management appointments, 7/10/1986
- Carl G. Homer to Karen Huber, re: reorganization of professional reimbursement department, 7/10/1986
- Greg Carter to Karen Huber, re: sales appointment, 7/14/1986
- Larry L. Payne to All Employees, re: management appointment, 7/14/1986
- Harvey Matoren to Karen Huber, re: organizational announcement, 7/16/1986
- Dave Dingfield to Karen Huber, re: management appointments, 7/16/1986
- Robert W. McCaffrey to All Employees, re: new organizational structure – direct marketing, 7/21/1986
- Priscilla Davis to All Employees, re: management appointment, 7/21/1986
- Charles Richards to All Employees, re: finance division – organization, 7/29/1986
- Robert Pralle to All Employees, re: T. L. Johnson, 7/31/1986
- W. E. Flaherty to All Employees, re: organization structure and effectiveness, 8/1/1986
- Carl A. Corsuti to Karen Huber, re: organizational announcement, 8/4/1986
- Linda Macina to Karen Huber, re: management appointment, 8/6/1986
- C. R. Scott to All Employees, re: organizational announcement, 8/7/1986

- W. H. Dodd to All Employees, re: management promotion, 8/11/1986
- Reginald Harmon to Distribution, re: microfilm/simplex supervisor, 8/12/1986
- Bill Freeman to All Employees, re: management promotion, 8/14/1986
- W. E. Flaherty to All Employees, re: organization announcement, 8/14/1986
- B. Sebok Benevento to Karen Huber, re: reorganizational structure, 8/20/1986
- W. E. Flaherty to All Employees, re: management appointment – health industry services, 8/27/1986
- Harry Downs to Karen Huber, re: management appointments, 9/2/1986
- Charles Menzel to Karen Huber, re: management resignation/appointments, 9/3/1986
- George Cassady to Karen Huber, re: management appointment, 9/10/1986
- Bill Freeman to All Employees, re: management promotion, 9/11/1986
- W. E. Flaherty to All Employees, re: organization announcement, 9/12/1986
- Dennis Smith to Karen Huber, re: management appointment – payroll, 9/22/1986
- William H. Reed to Karen Huber, re: organization announcement, 9/26/1986
- Dave Dingfield to IS & O Personnel, re: IS & O organization realignment, 10/2/1986
- Patricia A. Williams to All Employees, re: management appointment, 10/3/1986
- Bill Strong to Karen Huber, re: current organizational chart/supervisory announcement, 10/8/1986
- Catherine Shane to Karen Huber, re: management appointment, 10/9/1986
- Mark Hughes to Karen Huber, re: management appointment, 10/30/1986
- Robert W. McCaffrey to Karen Huber, re: management appointment, 10/31/1986
- Ron Marley to Karen Huber, re: management appointment, 10/31/1986
- Catherine Shane to Karen Huber, re: promotion, 11/21/1986
- Jeff Hinson to Karen Huber, re: management appointment, 11/21/1986
- Fabian Fuentes to All Employees, re: organizational realignment, 12/11/1986
- Richard Warner to Bill Arehart, re; management appointments, 12/18/1986

Folder 170: Interoffice Memos 1987

- Ed O'Neil to Bill Arehart, re: marketing promotion – Todd Torgersen, 1/7/1986
- Ed O'Neil to Bill Arehart, re: marketing promotion – Greg Carter, 1/7/1986
- Ed O'Neil to Bill Arehart, re: marketing promotion – Marty Thorsen, 1/7/1986
- Ed O'Neil to Bill Arehart, re: marketing promotion – Jim Mose, 1/7/1986
- Ed O'Neil to Bill Arehart, re: marketing promotion – Jim Wallace, 1/7/1986
- Ed O'Neil to Bill Arehart, re: marketing promotion – Karen Fields, 1/7/1986
- Mike Butler to Bill Arehart, re: management appointment, 1/20/1986
- Henry C. Douglas to Bill Arehart, re: promotion announcement, 1/21/1986
- Robert Pralle to All Employees, re: public group organization, 1/22/1986
- John M. Peterson to Distribution, re; management appointment – Ann Lee, manager, Health Options sales training, 1/22/1986
- William H. Reed to Bill Arehart, re: Barry E. Noorigan, 1/22/1986
- W. E. Flaherty to All Employees, re: organization structure – finance division
- John Oetjen to Bill Arehart, re: private business medical review unit, 2/11/1986

- W. E. Flaherty to All Employees, re: interim organization announcement, 2/20/1986
- George Cassady to All Employees, re: organizational announcement, 3/13/1986
- Larry L. Payne to Bill Arehart, re: management appointment, 3/16/1986
- Rod Lee to Bill Arehart, re: organizational announcement, 3/16/1986
- W. E. Flaherty to All Employees, re: organizational announcements, 4/13/1986
- W. E. Flaherty to All Employees, re: organizational announcement – officer appointment, 4/28/1986
- Kenneth L. Thurston to Bill Arehart, re: promotion announcement, 5/15/1986
- Ed O’Neil to Bill Arehart, re: organizational announcement, 5/26/1986
- Tony Hubbard to All Employees, re: organizational announcement, 6/8/1986
- W. E. Flaherty to All Employees, re: organizational announcement, 6/15/1986
- Harvey J. Matoren to Bill Arehart, re: promotional announcement, 7/23/1986
- Ken Otis to All Employees, re: organizational announcement, 7/31/1986
- George Cassady to All Employees, re: organizational announcement, 8/10/1986
- Charles R. Scott to All Employees, re: organizational announcement, 8/28/1986
- Charles R. Scott to All Employees, re: organizational announcement – medical affairs division, 10/21/1986
- W. E. Flaherty to All Employees, re: organization changes, 12/22/1986

Folder 171: Interoffice Memos 1988

- W. E. Flaherty to Bill Arehart, re: organization announcement, 1/20/1986
- W. E. Flaherty to All Employees, re: organization realignment, 2/10/1986
- Anthony A. Benevento to Bill Arehart, re: management appointment, 5/5/1986
- Michael Cascone, Jr. to Bill Arehart, re: market segment update, private business operations, 5/9/1986
- Tom Dunn to Bill Arehart, re: organization announcement, 6/24/1986
- W. E. Flaherty to Bill Arehart, re: organizational announcement, 7/20/1986
- Ernie Brodsky to Bill Arehart, re: organizational announcement, 7/20/1986
- Ken Otis to Bill Arehart, re: marketing and metropolitan area organization changes, 8/29/1986
- W. E. Flaherty to All Employees, re: staff assistant to the president, 11/9/1986
- Michael Cascone, Jr. to Bill Arehart, re: officer appointment, 11/16/1986
- William E. Flaherty to Bill Arehart, re: employee informational briefing on corporate financial position, 11/22/1986
- W. E. Flaherty to Bill Arehart, re: organization announcement, 11/28/1986
- Ken Otis to Distribution, re: organization announcement, 12/14/1986

Folder 172: Interoffice Memos 1989

- Ken Otis to Bill Arehart, re: organizational announcement, 1/11/1989
- Ken Otis to Bill Arehart, re: metropolitan management, 1/11/1989
- Kenneth G. Sellers to Bill Arehart, re: appointment of medical services director, 1/13/1989

- W. H. Dodd to All Employees, re: management appointment, 1/27/1989
- Dick Thomas to All Employees, re: organization announcement, 2/3/1989
- Dave Dingfield to IS & O Employees, re: organizational alignment, 2/17/1989
- Bob Malinsky to Distribution, re: organizational announcement, 3/7/1989
- Jerry Potter to Alice Alderman, re: group underwriting organizational realignment, 3/17/1989
- Jerry Potter to William M. Arehart, Jr., re: group underwriting promotions, 3/27/1989
- William E. Flaherty to All Employees, re: organization announcement, 7/14/1989
- W. E. Flaherty to Jean Hull, re: Medicare common working file contract award, 8/4/1989
- Mike Cascone and Bill Dodd to Distribution A-D, re: organizational change, 8/28/1989
- William H. Dodd and Ronald G. Rice to All Employees, re: facilities space planning, 9/27/1989
- W. E. Flaherty to All Employees, re: organization announcement, 9/27/1989
- T. E. Albright to Jean Hull, re: marketing organization structure, 10/20/1989

Folder 173: Interoffice Memos 1990

- W. E. Flaherty to Debra Hall, re: organization change, 1/17/1990
- Tom Stanley to All Employees, re: organizational announcement, 5/15/1990
- Michael Cascone to Corporate Officers, re: interim management assignments, 5/25/1990
- Bruce Davidson to All Employees, re: organization announcement, 6/11/1990
- W. E. Flaherty to All Employees, re: organization announcement, 6/28/1990

Folder 174: Interoffice Memos 1991

- W. E. Flaherty to All Employees, re: organization announcement – government program operations, 4/9/1991
- Patricia A. Williams to All Employees, re: Medicare Part A organizational announcement, 4/18/1991
- Bob Lufrano to All Employees, re: organization announcement, 9/13/1991
- Bruce A. Davidson and Richard L. Thomas to William Arehart, re: organization announcement, 9/25/1991
- W. E. Flaherty to All Employees, re: organization announcement, 10/31/1991
- W. E. Flaherty to William Arehart, re: organization announcement, 11/12/1991

Folder 175: Interoffice Memos 1992

- Hank Barnett to William Arehart, re: organizational changes, 1/16/1992
- Ken Otis to William Arehart, re: organization change, 2/11/1992
- Mike Cascone and Tom Albright to William Arehart, re: organizational announcement, 3/11/1992
- W. E. Flaherty to All Employees, re: organization announcement, 3/24/1992
- W. E. Flaherty to All Employees, re: organization announcement, 4/3/1992

- Mike Cascone to William Peaks, re: private business operations – interim organization, 4/7/1992
- Pete Burchett to William Arehart, re: organizational development, 5/5/1992
- W. E. Flaherty to All Employees, re: organization announcement, 6/1/1992
- Hank Barnett to William Arehart, re: organizational change, 7/10/1992
- Judy Discenza to All Employees, re: organization, 8/6/1992
- W. E. Flaherty to All Employees, re: organization announcement, 10/19/1992
- W. E. Flaherty to All Employees, re: organization announcement – business research division, 10/26/1992
- Harold Barnett to Distribution, re: third quarterly edition of “Blue on Blue,” 10/26/1992

Folder 176: Interoffice Memos 1993

- Marty Filipowski to Distribution, re: press release on BCBSF’s “week of the working parent” activities, 1/15/1993
- Marty Filipowski to Kathy Angus, re: draft release on Urbanek promotion, 1/27/1993
- Marty Filipowski to Distribution, re: draft news release on 1993 changes to the Medicare program, 2/3/1993
- Marty Filipowski to Executive Staff, re: draft press release for NCCJ community leadership breakfast, 2/10/1993
- Patrick McCabe to Distribution, re: BCBSF position statement on placing the state group in community health purchasing alliances, 3/1/1993
- Harold Barnett to William Condon, re: Blue on Blue – second quarter 1993, 6/24/1993
- W. E. Flaherty to All Employees, re: favorable end to Medicare investigation, 8/5/1993

Box 17: Interoffice Memos, 1994-2003

Folder 177: Interoffice Memos 1994

- Patrick McCabe to Distribution, re: “Your Health Today” public service campaign, 3/18/1994
- Harold Barnett to Distribution, re: BCBSF 50th anniversary video, with attachment, 3/18/1994
 - video observation report
- Harold Barnett to Distribution, re: Blue on Blue, first edition 1994, with attachments, 6/3/1994
 - summary of topics – Blue on Blue, 2nd quarter 1994
 - video observation report
- Bryant Harner to Gail Miller, re: Pacificare of Florida/Secure Horizons, with attachments, 6/22/1994
 - ad: No one else in Oklahoma cares more for your good health than secure Horizons
 - outline: comparison of benefits
- Carl Demery to W. E. Flaherty, re: managed care strategy interviews, with attachment, 10/5/1994
 - frame work discussion package

- Thomas E. Albright to Faith A. Burns, re: president's 1994 sales/marketing conference speech, 10/10/1994
- Tom Causer to Executive Staff, re: topics in health care financing – integrated delivery systems, with attachment, 11/2/1994
 - Integrated delivery systems outline
- Harold Barnett to Distribution A-C, re: Blue on Blue, final edition 1994, with attachments, 12/9/1994
 - summary of topics – Blue on Blue, final edition, 1994
 - video observation report

Folder 178: Interoffice Memos 1995

- Harold Barnett to Distribution A-D, re: Blue on Blue special report: the President's address, with attachments, 7/31/1995
 - Blue on Blue user rating survey
 - President's address PowerPoint presentation
 - President's address talking points
 - President's address edited transcript
- Tony Hubbard to Distribution A-D, re: business transformation two-way communications, with attachments, 9/15/1995
 - notes from the interactive session worksheet
 - Blue on Blue user rating survey
 - business transformation presentation
 - business transformation talking points

Folder 179: Interoffice Memos 1996

- Tony Hubbard to Distribution A-D, re: business transformation II two-way communications package, with attachments, 1/25/1996
 - special report – business transformation II – video observation report
 - feedback from meeting leaders Q&A sheet
 - business transformation II slide presentation printout
 - business transformation II slide presentation printout with talking points
- Tony Hubbard to Distribution A-D, re: business transformation III two-way communications package, with attachments, 4/4/1996
 - special report – business transformation III – video observation report
 - feedback from meeting leaders Q&A sheet
 - notes from the interactive session Q&A sheet
 - business transformation III slide presentation
 - business transformation III slide presentation with talking points
- Susan Towler to Nick Stam, re: Florida Trend advertorial story on Miami
- Susan Towler to Distribution, re: Palm Beach Post story on HMO profits and executive compensation, 5/13/1996
- Susan Towler to Catherine Kelly, media staff and articles regarding executive compensation, 5/13/1996

- Susan Towler to Tom Albright and Chris Doerr, re: draft 1996 first quarter financial communication package, 5/13/1996
- Susan Towler to Distribution, re: draft 1996 first quarter financial communication package, 5/14/1996
- Susan Towler to Distribution, re: draft BCBSF/Ethicon endo-surgery news release, 6/17/1996
- Susan Towler to Distribution, re: upcoming Palm Beach Post feature story on BCBSF, with attachments, 7/8/1996
 - talking points
 - Palm Beach Post questions – 7/16/96 interview
- Steve Johnson and Susan Towler to Barbara Benevento, re: draft MERT talking points, 7/8/1996
- Susan Towler to Patrick McCabe, re: MERT draft talking points, 7/8/1996
- Susan Towler to Distribution, re: draft individual HMO news release
- Catherine Kelly to Jan Rogers, re: board advisory regarding Palm Beach Post story, 7/26/1996
- Patrick McCabe to William Flaherty, re: statewide HMO advertorial program, 7/29/1996
- Susan Towler to Distribution, re: Palm Beach Post story on BCBSF, 7/29/1996
- Susan Towler to Distribution, re: draft Hendry County HMO introduction news release, 7/29/1996
- Susan Towler to Distribution, re: draft news release announcing health systems design selection 7/30/1996
- Steve Johnson and Susan Towler to Barbara Benevento, re: draft MERT talking points, with attachment, 7/30/1996
 - MERT talking points
- Susan Towler to Distribution, re: draft news release announcing health systems design selection, with attachment, 8/1/1996:
 - news release – Blue Cross and Blue Shield of Florida chooses health systems design
- Susan Towler to Distribution, re: draft news release on BCBSA away from home care program, with attachment, 8/7/1996:
 - news release – having “The Blues” could help you on vacation
- Susan Towler to Shelly Spivack, re: care data annual health plan member survey, 8/12/1996
- Susan Towler to Distribution, re: draft west coast advertorials, 8/12/1996
- Susan Towler to Michael Cascone, Jr., re: photograph in Florida Times-Union column, 8/13/1996
- Susan Towler to Tom Albright and Chris Doerr, re: draft 1996 second quarter financial communication package, with attachment, 8/14/1996:
- Susan Towler to Distribution, re: draft 1996 second quarter financial communication package, 8/15/1996
- Susan Towler to Chris Doerr and Fred Ryder, re: media training session on Thursday August 22, 8/20/1996

- Susan Towler to Patrick McCabe, re: annual policyholders' meeting preparation, 8/27/1996
- Susan Towler to Jan Rogers and Barbara Riggan, re: draft news releases announcing board re-elections, 8/30/1996
- Susan Towler to Catherine Kelly, re: Metro Date County performance penalties, 9/3/1996
- Susan Towler to Distribution, re: draft annual meeting and board of directors news releases, 9/5/1996
- Harold Barnett to Distribution A-D, re: Blue on Blue: workforce preparation and facilities update, with attachments, 9/16/1996
 - workforce preparation program and Deerwood facilities update video observation report
 - Blue on Blue 9/1996 slide presentation printout
 - Blue on Blue 9/1996 slide presentation printout with talking points
- Harold Barnett to Distribution A-D, re: Blue on Blue: correction to presentation package, with attachment, 9/19/1996
 - Deerwood facilities update slide printout
- Skip Housh to All Employees, re: acquisition of Principal Health Care's membership in the Pensacola area, 12/1996

Folder 180: Interoffice Memos 1997

- Ken Sellers to Distribution, re: development of improvement objectives – integrated marketing strategy, with attachments, 2/26/1997:
 - meeting observation report
 - integrated marketing strategy flip chart notes
- James Barnes to Susan Towler, re: June 1997 monthly report, 3/6/1997
- Susan Towler to Distribution, re: FAHMO/AAHP's "Putting Patients First" news conference, 3/11/1997
- Susan Towler to Distribution, re: draft news releases to announce organizational redesign, 3/27/1997
- Joyce McCall and Susan Towler to Distribution, re: talking points and news release on BCBSF's organizational redesign, with attachments, 4/2/1997:
 - final outline: GBU reporter briefing on organizational redesign 4/3/1997
 - news release – Blue Cross and Blue Shield of Florida announces new appointments and organizational structure
- Susan Towler to Distribution, re: corporate restructuring updates, 4/15/1997
- Susan Towler to Distribution, re: Miami Herald editorial on mutual holding company legislation, 4/29/1997
- Susan Towler to Distribution, re: editorials from Orlando Sentinel and Miami Herald, 5/29/1997
- Susan Towler to Distribution, re: Jacksonville Business Journal article on HMO executive compensation 5/30/1997

- Harold Barnett to Distribution A-D, re: Blue on Blue: 2nd quarter 1997, with attachment, 7/8/1997
 - Blue on Blue June 1997 two-way communication package
- W. E. Flaherty to All Employees, re: organization announcement, 7/16/1997
- Michael Cascone, Jr. to All Employees, re: appointment of Health Options' president and chief operating officer, 7/22/1997
- Michael Cascone Jr. to All Employees, re: organization announcement, 8/4/1997
- Susan Towler to Distribution, re: holding statement for South Florida theft incident, 8/7/1997
- Walter Liptak to Distribution A-C, re: update on dental business 8/18/1997
- Susan Towler to Lamar James, re: suggested names for government programs subsidiary, 8/19/1997
- Susan Towler to Distribution, re: news release announcing Bob Lufrano's HOI appointment 8/27/1997
- Susan Towler to Bob Lufrano, re: Jacksonville Business Journal interview, 9/2/1997
- Bob Lufrano to Distribution A-E, re: organization announcement, 9/3/1997
- Susan Towler to Jan Rogers and Barbara Riggan, re: draft news releases announcing board re-elections, 9/3/1997
- Curtis Lord to Riverside office complex employees, re: September 5 demonstration at ROC on Medicare policies, 9/4/1997
- Carol Cox and Susan Wildes to Steve Davis, re: dedication ceremonies, with attachment, 9/4/1997
 - American Heritage Life and Alltel info table
- Patrick McCabe to Bruce Davidson, re: August 1997 monthly report, 9/5/1997
- Bruce Davidson and Joe Granthum to All Employees, re: internet website launch, 9/11/1997
- Robert Sebok to Distribution A-D, re: update on state group contract, with attachment, 9/15/1997
 - update on State of Florida employees group health self-insurance plan 9/15/1997
- Robert Cunningham to Distribution A-F, re: employee referral program, with attachment, 9/15/1997
 - candidate referral reform
- James Barnes to Distribution, re: House of Representatives healthcare services committee presentation, 9/15/1997
- Susan Towler to Distribution, re: Tallahassee Democrat article on house healthcare services committee meeting, 9/16/1997
- Bob Sebok to Distribution A-E, re: organization announcement, with attachments, 9/22/1997:
 - Centralized sales organizational chart
 - Distribution strategy organizational chart
 - National account sales organizational chart
 - Govt./State/FEP/CHPA organizational chart

- Direct sales division organizational chart
- Bobbie Harris to Amy Calfree, re: management development II program – 7/16-9/19, with attachment, 9/22/1997
- Jay Kapur to All Management, re: organization of strategy services division, 9/24/1997
- Jay Kapur to All Management, re: organization of product management division, with attachment, 9/24/1997
 - Product Management Division organizational chart
- Notice of BCBSF Public Relations/Corporate Communications Team new address and phone numbers, 9/29/1997
- Tom Torgeren to Distribution, re: organizational announcement, 10/1/1997
- James Barnes to Mike Johnson, re: provider communication meeting, with attachment, 10/28/1997:
 - physician communication meeting
- James Barnes to Dan Lestag, re: provider communication meeting, 10/29/1997
- James Barnes to Distribution, re: state group transition meeting, 10/30/1997
- Harold Barnett to Distribution A-D, re: Blue on Blue: 3rd quarter 1997, with attachment, 10/30/1997:
 - Blue on Blue October 1997 two-way communications package
- Michael Cascone, Jr. to All Jacksonville Employees, re: Deerwood Campus complex open house, 11/3/1997
- James Barnes to Distribution, re: state group transition meeting update, 11/3/1997
- Mike Jones to DCC Employees, re: cafeteria service on November 13, 1997, 11/10/1997
- W. E. Flaherty to All Employees, re: organization announcement, 11/10/1997
- T. Parker Crawford to William Flaherty and Ernie Brodsky, re: remarks for Deerwood Campus dedication, 11/11/1997
- Susan Towler to Bruce Bagni and Bruce Davidson, re: U.S. News and World Report inquiry of Medicare lawsuit, 12/12/1997
- Larry Tremonti to Distribution, re: provider messages for state group claim submission, 12/19/1997

Folder 181: Interoffice Memos 1998

- Carl Demery and Margie Pace to Distribution A-E, re: News Edge via the prototype BCBSF corporate intranet, with attachments, 1/26/1998
 - getting acquainted with News Edge
 - start-up questions and answer guide
 - Subscriber registration form
- W. E. Flaherty to All Employees, re: my retirement and appointment of new CEO, 1/28/1998
- Randy M. Kammer to Distribution, re: briefing book for meeting between DOI and BCBSF staff, 2/25/1998
- Larry Reynolds to Distribution A-E, re: announcement of new product launch – Advanced Renal Options, with attachments 3/31/1998:
 - Department of Health & Human Services letter

- Health Options letter
- Advanced Renal Options brochure
- Michael Cascone to All Employees, re: organization announcement, 6/15/1998
- Susan Towler to Distribution, re: Associated Industries of Florida interview, with attachment, 6/24/1998:
 - Associated Industries of Florida interview agenda
 - Florida Business Insight magazine info
- Peter Davis to Distribution, re: postage charge back for outgoing meter mail, 7/7/1998
- Karen Zelenkov to All Management, A-C, re: intranet development and budget planning for 1999
- Susan Towler to Distribution, re: Associated Industries of Florida feature story on BCBSF, with attachment, 8/31/1998:
 - Associated Industries of Florida info sheet
- David Pizzo to Distribution, A-E, re: Joyce McCall and Jeff Warnock join AMC, 9/8/1998
- Michael Cascone, Jr. to All Employees, re: construction of new Jacksonville facilities, 9/15/1998
- Chris Doerr and Walter Liptak to Distribution A-C, re: dental business development status, 11/10/1998

Folder 182: Interoffice Memos 1999

- Nick Stamm to All Management, re: IT organizational change initiative, 2/18/1999
- Joe Grantham to Distribution, A-D, re: BCBSF-Andersen consulting collaboration on VO, 3/22/1999
- Barbara G. Benevento to Marjorie Pace, re: organizational announcement, 4/27/1999
- Bruce A. Davidson to Marjorie Pace, re: appointment of Gary Massard to director, SGBU BT coordination, 6/16/1999
- Jay Kapur and David Pizzo to All Employees, re: new capability – online provider directory (PPO), 9/3/1999
- Mike Jones and Bill Bland to Distribution, re: holiday decorations, 10/6/1999
- Nick Stamm to Marjorie Pace, re: PC redistribution, 10/8/1999

Folder 183: Interoffice Memos 2000

- Michael Cascone, Jr. to All Employees, re: discretionary bonus for employees, 2/9/2000
- Patrick McCabe to Distribution A-C, re: public relations and corporate communications organization changes, 5/17/2000
- Jan Rogers to History Committee members, re: letters to retired board members and retired officers, with attachments, 6/14/2000:
 - Archives project sample letters
 - BCBSF archives questionnaire
- BCBSF History and Archives Work Group to Mike Cascone, re: history and archives project, 7/12/2000:
 - Jan Rogers to Catherine Kelly, re: archives project – personal interviews, 7/10/2000

- Jan Rogers to History Committee members, re: letters to retired board members and retired officers, 6/14/2000
- Archives project sample letters
- Board member address list
- Brenda Baker to Congressional Relations coordinators and State Relations coordinators, re: public policy website launched, 7/24/2000
- Public Relations team to Susan Towler, re: July 2000 monthly report, 8/2/2000
- Anthony A. Benevento to Marjorie Pace, re: organizational announcements, 8/24/2000

Folder 184: Interoffice Memos 2001

- R. Chris Doerr to Distribution, re: Standard and Poor's rating/press release, with attachment, 4/4/2001
- Bruce N. Bagni to All Employees, re: communication about health care issues, with attachment, 11/26/2001:
 - The State of Healthcare brochure
- Pete Burchett to All PBO Employees, re: Private Business Operations organizational announcement, with attachment, 12/11/2001:
 - Private Business Operations organizational chart

Folder 185: Interoffice Memos 2003

- Ed Gallegos to All Management, re: H.R. Operations to reorganization, with attachment, 5/21/2003:
 - H.R. Operations organizational chart

Folder 186: Interoffice Memos, date unknown

- Frazier Sinclair to Jim Williams, re: 1973 projection for mail operation, date unknown
- John M. Peterson to William Arehart, re: personnel appointments – HMO development department, date unknown
- Harry E. Downs to Information Systems, re: information systems organization, with attachments, date unknown:
 - Information Systems organizational chart
 - Information Systems vision statement

Box 18: Other Business Correspondence, 1961-2010, date unknown

Folder 187: Other Business Correspondence 1961

- Mel Snead to J. W. Herbert, re: Hospital Relations Department – Proposed Plans for 1961, 1/5/1961

Folder 188: Other Business Correspondence 1996

- Robert M. Hanson to A. David Mancini, re: changes to correspondence material, 10/13/1966
- A. David Mancini to Robert M. Hanson, re: copies of correspondence manual and course material, 10/18/1966

Folder 189: Other Business Correspondence 1967

- Ernest Gibson to Dan Lewis, re: Medicare Part B correspondence – progress report, 3/3/1967

Folder 190: Other Business Correspondence 1968

- Kenneth Taylor to Carole Utley, re: cost of printing Profile, 10/3/1968
- Carole Utley to Dave Mancini, re: charges from Ambrose for printing Profile, with attachments, 10/9/1968:
 - Ambrose the Printer invoice
 - Note: Dave to Carole, 12/16/1968
 - Note: Dave to Carole, 10/30/1968
 - Written list of quotes on publication costs
 - Note: Dave to Carole, date unknown
 - Note: Carole to Dave, date unknown
 - Letter: Carole Utley to Dave Mancini, re: work anniversaries, date unknown

Folder 191: Other Business Correspondence 1969

- Carole Utley to Dave Mancini, re: cost of Profile issues, 1/8/1969
- Walter J. McNerney to H. A. Schroder, re: issue of Profile, with attachment, 1/10/1969:
 - Note, Dave Mancini to Carole Utley, 1/15/1969

Folder 192: Other Business Correspondence 1972

- A. F. Whittier to Blue Cross of Florida, re: new post office security measures, 5/1/1972
- J. W. Herbert to Buddy Gazaleh, re: training and leadership development, 10/9/1972
- J. M. Williams to W. R. Skelley, re: additional mail room staffing, 11/16/1972
- James Sinclair to Director of Postal Operations, re: authorization to release certified and registered mail, 12/19/1972

Folder 193: Other Business Correspondence 1973

- Frazier Sinclair to Chris Conwell, re: authorization to release mail, 1/5/1973
- Annie Burriss to Buddy Gazaleh, re: mail room tutor, 3/22/1973
- John Bentley to Frazier Sinclair, re: parking cars at the loading dock, 7/12/1973
- Joan Barnes to Frazier Sinclair, re: airline, rental car, and hotel reservations for Miami and Homestead, FL, 8/20/1973
- Robert Zellner, MD, to providers, re: changes to Blue Shield benefits requiring approval by the Florida Medical Association, with attachments, 10/5/1973
 - Previous draft letter
 - Written mailing instructions for letters

Folder 194: Other Business Correspondence 1974

- James F. Sinclair to U.S. Postmaster, re: authorization to release mail, with attachments, 2/19/1974:

- Written memo to James Sinclair, 2/5/1974
- U.S. Postal Service Express Mail Service Agreement
- Hans Stibolt to mail systems division customers, re: sale of their Homestead, FL, division to Docutronix, 11/20/1974
- Buddy Gazaleh to Morris J. Miller, Jr., re: proof of employment, 3/19/1974

Folder 195: Other Business Correspondence 1975

- Donald and Reba Wood to Bonnie Kierce, re: thanks for help with claims payment, with attachment, 1/22/1975
 - Photo, David and Daniel Wood, 12/1974
- Paul O'Connell, Pitney Bowes, to J. C. Campbell, re: recommended changes to BCBS forms, with attachments, 3/4/1975
 - Sample claims form, Blue Shield of Massachusetts
 - Sample claims form, Blue Cross of Massachusetts
- James Sinclair to Brian Herbert, Pitney Bowes, re: BCBS FL mail room record, 4/9/1975
- Jack McAbee to Jerry Landgraf, re: proposed to Blue Shield remittance advice, 4/23/1975
- A. David Mancini to Mrs. John H. Howarth, Jr., re: landscaping at Blue Cross, with attachment, 5/21/1975
 - Photo strip, BCBS Riverside office landscaping
- J. E. Workman, Jr. to James M. Williams, re: postal audit of express mail service, with attachments, 9/26/1975
 - J. E. Workman to James Williams, re: postal audit of express mail service, 9/26/1975
 - J. E. Workman to James Williams, re: postal audit of express mail service, 6/4/1975
 - J. E. Workman to James Williams, re: postal audit of express mail service, 6/4/1975
- J. E. Workman, Jr. to Frazier Sinclair, re: mail processing operation changes, 10/22/1975
- J. E. Workman, Jr. to James Williams, re: postal audit of express mail, 11/7/1975
- James F. Sinclair to E-Systems Inc., re: zip code reading machine inquiry, 11/24/1975

Folder 196: Other Business Correspondence 1976

- Ed Craft to Ron Tipton, Blue Cross of Florida, re: upcoming hearing in Tampa, with attachment, 4/2/1976t:
 - copy of National Airlines ticket
- J. E. Workman to postal customer, re: new bulkrate discount, 6/15/1976
- J. E. Workman, Jr. to James Williams, re: postal audit of express mail service, 6/23/1976

Folder 197: Other Business Correspondence 1980

- Mel Snead to J. W. Stansell, re: retiree club formation, with attachment, 3/20/1980:
 - Mel Snead to All Retirees, Blue Cross of Florida, re: retirees' club

Folder 198: Othe Business Correspondence 1981

- William E. Flaherty to Jackie Kinnamon, re: merit award

Folder 199: Other Business Correspondence 1982

- Wayne Proctor to Distribution, A-H, re: management appointment, Todd O. Torgersen, 2/17/1982
- Tom Purvis to Distribution A-H, re: management appointment, Mary Terbruggen, 2/17/1982
- Karl Smith to Distribution A-H, re: new appointment, Shirley Noles, 2/17/1982
- Mary Bondurant to Distribution A-H, re: new appointment, Sandra Smith, 3/3/1982
- Dave McAlee to Distribution List C, re: new appointment, Judith Dacey, 3/4/1982
- Dale Douberly to Distribution A-H, re: new appointment, Grace Kurchinski, 3/24/1982
- Don Stewart to Distribution A-H, re: management appointment, Patricia Pate, 3/24/1982
- Dudley Mendheim to Distribution A-H, re: management appointment, William M. Simek, 3/24/1982
- William E. Flaherty to Distribution A-H, re: management appointment, Robert H. Endriss, 4/29/1982
- George Cassady to Distribution A-H, re: new appointment, Jeanie Gilreath, 4/30/1982
- George Cassady to Distribution A-H, re: management appointment, Brenda Cain, 4/30/1982
- George Cassady to Distribution A-H, re: new appointment, Al Washington, 4/30/1982
- George Cassady to Distribution A-H, re: management appointment, Al E. Lombana, 4/30/1982
- George Cassady to Distribution A-H, re: management appointment, Diana Furr, 4/30/1982
- Byron Belcher to Distribution A-H, re: new appointment, Greg Carter, 5/10/1982
- Don Lunda to Distribution List, re: management appointment, David Edson, 6/11/1982
- Frank Greaney to Distribution A-H, re: management appointment, James C. Hulsey, 6/17/1982
- Jackie McKenzie to Distribution A-H, re: new appointment, Cathy Gibson, 6/21/1982
- Fabian Fuentes to Distribution A-H, re: management appointment, Donald R. Hawkins, 6/21/1982
- Chuck McMillin to Distribution A-H, re: new appointment, Fred Bieber, 6/21/1982
- Byron Belcher to Distribution A-H, re: new appointment, John Hight, 6/28/1982
- Jim Galasso to Distribution A-H, re: new appointment, Judith A. Discenza, 8/3/1982
- Pete Anderson to Distribution A-H, re: new appointment, Mark E. Blews, 8/3/1982
- Pete Anderson to Distribution A-H, re: new Mickey Moshier, Jr., 8/3/1982
- Diana Furr to Distribution A-H, re: new appointment, Bill Adams, 8/4/1982
- Mike Cascone to Distribution A-H, re: management appointment, Fabian Fuentes, 8/30/1982
- William H. Dodd to All Management, re: appointment – director, manual systems and methods, 12/6/1982

Folder 200: Other Business Correspondence 1983

- Larry L. Payne to All Employees, re: appointment of Wayne Proctor to position of Director of Professional Relations, 4/25/1983
- W. E. Flaherty to All Employees, re: Plan reorganization and restructuring, 4/29/1983
- Bill Howard to Distribution A-H, re: appointment of Jim Wallace to position of Gainesville district manager, 5/10/1983
- Robert Cunningham to All Management, re: management appointment of Jay Kapur, 6/16/1983
- Bill Howard to Distribution A-H, re: appointment of Jack Evans to Tallahassee District Manager, 6/17/1983
- Robert F. Pralle to William Arehart, re: appointment of Thomas Brown to position of Tampa district manager, 6/30/1983
- Bill Howard to Distribution of Directors and Managers, re: appointment of Steve Hyers to position of Sales consultant, 10/14/1983
- Bill Howard to William Arehart, re: appointment Ernie Brodsky to position of Jacksonville District Manager, 10/24/1983

Folder 201: Other Business Correspondence 1985

- John Oetjen to All Employees, re: management appointment of Diane Barnett, 2/2/5/1985
- Duane H. Derr to William Arehart, Jr., re: Medical Director – R. Michael O’Hara, M.D., 6/17/1985

Folder 202: Other Business Correspondence 1987

- W. E. Flaherty to Board of Directors, Blue Cross and Blue Shield of Florida, Inc., re: death of H. A. Schroder, with attachments, 5/21/1987
 - Typed note from Jan Rogers regarding article on death of H. A. Schroder
 - Florida Times union article, “H. A. Schroder dies; ex-Blue Cross president,” 5/22/1987

Folder 203: Other Business Correspondence 1992

- Fabian Fuentes to Distribution, re: Sharon Dobbs’ promotion, 3/9/1992

Folder 204: Other Business Correspondence 1993

- Marty Filipowski to Carol Monaco, re: electronic claims question, 3/29/1993

Folder 205: Other Business Correspondence 1996

- Susan Towler to Jane Parrish, re: confirmed upcoming meeting, 4/3/1996
- Susan Towler to Chuck Hammaker, re: Insurance Fraud Inquiry from Ft. Lauderdale Sun-Sentinel, 4/16/1996
- Susan Towler to Scott Barker, re: Healthy Minutes segments on WJXT, 4/19/1996
- Susan Towler to Manning Pynn, re: meeting thank you, 4/30/1996

- Susan Towler to David Porter, re: meeting thank you, 4/30/1996
- Susan Towler to Pat Hamilton and Dr. Mark Bloom, re: WPLG interview, 5/7/1996
- Susan Towler to Tom Albright and Chris Doerr, re: draft 1996 first quarter financial communication package, 5/9/1996
- Susan Towler to Nick Stamm, re: WPLG interview, 5/19/1996
- Susan Towler to Ms. Debbie Mason, re: BCBSF – Mt. Sinai project, 1996
- Andrea Schafer to Jim Bayard, re: Inside Jacksonville talk show interview 6/7/1996
- Susan Towler to Carl Ayers, re: HMO figures, 6/12/1996
- Mark Stroman to John Erb, re: Metro Dade County employee satisfaction survey – POS plan, 6/14/1996
- Susan Towler to Patrick McCabe, re; MERT draft talking points, with attachment, 7/8/1996:
 - MERT talking points sheet
- Susan Towler to Jim Byard, re: tape of June 30 Inside Jacksonville show, 7/12/1996
- Susan Towler to Patrick McCabe, re: Blue Card news release, 7/17/1996
- William Flaherty to Board of Directors, Blue Cross and Blue Shield of Florida, Inc., re: Palm Beach Post story on BCBSF, 7/26/1996
- Patrick McCabe to Bill Bland, re: vendor access for Robin Shepherd Public Relations, 8/9/1996
- Susan Towler to Patrick McCabe, re: second quarter financial results, 8/12/1996
- Susan Towler to Ken Fairchild, re: media training for BCBSF, 8/19/1996
- Susan Towler to Susan Lundine, re: Central Florida Healthcare forum, 8/26/1996
- Susan Towler to Mike Oliver, re: Central Florida Healthcare forum, 8/26/1996
- Ken Sellers to Distribution, re: Marketing Leadership Team Workshop, 11/11-11/12/1996, with attachments, 11/8/1996
 - Marketing Leadership Team meeting outline
 - Meeting agendas

Folder 206: Other Business Correspondence 1997

- William Flaherty to BCBSF Board of Directors, re: April 19 demonstration in West Palm Beach on Medicare policies, 4/8/1997
- Susan Towler to Jim Thornton, re: “Medicare Has the Answers” television series, 4/11/1997
- Susan Wildes to Catherine Kelly, re: comment for YWCA tribute, 4/22/1997
- Susan Wildes to Bruce Davidson, re: tribute to Catherine Kelly, 4/22/1997
- Susan Wildes to Michael Cascone, Jr., re: tribute to Catherine Kelly, 4/22/1997
- Susan Towler to Laura Jo Brunson, re: point of service/care manager news release, 4/28/1997
- Susan Towler to Karen Dailey, re: BCBSF logos for advertisement, 6/4/1997
- Susan Towler to Ken Fairchild and Pete Oppel, re; spokesperson/presentation training June 11 & 12, 6/5/1997
- Susan Towler to Arthur Saarinen, Jr., re: photographs of BCBSF Board of Directors, 6/11/1997

- Bruce Davidson to Distribution A-C, re: president's address to the First Coast Healthcare Executives group, 6/13/1997
- Susan Towler to J. Michael Lenninger, re: resume for media relations consultant position, 7/30/1997
- Susan Towler to Valerie Brown, re: meeting follow up, 7/30/1997
- Patricia Ainsley to Paula Whipple, re: king companies complaint, 8/1/1997
- Susan Towler to Faith Anne Burns, re: variance report for Cost Center 220, 8/19/1997
- Dave Dingfield to Distribution B & C, re: implementation of internet/intranet technology, 8/19/1997
- Paul Jennings to Distribution A-E, re: appointment of Ken Berkowitz as director of market development, South GBU, with attachment, 9/12/1997:
 - South GBU organizational chart
- Susan Towler to James Kerr, Jr., re: photographs of grandfather's portrait, 9/23/1997
- Susan Wildes to Michael Hightower, re: Deerwood Campus complex dedication, 10/6/1997
- Carol Cox and Susan Wildes to Steve Davis, re: Deerwood Campus complex dedication activities for employees, with attachment, 10/6/1997
- Susan Wildes to James Overton, re: dedication of Deerwood Complex, 10/15/1997
- Susan Wildes to Catherine Kelly, re: request for exception to BCBSF substance abuse policy for the Deerwood Campus complex dedication, 10/28/1997
- James Barnes to Barbara Doran, re: physician communications meeting, 10/30/1997
- James Barnes to Terry McCoy, re: physician communications meeting, 10/30/1997

Folder 207: Other Business Correspondence 1998

- Jack Bradley to Distribution A-C, re: renaming of marketing strategy services division, 3/2/1998
 - BCBSF History fact sheet
- Susan Towler to Dr. Al Wilson, re: article for Florida Journal for orthopedics, with attachment, 3/20/1998
- Business Research Information staff to William Flaherty, re: best wishes on retirement, 6/26/1998
- Danielle Helow to All Employees, re: kids calendar contest, with attachment, 9/9/1998:
 - Contest sign-up form

Folder 208: Other Business Correspondence 1999

- Robert Lufrano to Distribution A-D, re: business transformation initiatives, 3/16/1999
- Michael Cascone to All Employees, re: appointment of Deanna McDonald as VP of financial accounting and control, 3/18/1999

Folder 209: Other Business Correspondence 2000

- Bob Lufrano to All Employees, re: organizational changes to GBU operations, 1/10/2000
- Susan B. Towler to David J. Ginzl, re: thank you for assistance with history project, 7/31/2000

- Susan B. Towler to Richard Martin, re: thank you for assistance with history project, 7/31/2000
- Susan F. Mattox to Ernest N. Brodsky, re: donation and cooperative effort thank you, 10/31/2000
- Jane R. Lanier to Michael Cascone, re: mobile mammography unit donation thank you, 12/8/2000

Folder 210: Other Business Correspondence 2001

- Sandy Paphides to Distribution, re: Health Options, Inc. and Medicare injectable drug replacement program, 4/17/2001
- Bruce Bagni to Board of Directors, re: announcement of Blue Foundation, 8/27/2001
- Michael Cascone, Jr., to Board of Directors, re: December CEO report, 12/31/2001

Folder 211: Other Business Correspondence 2002

- Joyce Kramzer to A-D Distribution, re: provider information project, 6/4/2001
- Bob Lufrano to All Employees, re: appointment of Jane Rollison to position of Sr. VP and CME of Blue Cross and Blue Shield of Florida, 9/10/2001
- Women's Interactive Network steering committee to colleagues, re: WIN survey response thank you, with attachment, 10/2/2001:
 - WIN survey results
- Joyce Krazmer, Ken Sellers, Pete Burchett, Darnell Smith and Robert Foster to Managers, Directors, and Officers, re: centralization and consolidation of provider data management business processes, 11/15/2001

Folder 212: Other Business Correspondence 2003

- Susan Towler and Susan Wildes to Distribution, re: community report from BCBSF and The Blue Foundation, with attachment:
 - Distribution list
- Patrick A. Yack to Michael Cascone, re: archives project

Folder 213: Other Business Correspondence 2004

- John Peyton, mayor, to Susan B. Towler, re: RALLY Jacksonville participation thank you, with attachment:
 - A Smart Start: The Brewer Learning Center packet

Folder 214: Other Business Correspondence 2005

- Mayor Peyton to Susan Towler, re: November book, "We're Going to the Timucuan Preserve!" with attachments:
 - RALLY Jacksonville – November Recommended Reading List
 - Ready to Learn workshops schedule
 - Hometown Threads advertisement flyer
 - We're Going to the Timucuan Preserve! Parent Guide
 - "We're Going to the Timucuan Preserve!" book, by Fran Peacock Coker

Folder 215: Other Business Correspondence 2006

- John Peyton to Susan B. Towler, re: RALLY Jacksonville Community Advisory Board thank you, with attachment:
 - Jacksonville Early Literacy Partnership 2005-2006 report

Folder 216: Other Business Correspondence 2008

- Kerry D. Romesburg to Jared Thomas Skok, re: donation thank you, 5/7/2008

Folder 217: Other Business Correspondence 2009

- Randy Stacey to Michael S. Hutton, re: patient donation, with attachment
 - Copy of money order donation to Blue Foundation

Folder 218: Other Business Correspondence 2010

- Susan B. Towler to Cyrus M. Jollivette, re: info on Gary Yates, 11/9/2010

Folder 219: Other Business Correspondence, date unknown

- Caroline Smith to Hospital Relations Rep., re: claim info request, date unknown
- Mail Room Supervisor to Cost Accounting, re: monthly outgoing mail volume analysis, date unknown
- Wayne Proctor to All Employees, re: new professional relations reps, southern region, date unknown
- Robert Sebok to All Employees, re: BCBSF new PPO products, date unknown
- Women's Interactive Network steering committee to All Employees, re: talking points for presentation of WIN launching video, date unknown
- Susan Towler to Nancy McVicar, re: Medicare coverage policies, date unknown
- Susan Towler to Bill, re: Miami Herald inquiry, date unknown
- Randy Kammer to Albert Johnson, re: BCBSF executive compensation, date unknown

Box 19: Faxes, 1997-2003, date unknown

Invitations, 1969-2013

Emails, 1997-2011

Folder 220: Faxes 1993

- Patrick McCabe/Scott Barker/Marty Filipowski to Charlie Brooks, WCIX-TV Miami, re: Blue Cross and Blue Shield of Florida Statement on the U.S. Senate Hearing on Blue Cross and Blue Shield of the National Capital Area, 1/26/1993
- Marty Filipowski to Lucy Del Valle, re: News Release: Blue Cross and Blue Shield of Florida working to inform public on the Federal Government's changes to Medicare in 1993, 2/5/1993
- Marty Filipowski to Karen Mathis, re: media advisory: Blue Cross and Blue Shield of Florida and the National Conference on Christians and Jews Sponsor Community Leadership Seminar on Conflict Resolution – Friday, February 12, 2/9/1993
- Marty Filipowski to Lila Ross, re: BCBSF/NCCJ Breakfast, 2/11/1993

- Marty Filipowski to Dave/Home Health Line, re: DME contract statement, 2/19/1993
- Marty Filipowski to Dave/Home Health Line, re: DME questions, 2/26/1993
- Scott Barker to Nick Stam, re: final version of the 1993 first quarter financial results, 5/21/1993
- Scott Barker to Dudley Mendheim, re: final version of the 1993 first quarter financial results, 5/21/1993
- Scott Barker to Peter Burchett, re: final version of the 1993 first quarter financial results, 5/21/1993
- Scott Barker to Skip Housh, re: final version of the 1993 first quarter financial results, 5/21/1993
- Scott Barker to Ernie Brodsky, re: final version of the 1993 first quarter financial results, 5/21/1993

Folder 221: Faxes 1996

- Susan Towler to Karen Morris, re: Jacksonville Business Journal HMO/PPO listings, 6/26/1996
- Susan Towler to Lori Lockman, re: Travel feature on Blue Card program, 7/10/1996

Folder 222: Faxes 1997

- Susan Towler to Bob Sebok, re: Employee memo/communications plan for State, 7/17/1997
- Susan Towler to Bill Peaks, re: customer inquiry, 9/24/1997
- Susan Wildes and Carol Cox to Jan Rogers and Ellie Rimar, re: attached attendees list, 11/11/1997

Folder 223: Faxes 1998

- Susan Towler to Ron Word, re: BCBSF to Acquire Principal Health Care of Florida, 10/15/1998
- Chris De Lessio to Susan Towler, re: Broadcast fax results, 10/15/1998
- PR Newswire to Miami Bureau, attn. Susan Towler, re: facsimile transmission report, 10/15/1998
- Lynette Abdullan to Susan Towler, re: need reply by 4:45pm, 10/15/1998

Folder 224: Faxes 2000

- Susan Towler to David Ginzl, re: BCBSF History and Archives draft project proposal, 6/13/2000
- Mike Cascone to Ausley DuBose, et al, re: Bill Roy's passing, 7/3/2000

Folder 225: Faxes 2003

- Esther, HR, to Dr. De Armas, re: employee change notification, 6/27/2003

Folder 226: Faxes, date unknown

- BCBS to Susan Towler, re: Blue Cross and Blue Shield of Florida Signs Agreement to Acquire Principal Health Care of Florida Membership

Folder 227: Invitations 1969

- Blue Cross 25th Birthday Party invitation

Folder 228: Invitations 1984

- Blue Cross Blue Shield Management Recognition Dinner Invitation, 3/6/1984

Folder 229: Invitations 1994

- Celebration to honor William F. Snyder, 7/6/1994

Folder 230: Invitations 2002

- A Special Invitation – JU Alumni Event, 4/9/2002

Folder 231: Invitations 2003

- An Invitation – retirement reception honoring W. Charles Scott, 6/30/2003, with attachment:
 - Reception invite list

Folder 232: Invitations 2013

- Invitation to Sayfie Review Florida Leaders' Summit 2013, 9/12-9/13/2013

Folder 233: Emails 1997

- Susan Wildes to Jan Rogers, re: Board mailing list re DCC dedication, 8/27/1997
- Corporate Messaging Administration to Susan Towler, re: open house, 11/3/1997
- Rebecca Hart to Susan Wildes, re: questions, with attachment, 11/12/1997:
 - Q&A list

Folder 234: Emails 1998

- Susan Towler to Rachelle Norton, re: First Coast Healthcare Executive Group, 3/26/1998
- Parker Crawford to Cathy Gibson, re: BCBSF History, with attachment, 3/27/1998:
 - Outline: historical background of Blue Cross and Blue Shield of Florida
- Susan Towler to Rachelle Norton, re: Florida Medical Association's weekly newsletter, 10/23/1998

Folder 235: Emails 1999

- Laura Jackson to Susan Towler, re: How did your story on the online health insurance market go?, 4/1/1999
- Veronica Fucci to Susan Towler, re: Florida BCBS customer benefits, 4/6/1999
- Chris Schweigart to webmaster@fmaonline.org, re: FMATW April 12, 1999, 4/9/1999
- Susan Towler to Kim Farquharson, re: Misc Q&A, with attachment, 9/22/1999
 - Questions & answers received from Jacksonville University

Folder 236: Emails 2000

- Parker Crawford to Susan Towler, re: capturing BCBSF History Project, 4/11/2000
- Ellie Rimar to Catherine Kelly, Jan Rogers, Parker Crawford, Susan Towler, Gretchen Smith, and April Harrell, re: archives proposal, with attachment, 4/11/2000:
 - Blue Cross Blue Shield of Florida Archives Proposal April 2000
- Jan Rogers to Susan Towler, re: archives project, with attachments, 5/9/2000:
 - Draft project proposal
 - BCBSF central archives questionnaire
- Gretchen Smith to Jan Rogers, re: archives project, with attachment, 5/10/2000:
 - Draft project proposal
- Gretchen Smith to Parker Crawford, re: follow up from 5/17 History Project meeting, 5/22/2000
- Kim Farquharson to Jan Rogers, Catherine Kelly, Margie Pace, April Harrell, Gretchen Smith, Patrick McCabe, Anita Rodgers, and Susan Towler, re: BCBS Florida History, with attachment, 6/5/2000:
 - Archives project proposal
- Gretchen Smith to Patrick McCabe, Parker Crawford and Susan Towler, re: History Proposal, with attachment, 6/5/2000:
- Gretchen Smith to Anita Rodgers, Margie Pace, Patrick McCabe, April Harrell, Parker Crawford, Pam Kecker, Jan Rogers, and Susan Towler, re: History Archive Proposal, with attachment, 6/7/2000:
 - BCBSF History and Archives Draft Project Proposal
- April Harrell to Parker Crawford, Catherine Kelly, Margie Pace, Anita Rodgers, Jan Rogers, Gretchen Smith, and Susan Towler, re: today's meeting, 6/7/2000
- Corporate Messaging Administrator to Margie Pace, re: Health Business Sector reorganization, 6/22/2000
- Corporate Messaging Administrator to Margie Pace, re: organizational redesign footprinting, 7/11/2000
- Corporate Messaging Administrator to Margie Pace, re: clarification of health business sector reorganization, 7/11/2000
- Parker Crawford to Mike Cascone, Catherine Kelly, Susan Towler, Gretchen Smith, Margie Pace, Patrick McCabe, April Harrell, and Jan Rogers, re: update on History Project interviews, 8/1/2000
- Margie Pace to Parker Crawford, Susan Towler, Patrick McCabe, Catherine Kelly, Pam Keck, Gretchen Smith, April Harrell, Jan Rogers, and Anita Rodgers, re: draft one of archives policy, with attachment, 8/2/2000
 - Blue Cross and Blue Shield of Florida Corporate Archives Policy – Draft 1 – August 2, 2000
- Parker Crawford to Mike Cascone and Bruce Bagni, re: update and cost estimate for BCBSF History Project interviews, with attachment:
 - Parker Crawford to Distribution, re: FYI – Estimated Cost for History Project Interviews, 8/14/2000
- Michael Cascone to Karen Zelenkov, re: Blue Community Champions, 8/18/2000

- Parker Crawford to Catherine Kelly, Pam Keck, Gretchen Smith, Margie Pace, Susan Towler, Patrick McCabe, April Harrell, Jan Rogers and Mike Cascone, re; history project update, 9/28/2000
- Susan Towler to William Peaks and Marilou Watson, re: BCBSF History Project, 10/17/2000
- Marilou Watson to Susan Towler, re: BCBSF History Project, 10/17/2000

Folder 237: Emails 2001

- Corporate Messaging Administrator to Margie Pace, re: Quick Connections – Feb. 16 issue, with attachment, 2/16/2001:
 - Quick Connections 2/23/2001 issue
- Corporate Messaging Administrator to Margie Pace, re: Enterprise/Sector organizational announcements, with attachment, 4/18/2001:
 - Enterprise/Sector organization leadership structure list
- Carol Cox to Margie Pace, re: pilot launch of closed circuit TV network at Deerwood Campus, 6/1/2001
- PR & Corporate Communications to Margie Pace, re: Changes within the health business sector, 7/18/2001
- Public Relations and Corporate Communications to Margie Pace, re: HCA Hospital System, 7/19/2001
- Public Relations and Corporate Communications to Margie Pace, re: July 20 Quick Connections now available, with attachment, 7/19/2001:
 - Quick Connections 7/20/2001 issue
- PR & Corporate Communications to Margie Pace, re: addressing rising medical costs, 8/10/2001

Folder 238: Emails 2002

- Parker Chiudioni to Ellie Rimar, re: 2002 Enterprise Plan Summary, 1/15/2002
- Public Relations & Corporate Communications to Margie Pace, re: Enterprise Leadership, 4/16/2002
- Public Relations & Corporate Communications to Margie Pace, re: health business organizational announcement, 5/20/2002
- Public Relations & Corporate Communications to Margie Pace, re: health business sales organizational announcement, 6/11/2002
- Amanda Gaskins to Margie Pace, re: Empower Computer Based Training Available!, 7/16/2002
- Susan Towler to Chris Doerr et al., re: The Blue Foundation News Coverage, 7/17/2002
- Public Relations & Corporate Communications to Margie Pace, re: Health Options to withdraw Medicare & More from 3 counties in 2003, 9/9/2002

Folder 239: Emails 2003

- Libby Casella, re: Enterprise Portal Consumer Community Design 102C, 2/19/2003
- Kathy Nelson to Ellie Yawn, re: WIN spring 2003 sessions. 3/13/2003

- IT Marketing & Communications to Margie Pace, re: IT organizational announcement, 4/4/2003
- Patsy Luense to Libby Casella, Gary Givens, Brian Mickley, Marjorie Pace, George Piscano, Rich Prates, and Jose Sanchez, re: BCBSF earns three 'Best of Blue' national awards, 4/10/2003
- Public Relations & Corporate Communications to Margie Pace, re: public affairs organizational announcement, 4/29/2003
- Alex Enriquez to Margie Pace, re: important: remote access changes, 7/2/2003

Folder 240: Emails 2009

- Susan Towler to Jay Farley et al, re: Homeless man contributes to The Blue Foundation, 7/28/2003

Folder 241: Emails 2010

- Adam Gerstenmier to Susan Towler, re: invitation to speak: The Blue Foundation for a Healthy Florida, 10/4/2010
- Susan Wildes to Susan Towler, re: List of speakers for 10th anniversary, 10/22/2010
- Susan Wildes to Susan Towler, re: Feb. 2011 speaker suggestions, 11/1/2010
- Susan Wildes to Susan Towler, re: invitation letter to Gary Yates, 11/4/2010

Folder 242: Emails 2011

- Barbara Riggan to Jay Farley, re: Gary Yates, 1/27/2011
- Kate Warnock to Theresa Makrush, re: Sapphire Award/Name Change metrics for social media, 4/1/2011

Folder 243: Emails 2013

- Susan Towler to Jay Farley, re: Team Development Meeting, 10/29/2013

Provider Publications and Information

Box 20: Informational Guides and Forms, 1999-2010, date unknown

Newsletters and Updates, 1973-1978

Procedure Manuals, 1969, date unknown

Promotional and Sales Materials, date unknown

Folder 244: Informational Guides and Forms 1999

- Principal Health Care – Important New Contact Information sheet

Folder 245: Informational Guides and Forms 2008

- Identification Card Fast Tracker information sheet

Folder 246: Informational Guides and Forms 2010

- Healthy People 2010 – A Provider Guide: Leading the Way to Health

Folder 247: Informational Guides and Forms, date unknown

- Brochure: How Can Blue Help You? A Physician’s Guide to Online Tools

Folder 248: Newsletters and Updates 1973

- Newsletter: Notes From Blue Shield – News of Importance to Florida Physicians 2/1973

Folder 249: Newsletters and Updates 1974

- Newsletter: Notes From Blue Shield – News of Importance to Florida Physicians 4/1974

Folder 250: Newsletters and Updates 1975

- Newsletter: Medicare Notes 7/1975

Folder 251: Newsletters and Updates 1978

- Newsletter: Institutional Views: Official Voice on Matters of Plan Policies, Procedures, Benefits, Cost Containment 12/1978

Folder 252: Newsletters and Updates 1988

- Florida Healthcare Times, “Blue Cross and Blue Shield of Florida Combined Life Insurance Company,” September/October 1988

Folder 253: Procedure Manuals 1969

- Blue Shield of Florida, Inc. procedure code manual

Folder 254: Procedure Manuals, date unknown

- Blue Shield of Florida, Inc. Manual For Physicians

Folder 255: Promotional and Sales Material, date unknown

- Brochure: These Blue Shield/Blue Cross Representatives Can Be of Real Help to You

Member Publications and Information

Box 21: Health Plan and Coverage Information:

Medicare Supplement Plan Info, 1993 & 1996, date unknown

Individual Coverage Info, 1996, date unknown

General Policy Info, 1952-1999, date unknown

Employer Group Coverage Materials, 1982-1998, date unknown

Directories and Contact Info, 1982-1999, date unknown

Additional Programs and Services, 1987 & 1997

Folder 256: Medicare Supplement Plan Info 1993

- Medicare Advantage mailer – Advantage 65 Select program information and enrollment form, with attached return envelope
- Blue Cross Blue Shield Advantage 65 packet, containing:
 - Letter: Joseph Sabotin, re: Advantage 65 Select Medicare Supplement insurance
 - Brochure: What Medicare Supplement Insurance Plan Gives You More...
 - Personal Enrollment Form for Medicare Supplement Insurance

- Extra Enrollment Form for Medicare Supplement Insurance

Folder 257: Medicare Supplement Plan Info, date unknown

- Brochure: Complementary Coverage II – The Medicare Supplementary Coverage That Takes Up Where Medicare Leaves Off
- Brochure: Do Your Friends a Favor...Help Them Get the Best Value in a Medicare Supplement and Save Money Too
- Brochure: Why Settle for Less?

Folder 258: Individual Coverage Info 1996

- Health Options sample mailer packet, containing:
 - Blue Care HMO template letter and application
 - Health Options premium validation statement
 - Health Options suggested guidelines for health examinations, screenings, and immunizations
 - HMO membership individual application
 - Health Options paramedical exam disclosure statement
 - Template letter from Reggie Rogers, sales manager, re: Blue Care HMO
 - Brochure: With New Blue Care You're In Control
 - Individual HMO cash receipt
 - Booklet: Introducing Our Doctors and Hospital
 - Business reply mail envelope

Folder 259: Individual Coverage Info, date unknown

- Brochure: Cover Florida Program – A Limited Health Benefit Plan
- Brochure: Dimension III – The Affordable Comprehensive Major Medical Coverage for Individual

Folder 260: General Policy Info 1952

- Booklet: Blue Shield of Florida: Schedule of Benefits

Folder 261: General Policy Info 1976

- Brochure: Major Medical – how to make it work for you!

Folder 262: General Policy Info 1999

- Letter: John J. Dallman, MD, to Principal Health Care members, re: Florida Hospital Healthcare System

Folder 263: General Policy Info, date unknown

- Brochure: C.O.B.: Coordination of Benefits – A way to help control your Blue Cross and Blue Shield rates
- About Your HMO – Health Options
- Blue Cross Blue Shield of Florida – Answers to Frequently Asked Questions

Folder 264: Employer Group Coverage Materials 1982

- Brochure: Federal Employees: “Take a Closer Look” at The New Standard Option from Blue Cross Blue Shield, 2 copies

Folder 265: Employer Group Coverage Materials 1984

- Booklet: Federal Employees Straight Talk About Filing Claims – 1984 High Option
- Booklet: Federal Employees Straight Talk About Filing Claims – 1984 Standard Option
- Blue Cross and Blue Shield Service Benefit Plan

Folder 266: Employer Group Coverage Materials 1985

- Booklet: Federal Employees Straight Talk About Filing Claims – 1985 High Option
- Booklet: Federal Employees Pain Talk – 1985 Standard Option

Folder 267: Employer Group Coverage Materials 1989

- Booklet: Preferred Care USA PPO information, with attachment:
 - Blue Cross and Blue Shield PPO Programs – Major Urban or Statewide Service Areas list
- Booklet: Custom Care-USA information, with attachments:
 - Nurse Reviewer TSST Program fact sheet
 - Psychiatric & Substance Abuse Review fact sheet
 - Individual Case Management Network fact sheet
 - National Second Opinion Consultant Panel fact sheet

Folder 268: Employer Group Coverage Materials 1998

- Booklet: State of Florida Employees’ Group Health Self-Insurance Plan, with attachment:
 - Provider Directory

Folder 269: Employer Group Coverage Materials, date unknown

- Health Options State of Florida Employees 1998 Benefit Information
- Official Barnett Health Plan Information packet, containing:
 - Enrollment Application for Insurance
 - Blue Cross Blue Shield HMO Benefits
 - Health Options Inc. Provider Directory – Statewide Listing
 - Brochure: If You’re Making A Health Care Decision For Your Company, Here’s Something You Should Look Into
- Brochure: Barnett PPO plan
- Personal Health Advisor sheet
- Regional Networks HMO & PPO sheet
- Preferred Patient Care (PPC) Care Manager Plan sheet
- Health Options Alternatives sheet
- Booklet: HMO-USA information, with attachment:
 - HMO-USA Network of Participating HMOs list

- Booklet: Consider Yourself – Health Options information, with attachment:
 - Health Options: A Summary of Benefits sheet
- Brochure: Preferred Patient Care: A Preferred Provider Organization by Blue Cross and Blue Shield of Florida, Inc.
- Manual: Blue Cross and Blue Shield of Florida and Health Options, Inc. – group health care program coverage and policy information

Folder 270: Directories and Contact Info 1982

- Brochure: January 1982 Directory of Blue Cross plans

Folder 271: Directories and Contact Info 1983

- Booklet: Directory of Members of Blue Cross and Blue Shield Association

Folder 272: Directories and Contact Info 1984

- Booklet: Directory of Members – BCBS Association

Folder 273: Directories and Contact Info 1999

- Principal Health Care – Important New Contact Information sheet, 2 copies

Folder 274: Directories and Contact Info, date unknown

- Booklet: Directory of Participating Hospitals & Doctors for Advantage65 Select

Folder 275: Additional Programs and Services 1987

- Brochure: For Members Only...Away From Home Care

Folder 276: Additional Programs and Services 1997

- Congestive Heart Failure Program packet, containing:
 - Congestive Heart Failure program template letter
 - Congestive Heart Failure program overview
 - Congestive Heart Failure participation agreement
 - Living With Heart Failure questionnaire
 - Business reply mail envelope
 - The Puzzle of Heart Failure manual
 - Congestive Heart Failure program magnet
 - Congestive Heart Failure daily log
 - Things To Do Today sheet
 - Congestive Heart Failure program community resource guide

Box 22: BCBS FL Website and Mobile Access Materials, date unknown
Children’s Publications, 2013
Commemorative Pamphlets, 1954-1965
Discount Offers and Programs, 2003, date unknown
Informational Guides, date unknown

Newsletters and Updates, 1970-2012

Folder 277: BCBS FL Website and Mobile Access Materials, date unknown

- A Guide to Online Tools
- Check it out! Florida Blue Mobile

Folder 278: Children's Publications 2013

- Iron Man-Habit Heroes, 2 copies

Folder 279: Commemorative Pamphlets 1954

- 1944-1954- 10 years of Progress-Blue Cross of Florida, Inc., 2 copies

Folder 280: Commemorative Pamphlets 1965

- In Florida 1,000,000 Members, 2 copies

Folder 281: Discount Offers and Programs 2003

- Blue Support for Aging Well

Folder 282: Discount Offers and Programs, date unknown

- Blue Complements-Discounts and More for Plan Members, 2 copies

Folder 283: Informational Guides, date unknown

- 12 ways you can help control health care costs, 2 copies
- Blue Cross and Blue Shield of Florida Special Report

Folder 284: Newsletters and Updates 1970

- Blue Cross Blue Shield Group Notes, 6/1970

Folder 285: Newsletters and Updates 1971

- Blue Cross Blue Shield Group Notes, 5/1971

Folder 286: Newsletters and Updates 1975

- Blue Cross Blue Shield Notes, January and February 1975, 2 copies

Folder 287: Newsletters and Updates 1999

- Florida Blue-Principal Edition, Spring 1999

Folder 288: Newsletters and Updates 2001

- Florida Blue-PPO Edition, Summer 2001

Folder 289: Newsletters and Updates 2003

- Florida Blue-PPO Edition, Spring 2003

Folder 290: Newsletters and Updates 2008

- Florida Blue, Summer '08

Folder 291: Newsletters and Updates 2012

- Florida Blue, Spring 2012

Marketing & PR Materials

Box 23: Marketing Strategy Materials: Integrated Marketing Strategy Project, 1996-1997

Folder 292: Integrated Marketing Strategy Project Materials 1996

- Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – Phase one Assessment Findings and Preliminary Strategic Conclusions – Discussion with Mr. Flaherty
- Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – Discussion with Executive Staff
- Letter: Tom Albright to Executive Staff, re: Integrated Marketing Strategy Update, with attachments:
 - Executive Staff Meeting – Integrated Marketing Strategy
 - Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – Discussion with Executive Staff
- Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – The Problem Statement

Folder 293: Integrated Marketing Strategy Project Materials 1996 cont.

- Letter: Tom Riggs to Tom Causer, re: project planning materials from Phases 1 & 2 of IMS
- Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – Capabilities Workplan Adjustments
- Building an Integrated Marketing Strategy for BCBSF – Phase One Workplan Adjustments
- Building an Integrated Marketing Strategy for Blue Cross Blue Shield of Florida – Detailed Workplan for Economics Module
- Building an Integrated Marketing Strategy for BCBSF – Detailed Phase One Workplan
- Memo: Tom Riggs to Ken Sellers, re: Integrated Marketing Strategy – Status Report, with attachments:
 - High Level Project Timeline for the Remainder of Phase One Assessment
 - Integrated Marketing Strategy – Status Report for week of 9/3/1996
- Memo: Mark Hoffman to Tom Riggs, re: Status Update – week of 9/23/1996
- Building an Integrated Marketing Strategy for BCBSF – Discussion of Work in Progress

Folder 294: Integrated Marketing Strategy Project Materials 1996 cont.

- Memo: Tom Albright to W. E. Flaherty, re: Integrated Marketing Strategy meeting
- TGO – Integrated Marketing Strategy 12/20/1996
- Meeting Observation Report – 12/20/1996

- Letter: Tom Albright to W. E. Flaherty, re: Integrated Marketing Strategy: 12/20/1996
- Integrated Marketing Strategy Chairmen and CEO Meeting
- Building an Integrated Marketing Strategy – Economics Module Summary
- Integrated Marketing Strategy – 12/12/1996 – TGO
- Letter: Tom Causer to Distribution, re: Notes from Chairman’s Meeting: 12/20/1996 – Integrated Marketing Strategy
- Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – Discussion with Executive Staff – 12/6/1996
- Building an Integrated Strategy for Blue Cross and Blue Shield of Florida – Customer Migration Module

Folder 295: Integrated Marketing Strategy Project Materials 1997

- Letter: Tom Causer to Distribution, re: Draft Phase I Communication Package
- Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – Phase I Communication Document
- Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – Communications Workplan
- Integrated Marketing Strategy Phase I Communication Plan – 10/24/1996 – Draft 1
- Building an Integrated Marketing Strategy for Blue Cross and Blue Shield of Florida – Phase II High Level Workplan
- BCBSF Market Assessment Development – 1997 Market Assessment & Industry Outlook

Box 24: Marketing Strategy Materials:

Surveys, Reports, and Presentations, 1994-2012, date unknown

Marketing Leadership Team Meetings and Discussions, 1996 & 1997, date unknown

Communication Plans, 1992-2000, date unknown

Folder 296: Surveys, Reports, and Presentations 1994

- Blue Cross and Blue Shield of Florida Market Assessment Discussion Document – 8/18/1994

Folder 297: Surveys, Reports, and Presentations 1997

- Employee Feedback on Profile – GBU issue 10/15/1997 – Survey Results

Folder 298: Surveys, Reports, and Presentations 1998

- Employee Feedback on Profile – Marketing issue 12/18/1997 publication

Folder 299: Surveys, Reports, and Presentations 2002

- Health Business 2002 – 2006 Marketing Strategy – slide printout

Folder 300: Surveys, Reports, and Presentations 2003

- Key Performance Highlights 1998 – 2002 chart
- Constituent Relations and Influencing Activity Report – 5/2/2003

Folder 301: Surveys, Reports, and Presentations 2005

- Segment Management Integrating Mechanism Team – slide printout

Folder 302: Surveys, Reports, and Presentations 2006

- Community Affairs – overview and strategy - 11/8/2006
- Radio News Release – Blue Cross Blue Shield of Florida – Community Outreach Health Programs in Florida

Folder 303: Surveys, Reports, and Presentations 2011

- Brand Overview – From Refresh to Repositioning – 12/2011

Folder 304: Surveys, Reports, and Presentations 2012

- Florida Blue Brand Strategy – company heritage & timeline, with attachment:
 - FAQs: name change
- 2012 Florida Blue Image Survey Among Consumers – 10/2012

Folder 305: Surveys, Reports, and Presentations, date unknown

- Operations Issue of Profile on Org-Redesign – survey results

Folder 306: Marketing Leadership Team Meetings and Discussions 1996

- Marketing Leadership Team Meeting – 12/17/1996 – TGO
- Notes taken from MLT meeting 12/10/96
- Letter: Ken Sellers to Distribution, re: Integrated Marketing Strategy: Key Follow-up Items/Issues, with attachment:
 - Marketing Leadership Team Integrated Marketing Strategy Workshop – 11/11/1996 – Key Follow-Up Items/Issues
- Marketing Leadership Team Integrated Marketing Strategy Workshop – 11/11-11/12/1996, Flip Chart Notes, with attachments:
 - Meeting Observation Report – 11/11/1996
 - Meeting Observation Report – 11/12/1996
- Marketing Leadership Team Integrated Marketing Strategy Workshop - 11/11-11/12/1996 – Key Follow-Up Items/Issues
- Marketing Team Effectiveness sheet, with attachment:
 - Conflict Resolution article

Folder 307: Marketing Leadership Team Meetings and Discussions 1997

- Draft: Finish Additional Assessment Work Outline
- Handwritten notes – Tom Albright – All Office Mtg 2/26-27 – status update on marketing strategy work
- Letter: Tom Causer to Distribution, re: MLT Marketing Strategy Meeting: 2/18/1997
- Handwritten notes – MLT mtg 2/12/1997 – vision
- Handwritten notes – agenda for 2/12 – vision discussion

- Marketing Leadership Team Integrated Marketing Strategy – 1/28/1997 – Goal & Outline
- Marketing Leadership Team Integrated Marketing Strategy – 1/28/1997 – meeting outline, with attachment:
 - Diversification decision making strategy
- Letter: Tom Causer to MLT, re: IMS meeting notes: 1/2 & 1/7/1997, with attachments:
 - Meeting Observation Report – 1/7/1997
 - Marketing Leadership Team – 1/7/1997 – issues outline
 - Integrated Marketing Strategy Marketing Leadership Team – 1/2/1997 – IMS Customer Migration

Folder 308: Marketing Leadership Team Meetings and Discussions, date unknown

- Handwritten notes – MLT Marketing Strategy outline
- Handwritten notes – All Officers Mtg – Marketing Strategy Update

Folder 309: Communication Plans 1992

- Blue Cross and Blue Shield of Florida Strategic Facilities Communications Plan, with attachment:
 - Audience Communications Strategies

Folder 310: Communication Plans 1993

- Letter: Catherine Kelly to Distribution, re: Revised Draft Communication of 1993 First Quarter Financial Results, with attachments:
 - Plan for Release of First Quarter 1993 Financial Results
 - Talking Points – First Quarter 1993 BCBSF Financial Results

Folder 311: Communication Plans 1996

- Metro Dade County Account – Draft Communication Plan for 1995 Performance Results, with attachment:
 - Metro Dade County Account Draft Talking Points
- Plan for the Release of BCBSF First Quarter 1996 Financial Results – Communications Objectives
 - Communications Objectives
- Comp Options Workers' Compensation Product Rollout – Draft Communications Plan
- Draft Communications Plan – Mergers/Acquisitions, with attachments:
 - Confidential Draft Merger/Acquisition statement
- Baptist/St. Vincent's and BCBSF Agreement – Draft Communications Plan, with attachment:
 - Draft Statement – Friday 11/1/1996

Folder 312: Communication Plans 1997

- Organization Re-design – External Communications Strategy – Phase II, with attachments:

- Spokesperson strategy
- Draft Holding statement – Blue Cross & Blue Shield of Florida Implements New Organizational Structure
- Implementation Briefing Book – Communication section
- Final Outline – GBU Reporter Briefing on Organizational Re-design
- Notes: customer communication
- Executive bios – Ernest Brodsky, Peter Burchett, Paul Jennings
- Confidential – Draft Sky Transaction Communications Plan

Folder 313: Communication Plans 1999

- Principal Health Care of Florida Lessons Learned – Communications – 12/10/1999

Folder 314: Communication Plans 2000

- Mobile Mammography Unit Communications Plan, with attachments:
 - Mobile Mammography Unit Communications Plan Action Steps
 - Blue Cross Blue Shield of Florida Mobile Mammography Unit News Conference Overview

Folder 315: Communication Plans, date unknown

- Baptist Health Systems (Dade County) Termination Communication Plan
- Communications Plan – State of Florida Employees’ Self-Insured Health Plan, with attachment:
 - Communications Transition Plan – State of Florida Employees’ Self-Insured Health Plan
 - Communications Plan – State Group Transition

Box 25: Promotional and Sales Materials, 1965-2010, date unknown

Folder 316: BCBS FL Company Info 1965

- Career Opportunity – With Florida Blue Cross and Blue Shield

Folder 317: BCBS FL Company Info 1967

- Brochure: Profile – A Time of Expansion at Blue Cross and Blue Shield

Folder 318: BCBS FL Company Info 1968

- Brochure: Welcome, Blue Cross-Blue Shield, 3 copies

Folder 319: BCBS FL Company Info 1969

- Brochure: The Partnership – An Evaluation of the Hospital Blue Cross Partnership, 2 copies
- Brochure: The \$52,000 Hour

Folder 320: BCBS FL Company Info 1974

- Brochure: Welcome, 2 copies

Folder 321: BCBS FL Company Info, date unknown

- Brochure: Blue Cross and Blue Shield of Florida – Jacksonville: Where the Future Leads
- Booklet: Florida at Work – Blue Cross and Blue Shield of Florida
- Booklet: Florida Blue - company information

Folder 322: Health Coverage Promotions and Info 2003

- Brochure: Flexible Individual Coverage for Every Stage of Life

Folder 323: Health Coverage Promotions and Info 2005

- Important Health Information sample packet, containing:
 - Booklet: Personal Health Report
 - Personal Health Report Legend

Folder 324: Health Coverage Promotions and Info 2008

- Brochure: Vision of Reform, 2 copies

Folder 325: Health Coverage Promotions and Info, date unknown

- Brochure: What's the Secret to Good Health?
- Wouldn't You Describe 69%, 78%, And 85% As Landslide Margins?, 2 copies
- Brochure: Let's Get Together And Talk – Solutions For Business

Folder 326: National Association Facts and Info 1996

- Fact Book: All About the Blue Cross and Blue Shield Organization, 2 copies
- Blue Cross and Blue Shield: Pioneering Managed Care Solutions for Tomorrow's Health Care Needs

Folder 327: National Association Facts and Info 2010

- 2010 – Investing in America's Health

Folder 328: National Association Facts and Info, date unknown

- Fact Book: All About the Blue Cross and Blue Shield Organization, 2 copies
- The Blue Cross and Blue Shield Organization: A History of Caring, A Future of Innovation, 2 copies

Folder 329: Miscellaneous Promotional Materials 2000

- The Caring for the Human Spirit Tour

Folder 330: Miscellaneous Promotional Materials, date unknown

- Brochure: Your Opinion Matters!
- The Florida College System: Smart Business

Box 26: BCBS Event, Program, and Publication Sponsorships, 2004-2012, date unknown

Company Press Releases, 1978-2010, date unknown

Competitor Alerts 1993-1995

External Press Releases, 2004

Media Organization Inquiries and Contact Lists, 1996-1998, date unknown

Folder 331: Media Organization Inquiries and Contact Lists 1996

- Jacksonville Business Journal Questionnaire-Area's Largest Private Employers, with attachment:
 - 1995 Books of Lists- Largest Area Employers

Folder 332: Media Organization Inquiries and Contact Lists 1997

- Florida Trend PPO Inquiry-Blue Cross Blue Shield of Florida
- Florida Trend PPO Inquiry- Health Options Inc.

Folder 333: Media Organization Inquiries and Contact Lists 1998

- Broadcast Fax List

Folder 334: Media Organization Inquiries and Contact Lists, date unknown

- Media Inquiries List
- Handwritten Media Organizations Contact Information List

Folder 335: Competitor Alerts 1993

- Competitor Alert: PCA Acquires Family Health Plan of Florida, with attachments:
 - Century Medical Health Plan, Inc.
 - Family Health Plan, Inc.
 - PCA Health Plans of Florida, Inc.
 - Distribution list
- Competitor Alert: Care Florida Medicare Advertising, with attachments:
 - Care Florida, Inc.
 - Competitor Alert List

Folder 336: Competitor Alerts 1994

- Competitor Alert: John Alden, Dimension Join Forces
- Competitor Alert: Healthcare Acquisition Is Planned
- Competitor Update: Metropolitan Life Insurance Company-Travelers Insurance Company Joint Venture
- Business Wire: Foundation Health Corp. to Acquire Florida
- Competitor Update: Metropolitan Life- Travelers Joint Venture Update
- Competitor Alert: Foundation Health to buy Care Florida
- Competitor Update: Pasteur Health Plan, Inc. Purchased by Pacificare of Florida
- Competitor Alert: Coastal Healthcare Group to buy Health Plan Southeast, with Attachment:
 - Health plan Southeast Inc. HMO Service Areas
- Competitor Alert: Metropolitan and Travelers Name New Alliance

- Competitor Alert: Health Trust to Merge with Columbia/HCA, not National Medical Enterprises
- Competitor Alert: Columbia/HCA Wins Renewal of Lee County Employer Group

Folder 337: Competitor Alerts 1995

- Competitor Alert: CIGNA's Insurance Ratings Downgraded
- Special Notice: United Healthcare to Purchase Metrahealth for \$1.65 Billion
- Frontlines: The Competitive Edge, Vol. 1, No. 2, with attachment:
 - Competitive Intelligence Distribution List

Folder 338: External Press Releases 2004

- Nursing Partnership Formed with Florida Memorial College, St. Thomas University and University of Miami, Blue Cross and Blue Shield of Florida Provides Gift to Launch Program, 3/22/2004
- Peyton Announces Literary Initiative "Rally Jacksonville!" to Focus on School Readiness, with Attachments: Rally Jacksonville Frequently Asked Questions; Rally Jacksonville! Backpack Contents, 6/24/2004

Folder 339: Company Press Releases, Media Advisories, and Statements 1978

- Delaware Executive Named as New President of Florida Blue Cross and Blue Shield, 11/29/1978

Folder 340: Company Press Releases, Media Advisories, and Statements 1992

- Progressive Planning Center, Inc. Joins Blue Cross and Blue Shield of Florida Network, 1/31/1992
- Broadcast Advisory: Florida's Leading Managed Care Company responds to President Clinton's Health Reform Proposed, 9/21/1992

Folder 341: Company Press Releases, Media Advisories, and Statements 1993

- BCBSF Statement on the Interim Florida Health Plan, 1/4/1993
- BCBSF to Kick off "Week of the Working Parent" By Sponsoring Children's Variety Show this Sunday, 1/15/1993
- BCBSF Statement on Facilities, with two attached articles: One name surfaces on big project; Details outline huge development project, 1/20/1993
- BCBSF to Donate CPR Mannequins to Gateway Girl Scout Council, 1/21/1993 Blue Cross and Blue Shield of Florida Statement on the U.S. Senate Hearing on Blue Cross and Blue Shield of the National Capital Area, 1/25/1993
- Miami Clinic Owner Sentenced, 1/26/1993
- Lake Mary Resident Promoted to Sales Manager with BCBSF, 2/2/1993
- BCBSF Working to Inform Public on the Federal Government's Changes to Medicare in 1993, 2/5/1993
- BCBSF and NCCJ Sponsor Community Leadership Breakfast on Conflict Resolution, 2/9/1993

- BCBSF Statement on Genetic Testing, 2/10/1993
- BCBSF and NCCJ Sponsor Community Leadership Breakfast on Conflict Resolution, 2/12/1993, with attachments:
 - Fact Sheet: BCBSF Sponsors Community
 - Biography: Herb Walters
- BCBSF Statement on the DME Contract, 2/19/1993
- Area Seniors Learn How to Fight Medicare Fraud with attachments: Blue Cross/Blue Shield of Florida Healthy Lifestyles Expo, 2/23/1993
- Responses to Questions for Home Health Line, 2/26/1993
- BCBSF Statement on Employee Health and Safety, 3/3/1993
- Blue Cross and Blue Shield of Florida Introduces Low-Cost Medicare Supplement Insurance Plan for Medicare Beneficiaries in Southwest Florida, 3/5/1993, with attachments:
 - Fact sheet: Advantage 65 Select
 - Proclamation: Blue Cross and Blue Shield of Florida “Senior Appreciation Month”
 - Question and Answer: Advantage 65 Select, March 5, 1993
- Media Advisory: Blue Cross and Blue Shield of Florida to Introduce Low-Cost Medicare Supplement Insurance Plan in Northeast Florida
- Blue Cross and Blue Shield of Florida Introduces Low-Cost Medicare Supplement Insurance Plan for Medicare Beneficiaries in Northwest Florida, 3/10/1993, with attachment:
 - Fact Sheet: Advantage 65 Select
- Blue Cross and Blue Shield of Florida Introduces Low-Cost Medicare Supplement Insurance Plan for Medicare Beneficiaries in Northeast Florida, 3/11/1993, with attachments:
 - Key Messages: Advantage 65 Select
 - Fact Sheet: Advantage 65 Select
- Blue Cross and Blue Shield of Florida Introduces Low-Cost Medicare Supplement Insurance Plan for Medicare Beneficiaries in Hernando County, 3/12/1993, with attachment:
 - Fact Sheet: Advantage 65 Select
- BCBSF’s Response to Points in St. Petersburg Times Article “Report: HMOs cost millions less,” 3/18/1993
- Blue Cross and Blue Shield of Florida Appoints Patricia Engel Medical Services Director for Northwest Florida Region, 3/22/1993
- Statement in Community Rating, 3/29/1993
- Blue Cross and Blue Shield of Florida Reports Enrollment gain in Federal Program, 4/5/1993
- Blue Cross and Blue Shield of Florida’s Anti-Fraud Programs Save Over \$1.8 Million in 1992, 4/6/1993
- Statement on Alternative Care, 4/7/1993
- Blue Cross and Blue Shield of Florida Statement on Florida Health Care Reform Legislation, 4/8/1993

- Founder of Aerobic Exercise to Speak at Seminar on Corporate Wellness Programs Sponsored by Sea World, GTE and BCBSF, 4/14/1993
- BCBSF Executive Named President of Florida HMO Association, 4/2/1993
- Medicare Advisory: Area Seniors to Learn How to Fight Medicare Fraud, 4/26/1993
- Area Seniors Learn How to Fight Medicare Fraud and Abuse, 5/4/1993
- Mobile Health Clinic to Increase Healthcare Access to Rural Southwest Florida, 5/11/1993, with attachments:
 - Fact Sheet: Care A Van Mobile Health Clinic
 - Description of Ribbon-cutting Ceremony
 - Map of Counties
 - Diagram of Van
- Blue Cross and Blue Shield of Florida Reports Continued Success of managed Care, 5/20/1993, with attachments:
 - BCBSF Consolidated Financial Summary
 - BCBSF HMO Group Financial Summary
 - Talking Points: First Quarter 1993 BCBSF Financial Results
- Area Seniors Learn How to Fight Medicare Fraud and Abuse, 6/3/1993
- BCBSF Statement on Mental Health Coverage, 6/29/1993
- Media Advisory: Donation Helps Local Food Bank During Summertime Shortage, 7/7/1993, with attachment:
 - Second Harvest Foodbank of NE Florida
- Media Advisory: Government Expert on Second-hand Smoke Available to Discuss Upcoming Guidelines to Curb Smoking in the Workplace, 7/28/1993, with attachment:
 - Statisticians Occupy Front Lines in Battle Over Passive Smoking
- BCBSF Investigation Results in Arrest of Port St. Lucie Residents, 7/29/1993
- Statement on Alternative Care, 7/29/1993
- Aviso Informativo: Una Initacion A una Presentacion Aserca De Frangle en Medicare en Miami, 8/5/1993
- Blue Cross and Blue Shield of Florida Reports continued Growth and Success of Managed Care, 8/16/1993, with attachment:
 - BCBSF Consolidated Financial Summary
- McLean and Associates Joins Blue Cross and Blue Shield of Florida Network, 9/1/1993
- Community Calendar Notice: Medicare to Recruit Volunteers at Local Meeting, 9/9/1993
- Blue Cross and Blue Shield of Florida reports Enrollment Gains in HMO in South Florida, 9/14/1993
- Photo Opportunity: Blue Cross Blue Shield Hosts 4th Annual Wellness Classic, 9/15/1993
- Media Advisory: Blue Cross Blue Shield of Florida Conducts Forum on Bottom Line, 9/16/1993
- Education Commissioner Castor to Speak at Prenatal Education Breakfast, 9/16/1993
- Blue Cross and Blue Shield of Florida Statement on the Clinton Health Reform Proposal, 9/22/1993
- Media Advisory: BCBSF to Donate CPR Mannequins to American Red Cross, 9/27/1993

- Blue Cross y Blue Shield de Florida Declaracion en la propesion del cuidado de salud, 9/28/1993
- Blue Cross Blue Shield of Florida Total Wellness After 65, 10/12/1993
- Broadcast PSA on Health Symposium, 10/12/1993
- Media Advisory: Blue Cross and Blue Shield of Florida to Introduce HMO in Lee County, 10/15/1993
- Media Advisory: Founder of Aerobic Exercise and International Health Expert-Dr. Kenneth Cooper-Keynote speaker, Controlling Health Care Costs Through Wellness Programs, 10/19/1993, with attachment:
 - About Dr. Kenneth H. Cooper, M.D.
- Fact Sheet: Florida's Senior Population, 10/20/1993
- Blue Cross and Blue Shield of Florida to Sponsor Total Wellness After 65-A Senior's Symposium, 10/20/1993
- Media Advisory: Area Students to get Tips on Bicycle Safety, 10/25/1993
- Statement on reimbursement, 12/9/1993

Folder 342: Company Press Releases, Media Advisories, and Statements 1996

- New Health Program for Children Wins Broad Community Support, 5/10/1996
- Blue Cross and Blue Shield of Florida Announces New Medicare HMO Plan in Central Florida, 5/14/1996
- Duval County Healthy Kids Program, 5/16/1996
- Blue Cross and Blue Shield of Florida Reports Strong Growth in its HMO, Health Options, INC., 5/17/1996
- Blue Cross and Blue Shield of Florida Announces New Individual HMP Plan, 6/3/1996
- Blue Cross and Blue Shield of Florida Introduces HMP in Charlotte County, 6/12/1996
- Blue Cross and Blue Shield of Florida and Ethicon Endo-Surgery Train Gynecologists on Innovative Surgical Procedure for Women, 6/21/1996
- BCBSF, National Transplant Network Form Florida Cooperative, 6/24/1996
- Jacksonville Legislators Win Top Honors for Outstanding 1996 Achievements, 7/8/1996
- Nigeria's Chief Librarian Checks out Books at BCBSF's Corporate Library, 7/17/1996
- Blue Cross and Blue Shield of Florida Introduces HMO in Hendry County, 8/1/1996
- Blue Cross and Blue Shield of Florida Announces New Individual HMO Plan, 8/1/1996
- Blue Cross and Blue Shield of Florida Statement on Maternal Length of Hospital Stay, 8/2/1996
- Blue Cross and Blue Shield of Florida Reports Strong Growth in its Network-Based Health Plans, 8/16/1996
- Blue Cross and Blue Shield of Florida Offers 24-Hour Health Resources to Members, 9/1996
- Blue Cross and Blue Shield of Florida Reports Strong Customer Growth and Financial Performance in 1995, 9/10/1996
- Blue Cross and Blue Shield of Florida's HMO, Health Options, Inc., Awarded National Medicare Managed Care Demonstration Project, 11/12/1996

- Blue Cross and Blue Shield of Florida's HMO, Health Options. Inc., Awarded National Medicare Managed Care Demonstration Project, 12/30/1996

Folder 343: Company Press Releases, Media Advisories, and Statements 1997

- Pensacola Management Changes-Holding Statement, 3/31/1997
- Blue Cross and Blue Shield of Florida Announces New Appointments and Organizational Structure, 4/3/1997
- Blue Cross and Blue Shield of Florida Announces New Appointments and Organizational Structure, 4/3/1997
- Integrated Administrators Provides a Solution to New Workers Compensation Law, 5/12/1997
- State of Florida and BCBSF consulting services agreement, 6/30/1997
- State Group Account-Draft Statement, 7/9/1997
- Kammer Named to Clara White Mission Board of Directors, 8/4/1997
- South Florida Fraud Incident- Draft Holding Statement, 8/7/1997
- Blue Cross and Blue Shield of Florida Names Lufrano as President and Chief Operating Officer of Health Options, 8/13/1997
- Blue Cross and Blue Shield of Florida Employees Make a Difference in our Community, 9/24/1997

Folder 344: Company Press Releases, Media Advisories, and Statements 1998

- Blue Cross and Blue Shield of Florida Signs Agreement to Acquire Principal Health Care of Florida Membership, 10/15/1998

Folder 345: Company Press Releases, Media Advisories, and Statements 1999

- Blue Cross and Blue Shield of Florida Completes Purchase of Principal Health Care of Florida, 1/4/1999
- Blue Cross Blue Shield coalition wins Motion on Anti-Tobacco Lawsuit, 2/26/1999
- Blue Cross and Blue Shield of Florida, Baptist St Vincent's sign Two-Year Agreement, 9/8/1999
- Principal Health Care of Florida/Health Options Connect Name Change Final Key Messages, 11/19/1999, with attachment:
 - Health Options Connect Name Change official

Folder 346: Company Press Releases, Media Advisories, and Statements 2000

- Blue Cross and Blue Shield of Florida Exceeds Goals for Principal Health Care of Florida Acquisition, 1/12/2000
- Blue Cross and Blue Shield of Florida offers Water Safety Tips to help families Dive into Summer, 6/30/2000
- Blue Cross and Blue Shield of Florida Reports Strong Financial Performance, 7/31/2000

Folder 347: Company Press Releases, Media Advisories, and Statements 2005

- Blue Cross and Blue Shield of Florida Recognized for Community Leadership, 6/20/2005

- Generation RN, 10/4/2005

Folder 348: Company Press Releases, Media Advisories, and Statements 2006

- Blue Cross and Blue Shield of Florida Wins Stevie Award in 4th Annual American Business Awards, 6/14/2006

Folder 349: Company Press Releases, Media Advisories, and Statements 2010

- New Expanded Health Services Benefit Florida Uninsured, 7/2010
- Blue Cross and Blue Shield of Florida partners with Jacksonville Jaguars in naming of practice fields, 7/29/2010, with attachment:
 - Talking points- Jacksonville Jaguars Announce Partnerships with Blue Cross and Blue Shield of Florida in naming Practice Fields

Folder 350: Company Press Releases, Media Advisories, and Statements, date unknown

- Blue Cross and Blue Shield of Florida Statement on Mental Health Benefits
- BCBSF's Response to Bill Cotterell's column "Blues want healthcare the way it's always been"
- The State of Florida Employee Health Plan and CHPAs
- BCBSF Position on CHPA-Based Healthcare Reform
- Blue Cross and Blue Shield of Florida Statement on Community Rating
- Special to the Wall Street Journal
- Blue Cross Blue Shield of Florida Announces Promotions
- Revised Release-Community Organizations Join to Bring Better Health to Uninsured Duval County Children
- BCBSF's Hightower Installed as Insurance Council Chairman
- Jacksonville Legislators Win Top Honors for Outstanding 1996 Achievements
- Holding Statement-Investigation on Columbia

Folder 351: BCBS Event, Program, and Publication Sponsorships 2004

- Leadership Florida Network News-2004 Annual Conference Special Edition

Folder 352: BCBS Event, Program, and Publication Sponsorships 2005

- Game Face Gala-Save the date card- Jacksonville Museum of Modern Art
- Los Centros de Envenenamiento de la Florida-Prevencion de Envenenamiento Libro de Actividades, Poison Control Center Florida- Poison Prevention Activity Book, 2 Copies

Folder 353: BCBS Event, Program, and Publication Sponsorships 2010

- Child Health and Healthcare Quality in Florida: Focus on Childhood Obesity-Chartbook Executive Summary

Folder 354: BCBS Event, Program, and Publication Sponsorships 2012

- Leadership Florida-2011-2012 Summary of Sponsorship Execution for Florida Blue

Folder 355: BCBS Event, Program, and Publication Sponsorships, date unknown

- Jacksonville Jaguars Foundation-Teens and Sex...the Real Truth-Straight Talk Executive Report to the Community
- Florida Partnership for Reading Excellence-Florida Reading Initiative Program Binder,

Box 27: PR and Communications Team Info, 1996-2000, date unknown

Folder 356: Copies of Healthcare Articles and Op-Eds, date unknown

- Florida HMOs article: Phil Galewitz – Palm Beach Post
- Headline: Abolishing Choice & Quality
- Diabetes Op-Ed
- Community Wellness Programs Make All the Difference For Health Care Insurer
- Local Presence Makes All The Difference For Health Care Insurer
- Community Wellness Programs Make All the Difference For Health Care Insurer
- Health Trac Article: Thoughts on Mandates and the Quality of Health Care
- Health Trac Article: November
- Managed Care positive article

Folder 357: Media Relations Materials 1996

- Summary of Articles & Editorials by The Orlando Sentinel
- BCBSF Response – St. Pete Times Action Line Inquiry
- Media Training Notes – Ken Fairchild
- Mt. Sinai Medical Center/Medicare HMO Project Plan – prepared by Susan B. Towler – Media Relations
- Media Interview: WPLG-TV Channel 10 (ABC) Miami, with attachment:
 - Background Information for Interview
- Report to Patrick McCabe from Susan Towler – Palm Beach Post notes
- Ann Bilodeau – Managed Care Guide for Physicians notes
- Project Updates – Media Relations

Folder 358: Media Relations Materials 1997

- News Clippings: Blue Cross and Blue Shield Plan Conversions and Mergers – January 1995-January 1997 – Prepared by Communications
- Research Request: 4/27/1997 – Dr. Larry Tremonti
- Media Relations Plan – FAHMO Women’s Health Matters, with attachments:
 - Proposed Timeframes
 - Form for FAHMO drawings August 1-3
 - FAHMO Women’s Health Matters Campaign
 - TGO – Women’s Health Matters Campaign – Media Relations Sub-Committee 5/28/1997
 - FAHMO Women’s Health Matters Campaign meeting notes 4/18/1997
 - FAHMO Women’s Health Matters Campaign – Media Relations Sub-Committee Call

- Newspaper Article Summaries: Florida Times Union, Tampa Tribune, Best's News, Tampa Bay Business Journal, Jacksonville Business Journal, South Florida Business Journal
- Update on State of Florida Employees Group Health Self-Insurance Plan, with attachments:
 - Draft Version, Update on State of Florida Employees Group Health Self-Insurance Plan – 9/15/1997
 - Draft: Historical Timeline for Blue Cross & Blue Shield of Florida Administration of State of Florida Self-Insured Health Plan
 - List of contract change questions
 - State of Florida Employees' Group Health Self-Insured Program – 1998 Performance Report
 - State Group Bid articles
 - State Group Account Questions & Answers
 - Second version, State Group Account Questions & Answers
 - Draft State Group Account – Questions & Answers

Folder 359: Media Relations Materials, date unknown

- Pensacola News Journal – journal notes
- Background information to prepare for Health Kids interviews, with attachments:
- Coordination of Benefits Application notes
- Possible questions to ask Ellen Sullivan of BCBSF about Asthma Care Plus
- Project Outline: Media Strategy for Organizational Re-design
- Project Outline: Legislative Session Editorial Board Briefings
- Customers Win messaging & questions notes
- Miami Herald story: Cutting Red Tape for Referrals notes
- How Good is Your Health Plan? notes
- Retention Strategies notes
- Public Affairs Process Flow overview
- Public Affairs Activities notes

Folder 360: Media Talking Points 1996

- Talking Points 6/10/1996: BCBSF/Ethicon Endo-Surgery Training Program, with attachments:
 - Talking Points for Ethicon/Videoscopic Hysterectomy
- Talking Points for Paul Jennings: Duval Healthy Kids
- Talking Points: Response to Customer Reports article
- Talking Points for Don Dyke: Wellness Classic

Folder 361: Media Talking Points 1997

- Talking Points: "Don't Be Blindsided!" Event – Ft. Myers
- Talking Points: Senior Prospect Database – Blue Cross and Blue Shield of Florida
- Talking Points: Lufrano's HOI Appointment

- State of Florida Employees' Self-Insured Health Plan HMO Withdrawal Talking Points

Folder 362: Media Talking Points 1998

- Talking Points: Workers' Compensation Case

Folder 363: Media Talking Points, date unknown

- Talking Points: Five Wishes Living Will
- Talking Points: MBA Recruitment for Business – Jacksonville Business Journal article
- Talking Points: On the Acquisition of Principal's Membership in the Pensacola Area by Health Options, Inc.
- Talking Points: Issues Relating to Financial Performance and Other Corporate Issues
- Talking Points: BCBSF 1996 Second Quarter Enrollment Growth Results
- Talking Points: BCBSF Consolidated 1996 Second Quarter Financial Results, with attachments:
 - Other BCBSF Issues That May Be Linked By Reporters to Financial Strength
 - BCBSF Financial Summary
- Talking Points: Compensation
- Talking Points: BCBSF Annual Summer Food Drive
- Talking Points: Duval Healthy Kids
- Talking Points About Blue Cross & Blue Shield of Florida's HMO: Health Options, Inc.
- Talking Points/Key Messages for National Transplant Network
- Talking Points: Issues Relating to Financial Performance and Other Corporate Issues
- Talking Points: Issues Relating to Status, Financial Performance and Other Corporate Issues

Folder 364: Miscellaneous Notes and Materials 1996

- Consumer Health Care Legislative Alert, with attachments:
 - Votes on upcoming legislation notes
 - House Health Systems & Delivery Subcommittee notes

Folder 365: Miscellaneous Notes and Materials 1997

- MBO – Susan Wildes, 5/12/1997
- MBO – James Barnes, 5/20/1997
- Direct Access Veto Mobilization Daily Report
- Summary of Tasks – Public Relations, 5/29/1997
- Tips for Staffing the Health Options booth, Tampa Bay Center Mall, 8/1-8/3/1997
- GBU Assignments for Communications Division Problem – Solving Document 5/7/1997
- GBU Assignments for Communications Division Problem – Solving Document 7/10/1997
- MBO – Susan Wildes – 9/22/1997

Folder 366: Miscellaneous Notes and Materials 2000

- August 2000 staff calendar

Folder 367: Miscellaneous Notes and Materials, date unknown

- Draft Script: Public Relations Team Presentation, with attachment:
 - Second Draft Script: Public Relations Team Presentation
- Contact numbers – Mike Johnson and others
- Job titles and employers – Barbara Doran and others
- Talk Shows notes
- Employee Relations Issue in Miami notes
- Cover Page: Case Management notes
- Note to Parker
- Jacksonville Medicare Demonstration notes, with attachment:
 - Medicare Fraud/PARD Issues
- Board Member Election notes
- Notes About Metro Dade Account work group
- Health Care Ideas notes
- Medicare Reimbursement for Contract Surgery notes
- Case Management Forum notes
- Lexis Nexis contacts notes, with attachment:
 - Nexis.com website links – aging & elder health week and others
- Catherine Kelly bio
- Planning Assumptions notes
- Notes on Annual Meeting
- Biography – Susan B. Towler, APR
- Bios – Paula A. Barnes & others
- Communications Team Objectives sheet
- Weather Data Statement – Todd Fair
- Media Advisory to Executive Staff notes
- PPO & HMO Addresses & Contacts
- Health Reform/CHPA's notes
- Rate structure & commission structure notes
- Susan Towler to Catherine Kelly message
- Susan Towler media advisory to Catherine & Patrick notes
- Concerned about information notes
- Paula Crews/Bob Hester/Ed Garcia notes
- Topics for Chris Doerr
- Jim King Companies issue notes
- April Variance Report – Cost Center 220
- Bond prices & bond portfolio notes
- Legislative Governmental Relations & Legend department names & contact numbers
- Public Relations & Corporate Communications 1998 Planning, with attachments:
 - 1998 Community Relations Spending by GBU
 - 1998 Community Relations Spending by Organization
 - Community Relations Expenses

- Grassroots – response rate notes
- Benchmarking Data
- Good Corporate Citizen notes
- 1998 Public Relations operating plan

Folder 368: Team Meetings and Notes 1996

- Meeting notes 4/1/1996
- Editorial Board Briefings meeting 4/2/1996
- Conference Report – Mt. Sinai Medical Center Medicare HMO Project 4/15/1996
- Conference Report 4/19/1996
- AAHP Conference Call report 4/23/1996
- Conference Report 5/14/1996
- Media Relations/CEO Preparation Meeting, with attachments:
 - Blue Cross & Blue Shield of Florida Facts
 - Blue Cross & Blue Shield of Florida Facts for Palm Beach Post
 - Palm Beach Post Questions
 - Other Topics that Phil Galewitz interested in from BCBSF
- Baptist/St. Vincent’s Communications, with attachment:
 - Negotiation Discussions

Folder 369: Team Meetings and Notes 1997

- Communications Leadership Team Meeting 3/31/1997
- Medicare Strategy for Boca Raton Event 4/4/1997
- State Group Account Briefing meeting 5/23/1997
- Minutes from Media Relations Committee 6/27/1997
- PR/CC Tailgate Bash – Friday 8/22/1997
- Public Relations Team Meeting 9/3/1997
- Public Relations Team – 1998 Planning – Thursday 9/11/1997
- Physician Communication Meeting – Wednesday 11/5/1997 – BCBSF Tallahassee, with attachment:
 - Physician Communication meeting outline

Folder 370: Team Meetings and Notes 1998

- TGO: Public Relations Team Planning 1/19/1998

Folder 371: Team Meetings and Notes, date unknown

- April 1 Meeting – Grassroots Customer campaign
- Advocate Development Program meeting outline, with attachment:
 - Advocate Development Program meeting notes
- Notes for PR Team Staff Meeting

Folder 372: Provider Relations Info 1996

- Draft Cover Letter for Physician Profile, with attachments:

- Q & A's
- Provider Fill-In form
- Fact Sheet
- Provider Data Report

Folder 373: Provider Relations Info, date unknown

- Provider Address List – County Medical Societies Executive Directors
- Provider Address List – Central Florida Area

Charitable Initiatives

Box 28: Blue Foundation: Annual Grant Distributions and Media Coverage, 2001-2006

Folder 374: Annual Grant Distributions and Media Coverage 2001-2002

- Manual: The Blue Foundation for a Healthy Florida – Building a Positive Image: Public Relations Results, Year One 2001-2002 (Part One)

Folder 375: Annual Grant Distributions and Media Coverage 2001-2002 cont.

- Manual: The Blue Foundation for a Healthy Florida – Building a Positive Image: Public Relations Results, Year One 2001-2002 (Part Two)

Folder 376: Annual Grant Distributions and Media Coverage 2002

- Manual: The Blue Foundation for a Healthy Florida – 2002 Public Relations Results

Folder 377: Annual Grant Distributions and Media Coverage 2003-2004

- Manual: The Blue Foundation for a Healthy Florida – 2003-2004 Media Coverage

Folder 378: Annual Grant Distributions and Media Coverage 2005-2006

- Manual: The Blue Foundation for a Healthy Florida – 2005-2006 Media Coverage (Part One)

Folder 379: Annual Grant Distributions and Media Coverage 2005-2006 cont.

- Manual: The Blue Foundation for a Healthy Florida – 2005-2006 Media Coverage (Part Two)

Box 29: Blue/BCBSF Foundation: Annual Grant Distributions and Media Coverage, 2009-2012

Folder 380: Annual Grant Distributions and Media Coverage 2009-2010

- Manual: The Blue Foundation for a Healthy Florida- October 2009-June 2010 Media Coverage

Folder 381: Annual Grant Distributions and Media Coverage 2010-2011

- Manual: Blue Cross and Blue Shield of Florida Foundation- June 2010-March 2011 Media Placements

Folder 382: Annual Grant Distributions and Media Coverage 2011

- Manual: Blue Cross and Blue Shield of Florida Foundation- April 2011-October 2011 Media Placements

Folder 383: Annual Grant Distributions and Media Coverage 2011-2012

- Manual: Blue Cross and Blue Shield of Florida Foundation-October 2011-September 2012 Media Placements

Box 30: Blue/BCBSF Foundation: Other Grants and Awards, 2008-2011

Folder 384: Other Grants and Awards 2008-2009

- “Embrace a Healthy Florida” Campaign Grants and Media Coverage
- Sapphire Award Program: Grants and Awards Given

Folder 385: Other Grants and Awards 2010

- Feeding America Grant and Media Coverage

Folder 386: Other Grants and Awards 2011

- BCBSF Foundation Endowment- Blue Cross and Blue Shield of Florida Chair in Health Disparities and the Robert I. Lufrano, M.D. Health Disparities Support Fund at the University of Florida
- 10 Year Anniversary and Sapphire Award Symposium Advertising Placements, January-April 2011
- Blue Foundation for a Healthy Florida 10-Year Anniversary proposed keynote speaker information

Box 31: Other Charitable Initiatives, 2001-2004

Folder 387: Award Submissions 2001

- Manual: Blue Cross and Blue Shield of Florida and Brunson Enterprises-You have the Power to Change a Life: - Image Award Entry

Folder 388: Award Submissions 2003

- Manual: Blue Cross and Blue Shield of Florida, Brunson Enterprises and Robin Shepherd Group-Image Award Entry, Charitable Initiative

Folder 389: BCBSF Annual Grants and Media Coverage 2002-2003

- Manual: Blue Cross and Blue Shield of Florida Annual Grants, 2002-2003

Folder 390: BCBSF Annual Grants and Media Coverage 2003-2004

- Manual: Blue Cross and Blue Shield of Florida Charitable Initiative 2003-2004 (Part One)

Folder 391: BCBSF Annual Grants and Media Coverage 2003-2004 cont.

- Manual: Blue Cross and Blue Shield of Florida Charitable Initiative 2003-2004 (Part Two)

Box 32: Grant and Award Applications, 2001-2008, date unknown

**Promotional Material, 2001-2013, date unknown
Seminars, Events, and Programs, 2000-2013**

Folder 392: Grant and Award Applications 2001

- The Blue Foundation Grant Guidelines and Application Fall 2001

Folder 393: Grant and Award Applications 2003

- The Blue Foundation Request for Proposals Winter 2003

Folder 394: Grant and Award Applications 2008

- 2008 Sapphire Award Nomination Form, 2 copies

Folder 395: Grant and Award Applications, date unknown

- The Blue Foundation Sapphire Award Nomination Form

Folder 396: Promotional Material 2001

- The Blue Foundation for a Healthy Florida packet, containing:
 - News Release: Blue Cross and Blue Shield of Florida Establishes Health Care Foundation
 - Booklet: The Blue Foundation For a Healthy Florida information and grant application

Folder 397: Promotional Material 2010

- Blue Cross and Blue Shield of Florida – 2010 United Way Campaign

Folder 398: Promotional Material 2013

- Generation RN: Caring For The Future of Florida's Health

Folder 399: Promotional Material, date unknown

- Brochure: Expanding Health Philanthropy in Florida – Blue Cross Blue Shield of Florida Foundation 10 Year Anniversary
- Booklet: Charitable Giving: Better Knowledge for Healthier Lives

Folder 400: Seminars, Events, and Programs 2000

- United Way of Northeast Florida: Leadership Forum commitment form, with attachments:
 - Leadership Forum form letter invite
 - CEO contact list

Folder 401: Seminars, Events, and Programs 2010

- Booklet: Unidos En Salud – United In Health: 10th Anniversary Gala

Folder 402: Seminars, Events, and Programs 2012

- Booklet: Blue Cross and Blue Shield of Florida Foundation: Sapphire Award Symposium and Presentation – Recognizing Excellence in Community Health, with attachment:
 - Sapphire Award flyer

Folder 403: Seminars, Events, and Programs 2013

- Booklet: Florida Blue Foundation: 2013 Statewide Nursing Summit – Nursing in Florida: Celebrating the Past and Advancing the Future; schedule and speakers
- Booklet: Florida Blue Foundation: 2013 Statewide Nursing Summit – Nursing in Florida: Celebrating the Past and Advancing the Future; proceedings summary

Box 33: Reports and Presentations, 2001-2015, date unknown

Folder 404: Annual Reports 2001

- 2001 BCBS of Florida Report to the Community and Blue Foundation Annual Report

Folder 405: Annual Reports 2002

- 2002 BCBS of Florida Report to the Community and Blue Foundation Annual Report

Folder 406: Annual Reports 2003

- 2003 BCBS of Florida Report to the Community and Blue Foundation Annual Report

Folder 407: Annual Reports 2004

- 2004 BCBS of Florida Report to the Community and Blue Foundation Annual Report, 2 copies

Folder 408: Annual Reports 2005

- 2005 BCBS of Florida and Blue Foundation Report to the Community, 2 copies

Folder 409: Annual Reports 2006

- 2006 BCBS of Florida and Blue Foundation Report to the Community

Folder 410: Annual Reports 2007

- 2007 BCBS of Florida and Blue Foundation Report to the Community

Folder 411: Annual Reports 2009

- 2009 Blue Foundation Report to the Community

Folder 412: Annual Reports 2010

- 2010 Blue Foundation Report to the Community

Folder 413: Annual Reports 2011

- 2011 Blue Foundation Corporate Social Responsibility Report

Folder 414: Annual Reports 2012

- 2012 Blue Foundation Corporate Social Responsibility Report, 2 Copies

Folder 415: Annual Reports 2013

- 2013 Blue Foundation Annual Corporate Social Responsibility Report

Folder 416: Annual Reports 2015

- 2015 Blue Foundation Annual Corporate Social Responsibility Report

Folder 417: Miscellaneous Reports and Presentations 2001

- The Blue Foundation for a Healthy Florida Informational Update: Corporate Strategy Committee, 10/30/2001

Folder 418: Miscellaneous Reports and Presentations 2003

- Covering Florida: Expanding Access to Healthcare for the Low-Income uninsured report, July 10-11, 2003, with three attachments:
 - Covering Florida Issues Brief: Access and Coverage for the Uninsured: An Overview of Current Federal, State and Local Initiatives
 - Covering Florida Addendum: Developing Statewide Strategies
 - Covering Florida Agenda

Folder 419: Miscellaneous Reports and Presentations 2011

- Branding the Blue Foundation- Business Case Presentation

Folder 420: Miscellaneous Reports and Presentations, date unknown

- Operations Corporate Troops Report

Media Coverage Materials

Box 34: Health Industry News and Updates, 1998-2009, date unknown **Magazine Articles, 1990-2014, date unknown**

Folder 421: Health Industry Newsletters and Updates 1998

- Managed Healthcare Market Report, "Health Options to Buy Principal of Florida," 10/31/1998 (p. 8)
- Insurance Mergers & Acquisitions, "BC & BS of Florida Inc. buying Principal Health Care of FL Inc. from Coventry Health Care Inc.," 10/27/1998
- The Florida Insurance Report, "BCBSF Purchasing Principal Health Care," 10/23/1998 (p. 11)
- Managed Care Outlook, "Florida BCBS buys Principal, stakes claim as largest HMO," 10/23/1998 (p. 6)
- Healthcare Business News, "S&P: Blue Cross outlook 'stable,' after acquisition of Principal HMO announced," 10/21/1998
- Modern Healthcare Weekly Business News, "Coventry selling Florida HMO," 10/19/1998

- Daily Health News Report, “Florida Blue Cross/Blue Shield to Buy Principal HMO,” 10/19/1998
- Healthcare Business News, “Florida Blue agrees to purchase Principal Health Care,” 10/14/1998

Folder 422: Health Industry Newsletters and Updates 1999

- Medscape, “Prevention and Disease Management Are Worth the Investment”

Folder 423: Health Industry Newsletters and Updates 2000

- Consortium Connection, “Market Research Underscores Strength of the Blues,” Spring/Summer 2000 (p. 2), 2 copies
- St. Vincent’s Foundation, Inc. News, “Delores Barr Weaver and the Weaver Family Foundation Funds Advanced Breast Cancer Technology at St. Vincent’s,” Fall/Winter 2000

Folder 424: Health Industry Newsletters and Updates 2002

- HealthLeaders, Inc./Florida Market Report, “BCBSF, Humana To Introduce Tiered Hospital Option In 2002,” Winter 2002

Folder 425: Health Industry Newsletters and Updates 2003

- Florida Medical Business, “Blues support Florida nonprofit initiatives,” 7/21/2003

Folder 426: Health Industry Newsletters and Updates 2009

- FIU FEPN Tampa Gifts/Newsletter, “Blue Cross and Blue Shield of Florida, HCA Commit \$470K for Tampa Foreign MD-RN Program,” 1/8/2009
- FIU Nursing & Health Sciences Community Report, “Tampa Foreign MD-RN Class Makes Headlines,” Spring/Summer 2009 (p. 6)

Folder 427: Health Industry Newsletters and Updates, date unknown

- Florida Medical Business, “A costly mistake: Blues ‘uncooperative’ with OIG”

Folder 428: Magazine Articles 1990

- Florida Trend, “Florida’s Toughest Boss,” 12/1990

Folder 429: Magazine Articles 1993

- Florida Trend, “New Strength in the Shield,” 11/1993

Folder 430: Magazine Articles 1999

- Building Design & Construction, “A Comprehensive Plan,” 6/1999 (p. 44)

Folder 431: Magazine Articles 2014

- Florida Trend, “Floridian of the Year – Pat Geraghty: Florida Blue CEO,” 1/2014 (p. 58)

Folder 432: VMS Transcripts 1997

- WTVT-TV (Fox) Channel Thirteen, Eyewitness News at Six – dermatologist/patient protest, 9/5/1997

Folder 433: VMS Transcripts 1998

- WFLA-TV (NBC) Channel Eight, News Channel 8 Live at 5:00 – tobacco industry lawsuits, 4/29/1998
- WIOD-AM Radio, News – tobacco industry lawsuits, 4/29/1998
- WPLG-TV (ABC) Channel Ten, Eyewitness News Daybreak – tobacco industry lawsuit, 4/30/1998
- WTLV-TV (NBC) Channel Twelve, 12 News at 6:00 – Principal Healthcare purchase, 10/16/1998
- WAWS-TV (Fox) Channel Thirty, Fox News – Principal Healthcare purchase, 10/16/1998

Box 35: Newspaper Articles and Ads, 1968-2014, date unknown

Folder 434: Newspaper Articles and Ads 1977

- Florida Times-Union, "JOIC Gives Clients 2nd Chance"

Folder 435: Newspaper Articles and Ads 1979

- Florida Times-Union, Skip Livingston – Bill Flaherty, 4/12/1979

Folder 436: Newspaper Articles and Ads 1993

- Orlando Sentinel, "Anti-Fraud Rewards," 4/25/1993

Folder 437: Newspaper Articles and Ads 1997

- Associated Press, "Protesters: Medicare policy prompts slow reaction to skin cancer," 9/6/1997
- Florida Times-Union, "Doctors don't turn other cheek"
- Bradenton Herald, "Doctors, patients, seniors protest Medicare policy," 9/6/1997
- Palm Beach Post, "Insurer's decision protested," 9/6/1997
- Stuart News, "Doctors, patients, protest Medicare skin lesion policy," 9/6/1997
- Miami Herald, advertisement – "What if you had a healthcare plan that made you feel this young?" 9/7/1997
- Sun Sentinel, advertisement – "What if you had a healthcare plan that made you feel this young?" 9/7/1997

Folder 438: Newspaper Articles and Ads 1998

- New York Times, "No Immunity for Tobacco," 2/24/1998
- Washington Post, "They Huffed and they Puffed," 4/10/1998
- Washington Post, "Smoke Screen," 4/22/1998
- Boca Raton News, "Tobacco documents difficult to access," 4/23/1998
- Florida Times Union, "Insurers sue tobacco companies," 4/30/1998
- Boca Raton News, "Blue Cross and Blue Shield sues tobacco companies," 4/30/1998

- El Nuevo Herald, "Seguros abren demanda contra las tobacolerias," 4/30/1998
- Miami Herald, "Major health insurers sue tobacco industry for billions," 4/30/1998
- News Journal, "Blue Cross, Blue Shield launch tobacco lawsuits," 4/20/1998
- Orlando Sentinel, "Insurers sue tobacco industry," 4/30/1998
- Palm Beach Post, "Blue Cross affiliates sue tobacco," 4/30/1998
- Sarasota Herald Tribune, "House GOP leaders reject tobacco bill," 4/30/1998
- Star Banner, Blue Cross-Blue Shield joins fray with lawsuit against Big Tobacco
- St. Petersburg Times, "Health insurers sue Big Tobacco," 4/30/1998
- Sun Sentinel, "Tobacco industry sued by insurers," 4/30/1998
- New York Times, "Cigarette Makers' Strategy of '94 is Echoed Today," 5/2/1998
- Tallahassee Democrat, "Tobacco industry hit with new suit" 4/30/1998
- Sun Sentinel, "Tobacco's Rebound: Cigarette makers are power players once more," 5/3/1998
- Wall Street Journal, "Internal Battle by Senate Republicans May Decide Fate of Tobacco Legislation," 5/5/1998
- Star Banner, Letters to the Editor – "How Can They?" 5/6/1998
- St. Petersburg Times, "Tobacco suit settled for \$6.5 billion," 5/9/1998
- Lakeland Ledger, "Tobacco Ends Minn. Suit for \$6.6 billion," 5/9/1998
- St. Petersburg Times, "New Tobacco deal may affect Florida," 5/10/1998
- Florida Times Union, "The Blues bounce back," 6/15/1998
- Tampa Tribune, "Tobacco payoff to state to grow," 6/21/1998
- PR Newswire, "Blue Cross and Blue Shield of Florida Signs Agreement to Acquire Principal Health Care of Florida Membership," 10/15/1998
- Business Wire, "Coventry Health Care to Sell Florida," 10/15/1998
- Florida Times Union, 10/15/1998, "Principal drops plan for seniors"
- Dow Jones News Service, "Coventry Health to Sell Fla. Unit to Blue Cross for \$95M," 10/15/1998
- Standard & Poor's Credit Wire, "Blue Cross & Blue Shield of Florida," 10/15/1998
- Standard & Poor's Credit Wire, "S&P: Blue Cross & Blue Shield of FL Outlook Now Stable," 10/15/1998
- Broward Daily Business Review, "Principal Health Care to be acquired," 10/16/1998
- Daily Commercial, "Blue Cross buys Principal of Fla.," 10/16/1998
- Financial News & Daily Record, "City Notes," 10/16/1998
- Florida Times Union, "HMO report card: Incomplete," 10/16/1998
- Florida Times Union, "Blue Cross will buy Principal," 10/16/1998
- News Press, "Healthcare Deal Set," 10/16/1998
- Daily News, "Blue Cross subsidiary buys firm," 10/16/1998
- Miami Daily Business Review, "Principal Health Care to be acquired," 10/16/1998
- New York Times, "Coventry Health Will Sell Florida Unit For \$95 Million," 10/16/1998
- Okeechobee News, "Blue Cross to buy Principal Health Care," 10/16/1998
- Palm Beach Business Review, 10/16/1998, "Principal Health Care to be acquired"
- News Herald, "Health Options to acquire Principal," 10/16/1998

- Pensacola News Journal, "Blue Cross subsidiary announces acquisitions," 10/16/1998
- St. Augustine Record, "Blue Cross buys Principa,l" 10/16/1998
- St. Petersburg Times, "Blue Cross/Blue Shield to buy Principal," 10/16/1998
- Tallahassee Democrat, "Health Options Inc. to buy Principal," 10/16/1998
- Tampa Tribune, "HMO purchase strengthen Bay area's largest provider," 10/16/1998
- Florida Times Union, "Bright visions for health care take dark turn," 10/18/1998
- Citrus County Chronicle, "Blue Cross subsidiary to buy Principal Health Care," 10/19/1998
- Orlando Sentinel, "Coventry leaving Florida," 10/19/1998
- Florida Times Union, "Week in review," 10/19/1998
- Florida Times Union, "Medicare HMO flap creates political minefield," 10/19/1998
- Orlando Business Journal, "Health Options inks deal to buy Principal Health Care," 10/29/1998
- Tampa Bay Business Journal, "Florida Blues to buy Principal Health Care," 10/29/1998

Folder 439: Newspaper Articles and Ads 1999

- Business Wire, "Federal Appeals Court Dismisses Suits by Insurers, Labor Funds for Recovery of Tobacco-Related Health Care Costs," 11/15/1999
- Wall Street Journal, "Review & Outlook," 12/3/1999

Folder 440: Newspaper Articles and Ads 2000

- Florida Times-Union, "Blue Cross says goals for new firm exceeded," 1/13/2000
- Jacksonville Business Journal, "Beach hospital ready to deliver on maternity expansion," 1/21/2000
- The National Law Journal, "A carton of new tobacco trials," 4/24/2000

Folder 441: Newspaper Articles and Ads 2002

- Gainesville Sun, "County clinic gets grant for prenatal care efforts," 7/13/2002
- Shorelines, "Mission House gets Blue windfall," 7/17/2002
- Florida Times-Union, "Donations," 7/22/2002
- Florida Times-Union, "Shands, UF team up for new health facility," 7/22/2002
- Sarasota Herald Tribune, "Senior Friendship lands grant," 7/25/2002
- Naples Daily News, "Low-cost health care clinic gets a big Blue boost," 7/26/2002
- Venice Gondoliers Sun, "Senior Friendship Centers to educate diabetic seniors," 8/9/2002
- News Press, "Hot & Humid," 8/27/2002
- Sarasota Herald Tribune, Congrats – "Diabetes education grant," 8/10/2002
- Sarasota Herald Tribune, "Good Deeds," 8/19/2002
- Florida Times-Union, "Medicare users may see more appeal avenues"
- Manatee Herald Tribune, Congrats – "Diabetes education grant," 9/21/2002
- Florida Times-Union, "Law has health insurance headaches pounding," 10/21/2002

Folder 442: Newspaper Articles and Ads 2003

- Tampa Tribune, "Health Clinic Given \$75,000 Surprise," 6/24/2003
- Beaches Leader, "Mission House gets \$ for free clinic," 6/27/2003
- N.E. Florida Advocate, "Mission House Received Grant For Healthcare Supplies and Medication," 7/2/2003
- Free Press, "Tampa Bay Area Uninsured to Have Better Access to Healthcare and Medication," 7/26/2002
- Tampa Tribune, "Our Opinion: Critical Shortage of Nurses Is Due To Variety Of Factors," 8/26/2002
- St. Petersburg Times, "Pediatric clinic is open Wednesday mornings," 9/21/2002
- Southwest Bulletin, "Shepherd's Hope receives a generous donation," 9/30/2003
- Elder Update, "Center Offers Healthy Solutions in Quality Care," 10/2003

Folder 443: Newspaper Articles and Ads 2004

- Florida Times-Union, "CEO of Blue Cross ready for next chapter of his life"

Folder 444: Newspaper Articles 2005

- Pensacola News Journal, "Nursing program gets a lift," 4/30/2005
- Pensacola News Journal, "Public-private partnership helps cure nursing shortage," 5/3/2005
- Red Orbit, "Florida Blue Cross, Blue Shield Policyholders Get Few Details About Vote," 7/28/2005

Folder 445: Newspaper Articles and Ads 2006

- Florida Times-Union, "Blue Cross invests in training nurses," 1/11/2006
- Florida Times-Union, "Nursing Shortage addressed," 1/13/2006
- Jacksonville Business Journal, "Nurse shortages mean patients suffer," 2/17-23/2006
- Florida Times-Union, "Grants: Partnerships fuel students' success," 9/25/2006

Folder 446: Newspaper Articles and Ads 2007

- Jacksonville Business Journal, "Nursing group addresses shortages in Northeast Florida," 1/12-18/2007
- Jacksonville Business Journal, "UF, Blue Cross partnership creates health care center"
- Jacksonville Business Journal, "Nursing shortages cause search for new methods of retention"

Folder 447: Newspaper Articles and Ads 2010

- The Baker County Press, "Blue Cross grant expands hours," 7/8/2010
- Twin Cities Business, "TCB People: Pat Geraghty," October 2010

Folder 448: Newspaper Articles and Ads 2011

- Jacksonville Business Journal, advertisement – "Building a real community takes real commitment," 5/6-12/2011

- Jacksonville Business Journal, advertisement – “Working together to make a difference,” 5/6-12/2011

Folder 449: Newspaper Articles and Ads 2013

- Jacksonville Business Journal, “Why Florida Blue’s new innovation center is in Orlando and not Jacksonville,” 10/28/2013
- Orlando Sentinel, “Lake Nona Innovation Center will drive ideas,” 10/26/2013

Folder 450: Newspaper Articles and Ads, date unknown

- Unknown publication, “Camera Shots”
- Unknown publication, “Who’s Up”

Loose Newspaper Articles 1968-2014

- Florida Times-Union advertisement – “You’re invited to our open house Today noon ‘til 5 p.m.,” 5/5/1968, 2 copies
- Florida Times-Union, “Blue Cross-Blue Shield Holds ‘Sky Break’,” 4/27/1969
- Jacksonville Journal, “Blue Cross Chief Retires,” 5/30/1970
- Florida Times-Union, “How Blue Cross’ Health Options weathered the HMO storm,” 10/30/1989
- Florida Times-Union, “Doctors don’t turn other cheek,” 9/6/1997
- Florida Times-Union, “Bright visions for health care take dark turn,” 10/17/1998
- Florida Times-Union, “Week in review: Changes at Principal,” (p. 3) 10/19/1998
- Jacksonville Business Journal, “Health Options Acquires Principal,” (p. 2) 10/23/1998
- Florida Times-Union, 10/18/2001, “Uniformed volunteers get aid from corporations”
- River City News, “Volunteers,” “Operation begins,” 10/27/2001
- Florida Times-Union, “Shands, UF team up for new health facility,” 7/22/2002
- La Prensa, “HHI gana importante premio,” (p. 4) 12/16/2009
- Florida Times-Union, “New Blue Cross CEO Bullish On Region,” 9/4/2011
- Florida Times-Union, “Expansion is good business,” 3/14/2013
- Florida Times-Union, “Mike Hightower: A Lasting Imprint,” 9/1/2014
- Jacksonville Business Journal, “Looking Forward: How black history inspires 9 African-American Jacksonville executives,” 2/28-3/6/2014

General Informational Pamphlets and Guides

Box 36: Physical Fitness and Wellbeing, date unknown

Recipes and Nutritional Info, 1981-2011

Substance Abuse Guides, 1979 & 1982

Miscellaneous, 1975 & date unknown

Folder 451: Physical Fitness and Wellbeing, date unknown

- Fit for Life- How “lifetime sports” can be the best route to a longer, happier, and healthier life
- Health Style- A Self-Test
- Your Personal Guide to Better Health, 2 copies

Folder 452: Recipes and Nutritional Info 1981

- Good Eating: An Older Consumer's Guide to a Healthful Diet on a Low Budget

Folder 453: Recipes and Nutritional Info 2010

- Better Books- Nutrition Guide for Everyday Foods

Folder 454: Recipes and Nutritional Info 2011

- Better Books- Health and Fitness

Folder 455: Recipes and Nutritional Info, date unknown

- 12 Drinks of Christmas, 2 copies

Folder 456: Substance Abuse Guides 1979

- Alcoholism

Folder 457: Substance Abuse Guides 1982

- It's up to You- What Parent's should Know and Do About Drug and Alcohol Abuse Among Children

Folder 458: Miscellaneous Guides 1975

- A Foreign Language Guide to Health Care

Folder 459: Miscellaneous Guides, date unknown

- Blue Cross and Blue Shield of Florida-Guide to a Smoke-Free Workplace

Executive and Corporate Publications and Information

Box 37: Corporate Manuals, 1980 & 1982, date unknown

Folder 460: Corporate Manuals 1980

- Corporate Management Manual-Personnel Policies and Procedures

Folder 461: Corporate Manuals 1982

- Capital Group Health Services of Florida, Inc.- Application for Federal Qualification (Part One)

Folder 462: Corporate Manuals 1982 cont.

- Capital Group Health Services of Florida, Inc.- Application for Federal Qualification (Part Two)

Folder 463: Corporate Manuals, date unknown

- Board of Directors Information Manual
- Automated Additional Development – Procedure Flow

Box 38: Executive/Management Speeches and Remarks, 1961-1997

Folder 464: Conferences and Meetings 1961

- What Lies Ahead for Hospitals and Blue Cross

Folder 465: Conferences and Meetings 1994

- Remarks by William E. Flaherty on 9/19/94 at the Annual Sales Marketing Conference

Folder 466: Conferences and Meetings 1995

- Remarks by William E. Flaherty 3/27/95 at All Officer's Meeting
- Partial Copy- Remarks by William E. Flaherty 10/11/95 at the Annual Sales and Marketing Conference

Folder 467: Conferences and Meetings 1996

- Remarks for William E. Flaherty 2/17/96 at FMA Board of Governors Meeting
- Remarks for Tom Albright 5/1/96 at BCBSA Conference on National HMO Marketing

Folder 468: Conferences and Meetings 1997

- Remarks by Michael Cascone, Jr. 5/8/1997 at the First Coast Healthcare Executives Group Luncheon, Version 1
- Remarks by Michael Cascone, Jr. 5/8/1997 at the First Coast Healthcare Executives Group Luncheon, Version 2
- Talking Points for Ernie Brodsky 9/12/1997 at Leadership Florida Panel Discussion
- Remarks for William E. Flaherty 9/15/1997 at St Augustine Rotary Club, with two attachments:
 - St Augustine Rotary Club Newsletter 9/15/1997
 - Inter-office memo- T. Parker Crawford to William E. Flaherty. Re: Remarks for St. Augustine Rotary Club, 9/15/1997

Folder 469: Dedications and Ceremonies 1997

- Ernie Brodsky-Master of Ceremony's Script for the Deerwood Campus Complex Dedication 11/13/1997, Version 1
- Ernie Brodsky- Master of Ceremony's Script for the Deerwood Campus Complex Dedication 11/13/1997, Version 2
- William E. Flaherty- Remarks for the Deerwood Campus Complex Dedication 11/13/1997, with Attached Agenda

Folder 470: Miscellaneous Speeches and Remarks 1997

- Management Development III-6/9/1997- Mr. Flaherty's Comments
- Bob Lufrano's Comments- Tuesday 6/10/1997
- Remarks for Bob Sebok Before the State of Florida House Health Care Committee- 9/15/1997- Tallahassee, Florida

Box 39: Corporate Strategy Materials-Reports and Presentations, 1989-1997, date unknown

Folder 471: Reports and Presentations 1989

- Operations- Superior Customer Service Strategy

Folder 472: Reports and Presentations 1994

- Blue Cross and Blue Shield of Florida, "The Eastern Front" Discussion Document, 6/28/1994

Folder 473: Reports and Presentations 1994 cont.

- Presentation to Blue Cross and Blue Shield of Florida, Inc.- Diversification Workshop, 6/7/1994
- BCBSF Medicare Strategy Development- Kick-off with Senior Leadership Team, 7/6/1994

Folder 474: Reports and Presentations 1994 cont.

- TGO- Informational/Advisory Meeting 8/31/1994
- Managed Care Committee- Board of Directors 9/12/1994
- TGO- Medicare Strategy 10/3/1994
- TGO- Government Programs Strategy Development 10/3/1994
- Managed Care Strategy Development- TGO, Introduction, and Warm-up 10/26-28/1994
- Managed Care Strategy- Delivery Systems Relations 10/28/1994
- Executive Staff Workshop- Managed Care Strategy 10/27-31/1994

Folder 475: Reports and Presentations 1994 cont.

- Managed Care Strategy- Care Management 10/27/1994
- Managed Care Strategy- Customer Needs and Expectations 10/31/1994
- Proposed TGO- Future Managed Care Strategy 11/18/1994
- Care Management Economics 11/18/1994

Folder 476: Reports and Presentations 1997

- Corporate Direction, 8/22/1997

Folder 477: Reports and Presentations, date unknown

- BCBSF Background, Vision, and Strategy
- Business Research Information Center, "Sharing the Power of Knowledge"
- Strategic Thinking Process
- Segmentation Overview for Public Affairs

Box 40: Corporate Strategy Materials-Miscellaneous, 1985-1988, date unknown
Organizational Structure Charts and Information, 1979-1992, date unknown

Folder 478: Corporate Strategy Materials-Miscellaneous 1985

- Blue Cross and Blue Shield of Florida, Inc. Board Meeting-Strategic Planning Diversification Workshop Agenda, 1/18/1985
- Why Diversify Outline/Presentation

Folder 479: Corporate Strategy Materials-Miscellaneous 1987

- Corporate Strategic Plan Manual, 1987-1991

Folder 480: Corporate Strategy Materials-Miscellaneous 1988

- Written Notes- W.E. Flaherty- Organizational Re-alignment, 7/19/1988

Folder 481: Corporate Strategy Materials-Miscellaneous, date unknown

- BCBSF 2001-2005 Health Business Strategy

Folder 482: Organizational Structure Charts and Information 1979

- Project '80- Building for the Future

Folder 483: Organizational Structure Charts and Information 1983

- Table of Organization- Effective 10/14/1983

Folder 484: Organizational Structure Charts and Information 1984

- Blue Cross and Blue Shield of Florida, Inc. Organization Charts Manual 5/1984

Folder 485: Organizational Structure Charts and Information 1992

- Executive Staff Chart 5/11/1992

Folder 486: Organizational Structure Charts and Information, date unknown

- Organization Chart Statement
- Blue Cross and Blue Shield of Florida Organizational Chart
- Executive Staff Fill-in Organizational Chart
- Blue Cross and Blue Shield of Florida Executive Leadership Chart- Board of Directors, President, VP's
- Blue Cross and Blue Shield of Florida Functional Area Purpose

Box 41: Corporate History, 1969-2002, date unknown

Folder 487: Commemorative Publications 1969

- A Profile of 25 Years of Service to the People of Florida- Blue Cross, 2 copies

Folder 488: Commemorative Publications 1971

- 25 years of Progress-Blue Shield Florida, 2 copies

Folder 489: Commemorative Publications 1972

- The Blue Cross Story, 2 copies

Folder 490: Commemorative Publications 1986

- The First Forty Years 1946-1986; Blue Cross and Blue Shield of South Carolina and the Companion Group of Companies

Folder 491: Commemorative Publications 1990

- Benchmark: BCBSMO Celebrates 25 Years of the Medicare Program

Folder 492: Commemorative Publications, date unknown

- The Blue Shield Story: All of us Helping Each of Us

Folder 493: Official Historical Accounts and Fact Sheets 1969

- History 1944-1969 of Blue Cross of Florida, Inc.- Transcriptions of Tape Recording

Folder 494: Official Historical Accounts and Fact Sheets 1995

- Fact Sheet- Corporate Background

Folder 495: Official Historical Accounts and Fact Sheets 1996

- C. Rufus Rorem Award Lecture- Big Question for the Blues: Where to from Here?
- Fact Sheet- Corporate Background
- BCBSF History
- Blue Cross and Blue Shield of Florida Facts for Palm Beach Post, 7/15/1996

Folder 496: Official Historical Accounts and Fact Sheets 1997

- Fact Sheet- BCBS A History Fact Sheet
- BCBSF History
- Fact Sheet- Corporate Background

Folder 497: Official Historical Accounts and Fact Sheets, date unknown

- The Rule of Blue Cross and Blue Shield Plans in Financing Healthcare
- History of Blue Cross and Blue Shield
- Executive Summary
- Blue Cross and Blue Shield of Florida Business Overview
- Background: Blue Cross and Blue Shield of Florida, Inc.
- Fast Facts About Health Options
- Outline for Discussion of Development of BCBSF Since 1979

Folder 498: Archives Project Materials – Company Research and Proposal Materials 2000

- The Nike Story? Just Tell It!
- Our Services- Business History Group
- Industrial History- Prologue Group
- History Enterprises, Inc. info printout
- Blue Cross Blue Shield of Florida Archives Proposal, April 2000
- Written Notes- History- Chronicle/Document
- Typed Draft Letter, re: Request for Memorabilia, with attachment:
 - BCBSF Central Archives Questionnaire
- BCBSF History and Archives Draft Project Plan, 5/9/2000
- Written Notes- Richard Martin, 5/12/2000

- Written Notes- David Ginzl, 5/16/2000
- Written Notes- Anita, 5/17/2000
- BCBSF History and Archives Draft Project Proposal, 6/5/2000
- BCBSF History and Archives Draft Project Proposal, 6/13/2000
- BCBSF History and Archives Project Proposal, 6/15/2000
- Preferred Patient Care 2000 Provider Directory- Northeast Region
- Written Notes – 7/20/2000 July 31st and August 1st Archivist coming in
- Blue Cross and Blue Shield of Florida Corporate Archives Policy Draft 1- 8/2/2000
- Blue Cross and Blue Shield of Florida Corporate Archives Policy Draft 2- 8/17/2000
- Archives Update, 10/11/2000

Folder 499: Archives Project Materials – Company Research and Proposal Materials, date unknown

- Reaching the Public: Uses of Oral History Interviews, with sixteen attachments:
 - Transcribing Tips
 - Deed of Gift- To the Oral History Program of the Barnett Historic Preservation Foundation, Inc.
 - Publications: Oral History Pamphlet Series
 - Basic Bibliography on Oral History
 - Barnett Historic Preservation Foundation, Inc.- Principal Accomplishments-1998
 - Barnett Historic Preservation Foundation, Inc.- Principal Accomplishments- 1999
 - Barnett Historic Preservation Foundation, Inc.- 2000 Objectives
 - Barnett Historic Preservation Foundation, Inc.- Business Plan- Objectives and Results
 - Barnett Historic Preservation Foundation, Inc.- Business Plan (April 1998)
 - Barnett Historic Preservation Foundation, Inc.- Oral History Project- Interview Progress Report
 - Equipment Considerations
 - Guidelines and Principles of the Oral History Association
 - Interviewing Tips
 - Do's and Don'ts for Oral History Interviewing
 - Ethical and Legal Considerations
 - Developing and Managing a Local Oral History Program
- Gone, but not Forgotten: Barnett Bank the Subject of Publishers Latest history Project
- Note to Susan Towler re: History Project- Examples of Companies Who Produce Corporate Histories
- Project Plan- BCBSF History and Archive Project (Sections, Goals, Major Project Components)
- Project Plan- BCBSF History and Archive Project (Sections, Background/Current Situation)
- Archive Project Outline
- History Project talk/intro to project agenda
- Agenda Outline

- Keeping Archives at Blue Cross Blue Shield of Florida: Consultant's Findings
- Items Donated to Corporate Archives Form

Folder 500: Archives Project Materials – Employee Interviews and Contributions 1997

- Written Notes- Fabian Fuentes- 2/3/1997, with attachment:
 - Builders Trade Union Issue BCBSF Position

Folder 501: Archives Project Materials – Employee Interviews and Contributions 2000

- BCBSF Central Archives Questionnaire- Victoria Leavengood
- BCBSF Central Archives Questionnaire- Helen Adams
- BCBSF Central Archives Questionnaire- Hunter Gibbons
- BCBSF Central Archives Questionnaire- Antonio Favino
- BCBSF Central Archives Questionnaire- George Lewis
- BCBSF Central Archives Questionnaire- Bill Dodd
- BCBSF Central Archives Questionnaire- Nathan Oplinger
- BCBSF Central Archives Questionnaire- Jack Floyd
- BCBSF Central Archives Questionnaire- Judy Disanza
- BCBSF Central Archives Questionnaire- Mary Herbert, with 18 attachments:
 - Letter: Dave Manachi to Mr. Herbert's Retirement Dinner Ad Hoc Committee, re: Initial check list
 - Invitation: J.W. Herbert Retirement Dinner
 - Invitation: J.W. Herbert Retirement Reception
 - Article: Jacksonville Journal, "The State of the Economy: Local Experts Discuss the Problems, Solutions"
 - Memo: W.E. Flaherty to AU Employees, re: Memoriam for John W. (Jack) Herbert Immediate Past President- Florida Plan
 - Letter: W.E. Flaherty to Mrs. John W. Herbert, re: educational memorial scholarship
 - Photo: J.W. Herbert and H.A. Schroder
 - Photo: Riverside Building Complex
 - Letter: Richard Nixon to J.W. Herbert, re: chairmanship of National Alliance of Businessmen, Jax Area
 - Article: Florida Times Union, Skip Livingston
 - Photo: J.W. Herbert
 - J.W. Herbert Timeline at BCBS, 1948-1979
 - Letter: J.W. Herbert to all Employees, re: Retirement
 - Title Page, Tribute to J.W. Herbert on his Retirement
 - Biographical Information Sheet-J.W. Herbert, President, Blue Cross of Florida, Inc.
 - Letter: John P. Walsh to Mr. and Mrs. John W. Herbert, re: Thank you
 - Fred Higginbotham to J.W. Herbert, re: Best Wishes
 - Letter: Raymond Fitzpatrick to Mr. and Mrs. Jack Herbert, re: Farewell Dinner
- BCBSF Central Archives Questionnaire- Pat Groner, with 7 attachments

- Letter: Pat N. Groner to Michael Cascone, Jr., re: Memoirs and Remembrances
- Memoirs, Blue Cross-Blue Shield, Pat Groner
- Frank S. Groner, In First-Person: An Oral History
- Article: "The Seventh Annual Justin Ford Kimball Award to: Frank S. Groner"
- Article: "Modern Healthcare, Healthcare Hall of Fame"
- Typed Comments on C. Rufus Rorem, Pat Groner
- Article: "The Handbook of Texas Online, Frank Shelby Groner"
- Pat N. Groner to Ms. Janet Rogers, re: Recent Mailing, with attachment:
 - Memoirs: Blue Cross-Blue Shield, Pat Groner
- Typed Note, Jan to Margie, re: sets of information from Mr. Groner, with 5 attachments:
 - Letter: Pat Groner to Mr. Rogers, re: Memorabilia
 - Article: "Birth of the Blues"
 - Article: "Orleans Doctors to join Service Plan"
 - Article: "Hospital Association with Note 10th Year of Founding"
 - Article: "Association News, Local Hospital Service System Becomes Model"
- BCBSF Central Archives Questionnaire- Charles Richard
- BCBSF Central Archives Questionnaire- Michael Foley, with attachment:
 - Written Note: Michael Foley, re: Offer to Give Memorabilia/Interview

Folder 502: Archives Project Materials – Employee Interviews and Contributions 2001

- Items Donated to Corporate Archives-Joe Girouex
- Letter: Ruth Schroeder to Mary Lou, re: picture printouts, with attachments:
 - Photocopy of Profile 6/1969 issue, pg. 18
 - Photo printout of BCBS Coral Gables office employees
 - Photo printouts of BCBS employees at an unknown company event
 - Photocopies of photos of various BCBS executives, including Paul Mitalas, Jerry Potter, Norman Tuck, Gary Karasick, Jerry Vaughn, Imogene Cunningham, Ted Hedrick, Jackie McKenzie, and Jay Kapur
 - Photocopy of articles from Profile 11/1977 and 9/1978 issues
 - List of various former South Florida BCBS employees

Folder 503: Archives Project Materials – Employee Interviews and Contributions 2002

- Mailed Packet from Pat Groner, containing:
 - Written Note to Michael Kucsak
 - Resume/CV, Pat Groner
 - Groners in Blue Cross-Typed Recollections
 - C. Rufus Rorem-Comments on an Oral History with Lewis Weeks 9/9/1978
 - Memoirs-Blue Cross-Blue Shield

Folder 504: Archives Project Materials – Employee Interviews and Contributions 2003

- Handwritten Note, Marilou to Michael Kucsak, re: attached info about Bobby Ross, with 4 attachments:

- Letter: Lynn Gregory and Family to Mr. Cassady, re: Thanksgiving basket thank you
- Profile Article: "Spotlight"
- Article: "Blanket Man covers homeless with care"
- Certificate: Federal Employee Program Medical Operations Team Volunteer- Bobby Ross

Folder 505: Archives Project Materials – Employee Interviews and Contributions, date unknown

- Written Notes: Joyce Powell-Employment date 6/8/1953
- Items Donated to Corporate Archives-Ann Graham- Profile from 2/1979
- Items Donated to Corporate Archives-Ann Graham-CPT Book 1969
- Written Note: Ann Graham to Margie Pace
- Items Donated to Corporate Archives-Bob Fetzer
- Written Notes: Keith Coker
- Written Notes: Carl Demery
- Written Notes: Carl Demery part 2
- Written Notes: Fabian Fuentes
- Written Notes: Dudley Mendheim
- Typed Notes: Bruce Bagni
- Items Donated to Corporate Archives-Reagan Souts
- Photocopies of items related to Dr. Edward Jelks, including:
 - Resolution of appreciation from Blue Shield of Florida board of directors to Edward Jelks
 - List of Duval County Medical Society Presidents 1916-1940
 - Dr. Jelks' obituary and application for membership to the Duval County Medical Society, Inc.

Box 42: Corporate History: Scandals and Lawsuits, 1992-1999, date unknown

Folder 506: Medicare Skin Lesion Policy 1996

- Declaration of Aron Primack, MD
- Medicare Part B.- Medical Policy Procedures-Benign or Premalignant Skin Lesion Removal/Destruction
- Daniel B. Lestage, MD/Vice President and Medicare Medical Director to Drs. Zack and Lober/ The Florida Society of Dermatology, Inc., re: Skin Lesion Policy Letter
- Clifford W. Lober, MD/Past President, FSD and Lisa A. Zack, MD/ President, FSD, to Daniel Lestage, MD/ Carrier Medical Director, BC and BS, re: Florida Society of Dermatology Review of Skin Lesion Policy
- Chart- Medicare (Part B): Medical Insurance Covered Services for 1996
- Skin Cancer: An Undeclared Epidemic
- Folder Packet, with Medicare Skin Lesion Policy Items:
 - Fact Sheet: Medicare Coverage Policies
 - Chart- Medicare (Part B): Medical Insurance Covered Services for 1996
 - Special Issue- Coverage for Benign or Premalignant Skin Lesion Removal

- Clarification of Medical Policy for Skin Lesion Removal
- Special Issue- Coverage for Benign or Premalignant Skin Lesion Removal

Folder 507: Medicare Skin Lesion Policy 1997

- Statement on Medicare Coverage Policies
- Memo- Karen Tinggen to Bruce Davidson, re: Copy of Skin Lesion Removed Overview
- Map- Nutritional Distribution of Allowed Dollars/1,000 Traditional Medicare Enrollees
- Map- Allowed Dollars Per 1,000 Traditional Medicare Enrollees
- Letter: Donna E. Shalala to the Honorable E. Clay Shaw, Jr., re: Response to Letter Regarding Skin Lesion Local Medical Review Policy

Folder 508: Medicare Skin Lesion Policy, date unknown

- Overview of Medicare Dermatology Issue: Removal of benign or Premalignant Skin Lesions
- Clarification of Medical Policy for Skin Lesion Removal
- Fact Sheet- Medicare Coverage Policies
- Key Messages: Medicare Demonstration
- Talking Points: Medicare Demonstration

Folder 509: Medicare Fraud Lawsuit 1992

- Article: Florida Times Union, "Feds to Try Suit Against Blue Cross"
- Article: The Miami Herald, "Justice Department Joins Suit Against Florida Health Insurer"

Folder 510: Medicare Fraud Lawsuit 1993

- News Release: Blue Cross and Blue Shield of Florida Announces Favorable End to Medicare Investigation
- Press Release: Theresa A. Burr Civil Action
- VMS Transcript: CBS Evening News, 9/21/1993

Folder 511: Medicare Fraud Lawsuit 1994

- BCBSF Statement on the Medicare Lawsuit Settlement Hearing
- Article: Jacksonville Business Journal, "Businesses Aid Blues' Whistle Blower"
- Article: Jacksonville Business Journal, "Article Missed Real Angle of Blue Cross Lawsuits"
- BCBSF Statement on the United States District Court's Approval of the Medicare lawsuit Settlement
- U.S. District Court Middle District of Florida Jacksonville Division- Report and Recommendation
- BCBSF Statement on the Medicare Lawsuit Settlement

Folder 512: HMO Legislation 1997

- Bill Summary and Status for the 105th Congress-S.644
- 105th Congress 1st Session- S.644 Amendment to Public Health Service Act and the Employee Retirement Income Security Act of 1974

Folder 513: HMO Legislation 1998

- 105th Congress 2nd Session- HR 3605-Amendment to Public Health Service Act, Employee Retirement Income Security Act of 1974, and Internal Revenue Code of 1986
- H.R. 3605, Patients' Bill of Rights Act of 1998
- Enterprise Liability Summary
- Health Plans and Increased Lawsuits FAQ

Folder 514: HMO Legislation, date unknown

- Issue Brief- Health Plan Liability Issues
- HMO Civil Remedy- Legislative Summary

Folder 515: Anti-Tobacco Lawsuit 1997

- Article: The Plan Dealer, "Who's the Winner in the Tobacco Deal? Agreement Filled with Problems for Victims, Insurers, Government"
- Article: Rocky Mountain News, "Justice or Jackpot? When Trial Lawyers Take on Big Industry, Who Comes out the Winner?"

Folder 516: Anti-Tobacco Lawsuit 1998

- Coalition for Tobacco Responsibility- What They Are Saying
- Article: Associated Press, "Health Insurance Sue Tobacco Firms"
- Article: Florida Times Union, "Insurers Sue Tobacco Companies"
- Article: Business Wire, "Group of Blue Cross Blue Shield Plans Sue Tobacco Firms for High Damages"
- Tape Transcripts: BCBS Tobacco Lawsuit
- Show Transcripts: CNN Moneyline with Lou Dobbs
- Article: P.R. Newswire, "R.J. Reynolds Tobacco Company Response to Announcements of Blue Cross and Blue Shield Lawsuits"
- Article: P.R. Newswire, "Brown and Williamson Responds to New Lawsuits"
- Transcript: New Edge- Blue Cross/Blue Shield News Conference, CNNfn
- Article: U.P.I., "UPI Focus- Insurers Suing Tobacco Companies"
- Article: Reuters, "Major Health Insurers Sue Tobacco Companies"
- News Release: Coalition Announces Major Lawsuits Against Tobacco Lawsuit
- Blue Cross and Blue Shield of Florida- Statement on Coalition for Tobacco Responsibility
- Government Programs Statement for Tobacco Litigation
- List: Coalition for Tobacco Responsibility Participating Plans
- List: The Coalition for Tobacco Responsibility- A Group of 34 Independent Blue Cross and Blue Shield Plans
- Article: U.S.A. Today, "Tobacco Execs Don't want to Deal; So Who Needs Them?"
- Article: The Indianapolis Star, "Off the Hook"
- Article: The Arizona Republic, "No Tobacco Amnesty"
- Article: USA Today, "Kids are Getting Lost in the Tobacco Deal Shuffle"

Folder 517: Anti-Tobacco Lawsuit 1999

- News Release: Blue Cross Blue Shield Coalition Wins Motion on Anti-Tobacco Lawsuit

Folder 518: Anti-Tobacco Lawsuit, date unknown

- Media Kit Title Page
- Coalition for Tobacco Responsibility- Map- State Plans in Tobacco Litigation Coalition
- Press Release- Coalition Announces Major Lawsuits Against Tobacco Companies
- Talking Points- Health Plan Liability Related to Tobacco
- Press Release- Coalition Announces Major Lawsuits Against Tobacco Companies
- Statement in Reaction to Jury Verdict in Florida Suit Against Big Tobacco
- Coalition for Tobacco Responsibility Summary
- Coalition for Tobacco Responsibility Fact Sheet
- U.S. District Court Northern District of Illinois, List of lawsuit Plaintiffs and Defendants
- U.S. District Court Western District of Washington at Seattle, List of lawsuit Plaintiffs and Defendants
- U.S. District Court Eastern District of New York, List of Lawsuit Plaintiffs and Defendants

Reports and Presentations

Box 43: BC, BS, & BCBS FL Annual Reports, 1969-1990

Folder 519: Blue Shield of Florida Annual Report 1953

- 1953 Annual Report, Blue Shield of Florida, Inc.

Folder 520: Blue Cross of Florida Annual Report 1969

- 1969 Blue Cross of Florida Annual Report

Folder 521: Blue Shield of Florida Annual Report 1970

- 1970 Blue Shield of Florida Annual Report

Folder 522: Blue Cross of Florida Annual Report 1971

- 1971 Blue Cross of Florida Annual Report

Folder 523: Blue Cross of Florida Annual Report 1972

- 1972 Blue Cross of Florida Annual Report

Folder 524: Blue Cross of Florida Annual Report 1973

- 1973 Blue Cross of Florida Annual report, 2 copies

Folder 525: Blue Cross of Florida Annual Report 1974

- 1974 Blue Cross of Florida Annual Report

Folder 526: Blue Shield of Florida Annual Report 1975

- 1975 Blue Shield of Florida Annual Report

Folder 527: Blue Cross of Florida Annual Report, and Blue Shield of Florida Annual Report 1976

- 1976 Blue Cross of Florida Annual Report
- 1976 Blue Shield of Florida Annual Report

Folder 528: Blue Shield of Florida Annual Report 1977

- 1977 Blue Shield of Florida Annual Report

Folder 529: Blue Shield of Florida Annual Report 1978

- 1978 Blue Shield of Florida Annual Report, 2 copies

Folder 530: Blue Cross of Florida Annual Report 1979

- 1979 Blue Cross of Florida Annual Report

Folder 531: Blue Cross and Blue Shield of Florida Annual Report 1980

- 1980 BCBS of Florida Annual Report, 2 copies

Folder 532: Blue Cross and Blue Shield of Florida Annual Report 1981

- 1981 BCBS of Florida Annual Report, 2 copies

Folder 533: Blue Cross and Blue Shield of Florida Annual Report 1982

- 1982 BCBS of Florida Annual Report, 2 copies

Folder 534: Blue Cross and Blue Shield of Florida Annual Report 1983

- 1983 BCBS of Florida Annual Report, 2 copies

Folder 535: Blue Cross and Blue Shield of Florida Annual Report 1984

- 1984 BCBS of Florida Annual Report, 2 copies

Folder 536: Blue Cross and Blue Shield of Florida Annual Report 1985

- 1985 BCBS of Florida Annual Report, 2 copies

Folder 537: Blue Cross and Blue Shield of Florida Annual Report 1986

- 1986 BCBS of Florida Annual Report, 2 copies

Folder 538: Blue Cross and Blue Shield of Florida Annual Report 1987

- 1987 BCBS of Florida Annual Report, 2 copies

Folder 539: Blue Cross and Blue Shield of Florida Annual Report 1988

- 1988 BCBS of Florida Annual Report, 2 copies

Folder 540: Blue Cross and Blue Shield of Florida Annual Report 1989

- 1989 BCBS of Florida Annual Report, 2 copies

Folder 541: Blue Cross and Blue Shield of Florida Annual Report 1990

- 1990 BCBS of Florida Annual Report, 2 copies

Box 44: BCBS FL Annual Reports, 1991-2010

Folder 542: Blue Cross and Blue Shield of Florida Annual Report 1991

- 1991 BCBS of Florida Annual Report, 2 copies

Folder 543: Blue Cross and Blue Shield of Florida Annual Report 1992

- 1992 BCBS of Florida Annual Report, 2 copies

Folder 544: Blue Cross and Blue Shield of Florida Annual Report 1993

- 1993 BCBS of Florida Annual Report, 2 copies

Folder 545: Blue Cross and Blue Shield of Florida Annual Report 1994

- 1994 BCBS of Florida Annual Report, 2 copies

Folder 546: Blue Cross and Blue Shield of Florida Annual Report 1995

- 1995 BCBS of Florida Annual Report, 2 copies

Folder 547: Blue Cross and Blue Shield of Florida Annual Report 1996

- 1996 BCBS of Florida Annual Report, 2 copies

Folder 548: Blue Cross and Blue Shield of Florida Annual Report 1997

- 1997 BCBS of Florida Annual Report, 2 copies

Folder 549: Blue Cross and Blue Shield of Florida Annual Report 1998

- 1998 BCBS of Florida Annual Report, 2 copies

Folder 550: Blue Cross and Blue Shield of Florida Annual Report 1999

- 1999 BCBS of Florida Annual Report, 2 copies

Folder 551: Blue Cross and Blue Shield of Florida Annual Report 2000

- 2000 BCBS of Florida Annual Report, 2 copies

Folder 552: Blue Cross and Blue Shield of Florida Annual Report 2001

- 2001 BCBS of Florida Annual Report, 2 copies

Folder 553: Blue Cross and Blue Shield of Florida Annual Report 2002

- 2002 BCBS of Florida Annual Report, 2 copies

Folder 554: Blue Cross and Blue Shield of Florida Annual Report 2003

- 2003 BCBS of Florida Annual Report, 2 copies

Folder 555: Blue Cross and Blue Shield of Florida Annual Report 2010

- 2010 BCBS of Florida Annual Report

Box 45: Other Annual Reports, 1944-2005

Folder 556: Other Annual Reports 1944-45

- Florida Hospital Service Corp. Financial Statements 1944-1945

Folder 557: Other Annual Reports 1988

- BCBS Delaware 1988 Annual Report

Folder 558: Other Annual Reports 1998

- 1998 Summary Annual Reports
- First Coast Service Options, Inc.- Making our Mark-1998

Folder 559: Other Annual Reports 2000

- 2000 Performance Highlights
- First Coast Service Options 2000 Annual Report

Folder 560: Other Annual Reports 2001

- BCBSA Blue Annual 2001, 2 copies
- 2001 Enterprise Plan Summary
- 2001 Performance Highlights

Folder 561: Other Annual Reports 2002

- Management Plan: 2002 Enterprise Plan Summary, 2 copies

Folder 562: Other Annual Reports 2004

- Blue Cross Blue Shield Association 2004 Blue Plan Health Promotion Programs
- BCBSA Blue Annual 2004, 2 copies
- Blue Cross and Blue Shield of Florida 2004 Financial Report, 2 copies

Folder 563: Other Annual Reports 2005

- 2005 Enterprise Plan Summary

Folder 564: Other Annual Reports 2010

- 2010 Performance Highlights

**Box 46: Affirmative Action Reports, 1974 & 1975, date unknown
Benefit Plan Reports, 1994 & 2003
Company Performance, 1973 & 1995**

Corporate Initiatives, 1996-2003

Health Industry Analysis, 1970-2014, date unknown

Literature Summary Reports, 1994 & 1995, date unknown

Miscellaneous, 1976-2003, date unknown

Folder 565: Affirmative Action Reports 1974

- Affirmative Action Program Report

Folder 566: Affirmative Action Reports 1975

- 1975 Affirmative Action Program Outline
- Affirmative Action Goals by Organizational Unit
- Analysis and Identification of Problem Areas by Organizational Unit

Folder 567: Affirmative Action Reports, date unknown

- Present Staffing- Sub Units Within Organizational Unit Report

Folder 568: Benefit Plan Reports 1994

- State of Florida Employees Group Health Self-Insured Program

Folder 569: Benefit Plan Reports 2003

- 2003 Employee Benefits Program Slideshow Presentation

Folder 570: Company Performance Reports 1973

- Blue Cross of Florida, Inc.- Paid In-Patient Cases in All Member Hospitals

Folder 571: Company Performance Reports 1995

- Performance Overview- 9/1995

Folder 572: Corporate Initiatives 1996

- Internet/Intranet Discussion Framework

Folder 573: Corporate Initiatives 2001

- Partners in Education for Business Success

Folder 574: Corporate Initiatives 2002

- Empower Web Capabilities Overview, 7/5/2002
- Empower Slideshow Presentation, 7/15/2002
- Empower Update 3rd Quarter 2002, 10/3/2002

Folder 575: Corporate Initiatives 2003

- Direct Market Operations- New Scheduling Systems, 7/8/2003

Folder 576: Health Industry Analysis Reports 1970

- From Indemnity to Full Coverage: Changes in Hospital Utilization

Folder 577: Health Industry Analysis Reports 1980

- Business Venture Analysis: Feasibility of a HMO

Folder 578: Health Industry Analysis Reports 1983

- General Environmental Assessment, 5/1983

Folder 579: Health Industry Analysis Reports 1992-95

- BCBSF Public Policy Issue Papers

Folder 580: Health Industry Analysis Reports 2014

- The Future of Health Care: 2015 and Beyond

Folder 581: Health Industry Analysis Reports, date unknown

- Managed Care Discussion

Folder 582: Literature Summary Reports 1994

- Disease Management, 12/1994
- Case Management, 12/1994
- Component Management, 12/1994
- Information Management, 11/1994
- Network Design/Management, 11/1994

Folder 583: Literature Summary Reports 1995

- Regulatory and Legal Issues Associated with Integrated Delivery Systems, 1/25/1995

Folder 584: Literature Summary Reports, date unknown

- Customer Needs Report

Folder 585: Miscellaneous Reports and Presentations 1976

- BC and BS Incoming Mail Fiscal Year '76
- BC/BS and Medicare Outgoing Mail Fiscal Year '76
- Postage Expense Fiscal Year '76

Folder 586: Miscellaneous Reports and Presentations 1997

- Field Staffing Report as of 10/1/1997

Folder 587: Miscellaneous Reports and Presentations 2001

- Putting Customers at the Center of the Universe: Combining Internal and External Information Resources, 6/2001

Folder 588: Miscellaneous Reports and Presentations 2003

- BCBSF Financial Due Diligence Report-Matching Gifts Program Vendors

Folder 589: Miscellaneous Reports and Presentations, date unknown

- Delivery System Relations

Box 47: External Presentations to BCBS FL, 1992-2003, date unknown

Folder 590: External Presentations to BCBS FL 1992

- Universal Access Legislation Assessment-Slide Book for Blue Cross and Blue Shield of Maryland- The Boston Consulting Group, Inc.

Folder 591: External Presentations to BCBS FL 1994

- Introduction to Continuous Improvement in Healthcare- Quorum Health Resources, Inc./Center for Continuous Improvement
- Delivery Systems: Emerging from Chaos- Martin B. Silverstein-The Boston Consulting Group/ Conference on Strategies of Integration in the Changing Healthcare Environment
- Spectrum of Insurer/Managed Care Options- The Boston Consulting Group

Folder 592: External Presentations to BCBS FL 1999

- Medical Management Framework Presentation- Anderson Consulting
- Exploring Population Based Health Improvement- BCBS of Florida Meeting Discussion Guide- William M. Mercer

Folder 593: External Presentations to BCBS FL 2003

- Florida's Medicaid and SCHIP Funding- Joan Alker, Georgetown Health Policy Institute

Folder 594: External Presentations to BCBS FL, date unknown

- Accountable Health Plans, Advanced Integrated Delivery Systems and optimal Physician Organizations: Understanding What to do and why? - Jacque J. Sokolov, MD, Advanced Health Plans Inc. and AHP Development Corporation

Audiovisual Materials

VHS Tapes

Employee Materials

Box 48: Employee News and Updates: Blue on Blue, 1992-1994

- Blue on Blue Pilot, March 1992
 - 1991-1992 Annual Achievement Awards
- Blue on Blue, 6/1992
- Blue on Blue 3rd Quarter, 10/21/1992
- Blue on Blue 1st Quarter, 2/15/1993
- Blue on Blue 2nd Quarter, 6/14/1993
- Blue on Blue 3rd Quarter, 9/16/1993

- Blue on Blue 4th Quarter, 12/1993
- Blue on Blue 2nd Quarter, 6/1994
- Blue on Blue 4th Quarter, 12/8/1994

Box 49: Employee News and Updates: Blue on Blue, 1995-1997

- Blue on Blue Special Report- The President's Address- Update on Corporate Direction, 7/1995
- Blue on Blue Special Report- Business Transformation, 9/1995
- Blue on Blue Special Report- Business Transformation II- Communicating Change, 12/1995
- Blue on Blue Special Report- Business Transformation III- Implementing Change, 3/1996
- Blue on Blue- News One Field Tapes #1-#4 6/26/1996 (Deerwood Campus Construction)
- Blue on Blue 3rd Quarter 1996, 9/1996
- Blue on Blue 1st Quarter field Tapes 1, 1A, and 2, 4/7/1997 (Deerwood Campus Opening)
- Blue on Blue 2nd Quarter 1997, 6/1997
- Blue on Blue 3rd Quarter 1997, 10/1997

Box 50: Employee News and Updates: Miscellaneous, 1992-2002

- Hurricane Update #1- Employee Hurricane Andrew/Miami Office Update, 9/4/1992
- Hurricane II- Employee Hurricane Andrew/Miami Office Update 2, 9/19/1992
- Answers About the Audit- Grades 8-14- 9/28/1992- Employee Update Regarding System-wide Company Audit of Jobs, 1992
- PBO Changes- Employee Update on Structural Changes within Private Business Operations, 2/9/1993
- Healthcare Reform- Morning Panel Discussion, 2/17/1994
 - Q & A Between BCBS of Florida Executives and Employees on current Healthcare Issues and Marketplace
- Corporate Direction for 1995, 2000 and Beyond, 1/1995
 - Company Wide Corporate Strategy Update
- BCBSF Virtual Office Release I Update, 11/1998
- Thank you from Empire Blue Cross Blue Shield of New York, 3/25/2002
 - Thank you to all BCBS Plans Who Donated Money and Goods to NY Plan After 9/11
- Flaherty's Quality Council Presentation, 2002
 - W.E. Flaherty Address to Employees

Box 51: Workplace Health and Safety, 1992-1993

- BCBSF Riverside HOC- Physical Environment, 5/11/1992
 - Employee Building Safety Update
- Physical Environment II, 5/20/1992
 - Employee Building Safety Update
- "Occupational Safety"- BCBSF Employee Occupational Safety Video, 7/14/1993

Box 52: Training and Compliance, 1990-2001

- “A Customer Perspective on Good Service”- BCBSF Market Research, 1/1990
 - BCBSF Customer Service Training
- Farley Lavette- MHS Overview/References, 3/14/1990
 - BCBSF Computer System Training Seminar
- SEAKO Technical Training- 3/14/1990 P.M. Session- Providers, 1990
 - BCBSF Computer Systems Training- Claims Coding
- SEKO Technical Training- 3/15/1990 A.M. Session- Membership, 1990
 - BCBSF Computer Systems Training- Claims Coding
- SEAKO Technical Training- 3/15/1990 P.M. Session- Claims, 1990
 - BCBSF Computer Systems Training-Claims Coding
- CBN- “Gain A Better Understanding of Product Benefits,” 11/17/1992
 - BCBSF Claims Coding Training and Discussion
- MHS Comtec Benefit Presentation, 12/7/1992
 - BCBSF Computer System Training and Discussion
- Compass: “Charting the Course for Business Conduct,” 1/1995
 - BCBSF Business Ethics Training
- Compass: Refresher Training, 1/1998
 - BCBSF Business Ethics Training
- “Virtual Office II” Training, 11/9/1998
 - BCBS Provider Software Training
- National Business Unit Operations- “Service Associate Recruitment Video,” 7/26/1999
 - BCBS Customer Service Associate Informational/Recruitment Video
- “Morning,” 2001
 - BCBS Market Structure and Segmentation Study and Presentation/Seminar
- “Afternoon,” 2001
 - BCBS Market Structure and Segmentation Study and Presentation/Seminar

Box 53: Training and Compliance, date unknown

- Provider Liaison Mentoring Interviews
 - BCBS Virtual Office/Provider Liaison Informational Interviews-Experiences/Tips for Setting up Physician Offices with V.O.
- Paid Time Off for You
 - BCBS Paid Leave Information
- Behind the Blues- 1. BCBSF 50th Anniversary, 2. BCBSF Corporate Direction
 - BCBSF Company Info for Operations Training
- Traditional/PPC Customer Service Curriculum- 1. BCBSF 50th Anniversary, 2. BCBSF Corporate Direction, 3. Customer Feedback from Focus Group, 4. A Customer’s Perspective on Good Service, 5. Personal Health Advisor
 - BCBSF Company Info for Operations Training
- The Business of BCBSF- Local Group MST Administration (1 of 2)
 - BCBSF Market Segmentation Training and Discussion
- The Business of BCBSF- Local Group MST Administration (2 of 2)

- BCBSF Market Segmentation Training and Discussion
- The Business of BCBSF- Local Group MST/HMO Admin (1 of 2)
 - BCBSF Market Segmentation Training and Discussion
- The Business of BCBSF- HMO Admin (2 of 2)
 - BCBSF Market Segmentation training and Discussion
- The Business of BCBSF- Direct Market Segment Team
 - BCBSF Market Segmentation Training and Discussion
- The Business of BCBSF- National/Special Market Segment Team
 - BCBSF Market Segmentation Training and Discussion
- The Business of BCBSF- National/Special MST- Walter James and Ed Treffinger
 - BCBSF Market Segmentation Training and Discussion
- The Business of BCBSF- Marketing (2 of 2)
 - BCBSF Market Segmentation Training and Discussion

Marketing and PR Materials

Box 54: Market Research Focus Group Meetings, 1999-2002

- Rife Market Research, Inc.- Public Opinion- Group I Females, 12/21/1999
 - Public Opinion Focus Group; Questions about Healthcare Costs, Dr. Unionization, Proposed Lawsuit Legislation, Prescription Drugs
- The Irwin Group-Public Opinion Strategies-HMO, 12/16/1999
 - Women Focus Group; Questions About Variety of Healthcare Issues
- Market Horizons, Inc.- Cliff Frank- Focus Group #1, 10/11/2001
 - Questions About Physician Practice Management
- Market Horizons, Inc.- Cliff Frank- Focus Group #2, 10/11/2001
 - Questions about Physician Practice Management
- Market Horizons, Inc.- Denise Barton-Focus Group Part 1, 10/30/2001
 - Questions about Physician Office Business Structure and Business Practices
- Market Horizons, Inc.- Denise Barton- Focus Group Part 2, 10/30/2001
 - Questions about Physician Office Business Structure and Business Practices
- Market Horizons, Inc.- Bill Harger- Focus Group, 11/1/2001
 - Questions about Physician Practice Management, Business Structure
- Market Horizons- The Herron Group- Medical 4PM Group, 12/12/2001
 - Physician Practice Admins; Questions about payers, technology, revenue, practice management
- Market Horizons- The Herron Group- Medical 6PM Group, 12/12/2001
 - Physician Practice Admins; Questions about payers, technology, revenue, practice management
- Market Horizons- The Herron Group- Medical 8PM Group, 12/12/2001
 - Physician Practice Admins; questions about payers, technology, revenue, practice management
- Rife Market Research/Market Horizons- 10+ Doctors per practice- Group I, 12/13/2001

- Physician Practice Admins; Questions about payers, technology, revenue, practice management
- Rife Market Research/Market Horizons- 4+ Doctors per practice- Group II, 12/13/2001
 - Physician Practice Admins; Questions about payers, technology, revenue, practice management
- Rife Market Research/Market Horizons- 1-3 Doctors per practice- Group III, 12/13/2001
 - Physician Practice Admins; questions about payers, technology, revenue, practice management
- Market Horizons Inc.- Physician Practices Focus Group, 1/22/2002
 - Physician Practice Admins; Questions about business practices, payers, use technology
- Market Horizons Inc.- Medical Practice as a small business, 1/2002
 - Physician Practice Admins; Questions about payers, technology systems, general use of technology

Box 55: Promotional and Sales Material: Advertisements and PSA's, 1991-1999

- BCBSF PSA- Healthy Start/Baby Hotline, 12/1991
 - PSA's for Pregnancy Hotline, Sponsored by BCBSF
- BCBSF Ad- "Mary," 1/28/1997
 - Ad for BCBSF HMO Health Options
- BCBSF Ad- HMO Image Compilation Reel, 10/9/1997
 - Ads Promoting BCBSF HMO Health Options
- BCBSF Ads- "We Need Help" and "Unavoidable Question," 1/20/1998
 - Ads for BCBSF Medicare HMO, Health Options
- BCBSF- Advertising and Marketing Communications "Real Life"- Sample Reel, 2/20/1998
 - Ad for Free BCBS Report on Changes to Medicare
- BCBSF Ad- "What Happens?" 2/13/1998
 - Ad Questioning Potential Healthcare Legislation
- BCBSF Ad- "Painting with Light," 4/14/1998
 - Ad Opposing Potential Healthcare Legislation
- BCBSF Ads- Dial Overlay Tape- Tampa 4/13/1998, Miami 4/14/1998
 - Ads Opposing Potential Healthcare Legislation, with responses of various demographics shown
- BCBSF Ads- "Kitchen" and "Office," 4/16/1998
 - Ads Opposing Potential Healthcare Legislation
- BCBSF Ad- "Kitchen," 5/11/1998
 - Ad Opposing Potential Healthcare Legislation
- American Association of Health Plans Ads- "Game" and "Alarm," 6/6/1998
 - Ads Commenting on Proposed Healthcare Legislation
- American Association of Health Plans ad- "Forget it," 6/24/1999
 - Ad Commenting on Proposed Healthcare Legislation
- American Association of Health Plans Ad- "Answer," 9/29/1999
 - Ad Commenting on Proposed Healthcare Legislation

Box 56: Promotional and Sales Material: Advertisements and PSA's, 2001-2006, date unknown

- BCBSF/Department of Elder Affairs PSA- "Fullest," 1/10/2001
 - PSA for Department of Elder Affairs
- BCBSF/Department of Elder Affairs PSA- "Adventure," 2/27/2001
 - PSA for Department of Elder Affairs
- BCBSF/Department of Elder Affairs PSA- "Bowl for Free," 2/28/2001
 - PSA for Department of Elder Affairs
- BCBSF/Department of Elder Affairs PSA- "Singing Senior," 3/6/2001
 - PSA for Department of Elder Affairs
- BCBSF PSA- "Volunteers," 1/7/2002
 - PSA Promoting BCBSF Employees Volunteerism
- BCBSF PSA- "Blue Foundation," 1/7/2002
 - PSA Promoting BCBSF Blue Foundation's Philanthropy
- BCBSF Ads- "Andy" Low Cost Blue Options, 6/20/2006
 - Ads for BCBSF Blue Options Plans
- BCBSF Ad- "Heartbeat"
 - Ad Opposing Potential Healthcare Legislation
- American Association of Health Plans Ads- Selected Spots
 - Ads Commenting on Proposed Healthcare Legislation, ad inheritance tax ad
- BCBSF PSA's- "Your Health Today"
 - Health tips PSA's

Box 57: Promotional and Sales Material: BCBS Promotional Films, 1987-2000, date unknown

- BCBSF CHAMPUS Video, 4/1987
 - BCBSF Promotional Film for CHAMPUS Program
- IPS Health Insurance, Blue Cross Blue Shield of Florida, 1987
 - Video Highlighting BCBS's Technical Support Systems
- Provider and Customer Testimonials about "Virtual Office," 5/1995
 - Informational/Promotional Q&A with Providers who use V.O.
- A Closer Look at Virtual Office, 2/1998
 - Promotional V.O. Video
- "Embracing the Power of Diversity," 3/22/1999
 - BCBS Promotional Company Fil
- A Closer Look- Virtual Office- Provider Focus Team, 3/14/2000
 - Promotional V.O. Video
- New Introduction to Virtual Office Orientation, 7/7/2000
 - Promotional V.O. Video
- How Some High School Students Spend their Christmas Holidays- Partners in Achievement
 - Promotional Video for BCBS Work Study Program for Students

Box 58: Event, Film, and Publication Sponsorships, 1989-1996

- Medicare '89: A Special Report- Informational and Promotional Film about Medicare Changes, 1989
- March of Dimes- Informational Pregnancy Films, 9/16/1992
- Miss America's Address to DCPS- Speech to Students about HIV (With Introduction by Ernie Brodsky), 5/14/1993
- Miss America Visits Jacksonville/Blue Cross Blue Shield- Jacksonville Television Coverage-Variou News Spots, 5/14/1993
- NCCJ Breakfast, 2/12/1993
 - Introductory Speech by Ernie Brodsky noting BCBS Sponsored Anne Frank Exhibit
- Anne Frank Project, 1993
 - Traveling Exhibit; Jacksonville visit sponsored by BCBS
- National Conference Jacksonville- Show #1 "Silvers" Show #2 "25 Years of History" and "Robert T. Shircliff"- Presented by BCBS, 5/8/1995
- "Healthy Choice American Heart Walk"- Metro Jacksonville, 1996
 - BCBS one of several walk sponsors
- NCCJ Humanitarian Awards - Host/Speaker Ernie Brodsky, 1996
 - BCBS and Bill Flaherty Event Sponsors
- The National Conference- "We would be One," 5/21/1996
 - BCBS Event Sponsor
- Medicare and More Seminars
 - Health Options/BCBS Medicare HMO Seminar for Seniors
- Health Insurance and Medical Care Costs- Dr. Joseph Newhouse Ph.D.
 - Lecture Sponsored by BCBS
- 12 Drinks of Christmas- Channel 12 News
 - News Station PSA for Drink Recipe Publication, Co-sponsored by BCBS

Charitable Initiatives

Box 59: Blue Foundation Coverage, 2002

- WEAR-TV3- News Spot for Blue Foundation Grant to Sacred Heart Hospital (27:25)
- Various TV News Spots- Coverage of Blue Foundation Spring 2002 Grants
- Various TV News Spots- Coverage of Blue Foundation Spring 2002 Grants
- Eyewitness News/WJXT-TV- Coverage of Blue Foundation Grant to Healthy Childcare Jax
- WCJB-TV- Coverage of Blue Foundation Grant to Pleasant Place
- Lake City Community College TV- Coverage of Blue Foundation Grant to Columbia Senior Services
- Noticias 26/Univision Orlando- Coverage of Blue Foundation Grant to Hispanic Health Initiative
- Local 6 News/WKMG-TV- Coverage of Blue Foundation Grant to Hispanic Health Initiatives
- Sarasota Coverage-Coverage of Blue Foundation Grant to Senior Friendship Center
- FOX13/WTVT-TV- Coverage of Blue Foundation Grant to Hillsborough Community College Dental Assistant Program

- Lake City Community College TV/Perspective- Coverage of Blue Foundation Grants to Columbia County Agencies- Senior Services and Meals on Wheels
- Sacred Heart Hospital Pensacola- MEDS Program Informational Talk Show (Given Grant by the Blue Foundation)
- Sacred Heart Hospital Pensacola- Senior MEDS Program Informational Talk Show (Given Grant by the Blue Foundation- Mentioned 3:17-4:35)
- Various TV News Programs- Coverage of Blue Foundation Fall 2001 Grants (Produced in 2002)

Box 60: Blue Foundation Coverage, 2003-2004

- WCTV-TV Tallahassee- Coverage of Blue Foundation Grant to We Care Network, 2003
- Various TV News Spots/Orlando- Coverage of Blue Foundation grant to Florida Hospital Orlando Clinic for uninsured Patients, 2003
- WINK News Fort Myers- Coverage of Blue Foundation Grant to Lee Memorial Health System Parish Nurse Program, 2003
- Various TV News Spots- Coverage of Blue Foundation Grants to Shepherds Hope Clinic, Judes Christian Clinic, Volunteers in Medicine, 2003
- Channel 3 News- Coverage of Blue Foundation Grant to United Ministries, 2003
- Bay News 9- Coverage of Blue Foundation Grant to Marcy Project Clinic, 2003
- Various TV News Spots- Coverage of Blue Foundation Grant to Migrant Association, 2004
- First Coast News- Coverage of Blue Foundation Grant to Hope Haven Kids Clinic, 2004
- TV 20 News- Coverage of Blue Foundation Grant to Rural Health Partnership of North Central Florida, 2004

Box 61: Other Charitable Initiatives, 1993-2006

- BCBS News Release- Donation of CPR Mannequins to Local Girl Scouts, 1993
- BCBS Company Footage- Employees Participating in March of Dimes Walk, 1993
- BCBS Company Video- Freedom from Hunger Employee Food Drive, 1993
- BCBS Company Video- Annual Company United Way Campaign- "Choose to Build Our Community," 1996
- BCBS Company Video- Annual Company United Way Campaign- "The Answer is You," 1997
- BCBS Company Video- Annual Company United Way Campaign- "It All Begins with Me," 1998
- BCBS Company Video- Annual Company United Way Campaign- "You Have the Power!" 2001
- First Coast News- BCBS Mobile Mammography Van Donation to St. Vincents, 2002
- Good Morning Jacksonville/WTLV- BCBS Blue Community Champions and Joe Zelenka, 2004
- BCBS Company Video- Annual Company United Way Campaign- "Champions for United Way," 2006

Box 62: Media Coverage videos, 1996-2000

- Dinner with Bill- ARC Duval, 1996
 - Video Highlighting businesses that hire people with disabilities, including BCBSF
- March of Dimes- Walk America, 1997
 - March of Dimes Jacksonville Walk PSA-BCBSF Team Shown at 5:22
- Medical Center Clinic Talk Show, 11/16/2000
 - Talk show discussing Health Options' decision to remove Medical Center Clinic from its plan

Box 63: Other Health Association videos, 1997-2005, date unknown

- Cardiology Preeminence Roundtable- State of the union- "The Coming Compact for Heart Programs and Specialists," 1997 (Part One)
- Cardiology Preeminence Roundtable- The Summit Beyond- "Toward a Higher Standard of Care for MI," 1997 (Part Two)
- American Association of Health Plans- March on Washington- The United States Capital Washington, D.C., 5/17/2000
- Cover the Uninsured Week- "One Week to Make a Difference," 6/15/2003
- YMCA of the USA- Activate America Video, 10/2004
- CNBC Show- "America's Healthcare Crisis," 2005
- American Medical Association- Congressman Tom Campbell Address to AMA House of Delegates
- I.M. Sulzbacher Center for the Homeless- "Building on Our Vision"

Box 64: Commemorative Events and Programs, 1983-1996

- 9th Annual BC/BS Toys for Tots Variety Show Part 1, 1983
 - BCBSF Employee Talent Show
- 9th Annual BC/BS Toys for Tots Variety Show Part 2, 1983
- Annual Achievement Award, 1993
 - BCBSF Company Awards
- Achievement Awards (Junior Achievement)- Mandarin Bowling, 2/20/1993
 - BCBSF Company Bowling Event
- "Healthy Baby Day"- Beta #1, 3/9/1993
 - Health issue event at Tallahassee Capital Bldg (Part One)
- "Healthy Baby Day"- Beta #2, 3/9/1993
 - Health issues event at Tallahassee Capitol Bldg (Part 2); BCBS Featured at 5:56
- "Corporate Citizen Award"- Ernie Brodsky, 3/22/1993
 - Award Presentation to Ernie Brodsky/BCBS by Childbirth Education Association of Jax, for their work to promote healthy childbirth
- BCBSF 50th Anniversary, 3/8/1994
- Blue Cross Blue Shield Animation and Selects- tape #4, 7/18/1996
 - Computer generated shots of Deerwood campus

Box 65: Commemorative Events and Programs, 1997-2002

- Facilities Dedication- 2-hour loop, 1997
 - Deerwood campus dedication compilation
- Deerwood Campus- Possession of Building 200- Field Tapes #1, 1/27/1997
 - Footage of employee move-in at Deerwood
- “Board visit to Deerwood”- tape #1 and #2, 3/14/1997
- “Time Lapse Videography of New Construction Site”- Positions 1, 2, 3 and 4, 3/26/1996
 - Footage of Deerwood campus construction
- “Time Lapse Videography of New Construction Site”- Positions 5, 6, and 7, 3/26/1996 and 4/26/1997
 - Footage of Deerwood Campus Construction
- Deerwood Campus Complex- “Dedication Video,” 10/1997
- National Conference Awards-1998- John Delaney, Tillie Fowler; Senator Bob Graham; Chancellor Adam Herbert, 4/19/1998
 - Recognition of Bill Flaherty for Humanitarian Award
- The National Conference- Humanitarian Awards, 5/12/1998
 - Recognition of Bill Flaherty for Humanitarian Award (11:55-17:17)
- NCCJ (Bill Flaherty)- Master, 5/19/1998
 - National Conference Recognition of Bill Flaherty for Humanitarian Award
- Blue Cross Blue Shield of Florida Retirement Comments- Bill Flaherty- Senator Bob Graham, Chancellor Adam Herbert, Representative Tillie Fowler, 5/20/1998
 - Remarks on Bill Flaherty’s Leadership upon his retirement
- Blue Cross Blue Shield Virtual Office Celebration Video, 11/29/2000
 - BCBS Commemoration of creation and implementation of V.O.
- BCBS of Florida Women’s Interactive Network: Diversity- Celebrating our Differences, Embracing our Similarities, 2002
 - Footage of BCBS WIN inaugural meeting

Cassette Tapes

Box 66: Marketing and PR Materials, 1991-2001, date unknown

Media Coverage Materials, 1993-2004, date unknown

Executive Speeches, 1993

Marketing and PR: Radio Ads and PSA’s

- Murphy Pintak Gautier Agency- “Committee,” 3/23/1994
 - BCBSF Ad Against Proposed Healthcare Legislation
- Murphy Pintak Gautier- Blue Cross Blue Shield for Florida- “The Point,” 5/26/1994
 - BCBSF Ad Against Proposed Healthcare Legislation
- Murphy Pintak Gautier- Blue Cross Blue Shield for Florida- “Back,” 5/26/1994
 - BCBSF Ad Against Proposed Healthcare Legislation
- MPGA BC/BS- “Crowd,” 8/1/1994
 - BCBSF Ad Against Proposed Healthcare Legislation
- The Murphy Pintak Gautier Agency Inc.- Blue Cross Blue Shield- “Crowd” Version 5, 8/4/1994

- BCBSF Ad Against Proposed Healthcare Legislation
- Murphy Pintak Agency- “Call,” 8/12/1994
 - BCBSF Ad Against Proposed Healthcare Legislation
- Murphy Pintak Gautier Hudome Agency- Blue Cross/Blue Shield of Florida- “Alone,” 4/3/1998
 - BCBSF Ad Against Healthcare Legislation
- Blue Cross/Blue Shield of Florida- “Stops,” MPG Agency
 - BCBSF Ad Against Proposed Healthcare Legislation
- Blue Cross Blue Shield of Florida- “Carnival Game”
 - BCBSF Ad Against Proposed Healthcare Legislation
- HBC-RHBC 8096- “Laughing without North Carolina”
 - Health Benefits Coalition Ad Against Mal Practice Legislation
- Healthy Minutes Radio (9)- “Florida Health Minute”
 - BCBSF PSA’s for Diet and Exercise Tips
- Blue Cross/Blue Shield of Florida- Florida’s Radio Networks- “Florida Health Minute”
 - BCBSF PSA’s for Hurricane Preparedness

Marketing and PR: Market Research

- The Herron Group- Market Horizons Medical- 12/12/2001 4PM
 - BCBS Market Research Focus Group Meeting Discussion with Physician Practice Admins
- The Herron Group- Market Horizons Medical- 12/12/2001 6PM
 - BCBSF Market Research Focus Group Meeting/Discussion with Physician Practice Admins
- The Herron Group- Market Horizons Medical- 12/12/2001 8PM
 - BCBSF Market Research Focus Group Meeting/Discussion with Physician Practice Admins
- Market Horizons- 10+ Doctors per practice- Group I 4PM- 12/13/2001
 - BCBSF Market Research Focus Group Meeting/Discussion with Physician Practice Admins
- Market Horizons- 4+ Doctors per practice- Group II 6PM- 12/13/2001
 - BCBSF Market Research Focus Group Meeting/Discussion with Physician Practice Admins
- Market Horizons- 1-3 Doctors per practice- Group II 8PM- 12/13/2001
 - BCBSF Market Research Focus Group Meeting/Discussion with Physician Practice Admins

Marketing and PR: Promotional Material

- “It’s Good to Have the Blues Behind You,” 1991
 - BCBSF Promotional Song

Media Coverage

- Adam’s World- 930- Adam- 1/22/1993

- Healthcare Talkshow on WWNN radio Coral Springs Featuring Interview with Nick Stamm and Marianne Elden of BCBSF
- “Blue Cross/Blue Shield Food Bank Donation,” 7/9/1993
 - News spots from the following stations about BCBSF’s food bank donations
 - WQIK-FM Jacksonville, 7AM
 - WOKV-AM Jacksonville, 6AM and 7AM
- BC-BS Smoke Free- 11/18/1993- WOKV AM 600
 - News spot about BCBSF being a smoke-free workplace
- United Way WOKV and Cool-FM AM Drive- WOKV AM 600, 1994
 - News spot about BCBSF’s sizeable donation to United Way
- North American Network- ANR/Blue Cross Blue Shield, March 1994
 - News spot about BCBSF Ads opposing proposed legislation
- Power to the People/WPOW-FM- “Blue Cross/Blue Shield,” 7/10/1994
 - Interview with Irene Martinez of BCBSF about HIV Disease Management
- “Medicare Fraud and Abuse with Deborah Fulton”- WAQI-AM Miami, 6/23/1994
 - Interview with Deborah Fulton of BCBSF
- “Medicare Fraud and Abuse with Deborah Fulton”- WQBA-AM Miami, 6/23/1994
 - Interview with Deborah Fulton of BCBSF
- “Medical Scam”- WINZ-AM (CBS) Miami Radio, 6/13/1994
 - News spot about Medicare scams
- Carl Homer- Healthcare Reform- Morning Drive 8AM, 3/31/1994
 - News spots about healthcare legislation, any willing provider and direct access, with Carl Homer of BCBSF
- Thomas Lampone Talk Show- 11/14/2000 #1
 - Talk show “This Evening with Mark O’Brien” and interview with Dr. Thomas Lampone of BCBSF, regarding health options dropping of Medical Center Clinic
- Thomas Lampone Talk Show- 11/14/2000 #2
 - Talk show “This Evening with Mark O’Brien” and interview with Dr. Thomas Lampone of BCBSF, regarding health options dropping of medical center clinic part 2
- “Blue Foundation/Acorn Clinic”- WRUF-AM FREQ 850 AM Gainesville, 3/11/2004
 - News spot (partial) about Blue Foundation grant to Acorn Clinic
- Inside Jax-Smoking and Heart- Lite 96.1 FM- November 3
 - Radio interview with Bob Rosner of Smoking Policy Institute; BCBSF plug at the end

Executive Speeches

- Judith Feder- National Leadership Conference, 10/27/1993
 - BCBS National Conference Keynote Speech

Compact Discs

Box 67: Compact Discs, 2001-2007, date unknown

- Profile Scans of W.E. Flaherty for family Funeral on 7/8/2008

- WIN Inaugural Meeting, 6/25/2002, 2 copies
- Retiree Dinner, 12/2001
- Company Event Photos, Blue Community Champions and Toys for Tots
- Employee Training/Certification, BCBSFL Training Graduation Photos
- BCBSF Regional Offices: Conference/Training Photos
- Deerwood July 4th Event photos and other personal photos
- Marilou Watson Retirement Event Photos, 2002
- DCC Toys for Tots Display photos, 2002
- Deerwood Park Photos: Campus, Toys for Tots Display, and Company Holiday Party, 2002-2003
- Employee Portrait- Unknown
- Employee Portraits- Ainsley, Bennefie, Gireaoux, and Watson, 11/14/2001
- Employee Portraits- Benevento, Albright Portraits, 9/17/2001
- J. Atalvilla Personal Photos
- J. Atalvilla Photos, BCBS Photos (41)
- Internal Sales Audit Documents- Insurance Agent Commission Rates; GSS Group Summary Sheet
- Internal Audit- GSS Scans
- Internal Audit- GSS Scans
- Accounts Payable Docs- Travel Reimbursement, expense reports, invoices, receipts, etc.
- Company Events- WIN Diversity Meeting
- The Blue Foundation-News Clips, Programs, PSA 2001-2004, charitable efforts
- Employee News and updates
- BCBS Event/Program Sponsorship
- Advertisement- Brand Promise
- EPS Files- Marketing and PR- Company Logos.
- Marketing and PR- Charitable Efforts and Brand Strategy- Community Messaging Best Practices
- Marketing and PR or Corporate Strategy, Presentation Slides-
 - Transforming Service Delivery Model
- Employee Newsletter and Commemorative Publication Scans- Archives Project Disc 1
- BCBS Scans #2- Archives Project Disc 2
- Historical Calendar Images- Archives Project Disc 3
- Historical Calendar Composite Image- Archives Project Disc 4
- Historical Calendar Composite Images- Archives Project Disc 5
- Historical Calendar- Profile Scans- 1970, 79, 80's, 91- Archives Project Disc 6
- Historical Calendar- 1940's, 50's, 60's (Images and Books Documenting those decades)- Archives Project Disc 7
- Historical Calendar Profile Scans- 1970, 1974, 1975, 1976, 1977, 1978- Archives Project Disc 8
- Employee Manuals-Newsletter- Perspectives- Winter 2001

- Employee Materials- Newsletter- Image scans for Newsletter- Winter Perspectives 12/14/2001
- Employee Materials- Newsletter- BCBS Perspective Revisions, 12/13/2001
- Employee Materials- Newsletter- BCBS Revised Cover Spring 2002 Perspectives, 3/19/2002
- Employee Materials- Newsletters- BCBS Perspectives Revised Page 7, 3/14/2001
- Employee Materials- Newsletters- BCBS Spring 2002 Perspectives, 3/18/2002
- Employee Materials- Newsletter Perspectives Spring 2002
- Employee Newsletter- Perspective Image Files, 3/8/2001

Photographs, Proofs and Negatives

Box 68: Company Newsletter Photos, 1958-7/1974

Folder 595: Company Newsletter Photos 1958

- Photograph: Employee 10 Year Club Inaugural meeting. Pictured (row 1, from left): Edwina Thornton, Mary Lee Butler, Sara Sloterbeck, Evelyn Evans, Mildred Braddock, Betty Collins, (row 2): John Brothers, Cecil Rivers, C. H. Meyer, H. A. Schroder, S. Bruce Lynes, J. W. Herbert, and F. T. Stallworth. Photo Date: 4/18/1958. Newsletter Issue: News of the Blues 5/1958

Folder 596: Company Newsletter Photos 1959

- Photograph: Employee 5 Year Club initiates. Pictured (row 1, from left): Emily Tillman, Mabel Fleming, Martha Harvey, Betty White, Ina DeVane, Louise Perkinson (row 2): Clarence Bolin, Veedy Rice, Alene Phelps, Ruby Wells, Emily Pfaff, Ilene Glason, Don Huguenot (row 3): Jimmy Hopper, Joe Stansell, Jimmy Williams, Chuck Smith, John L. Bentley, and Arnold Semanik. Photo Date: 4/2/1959. Newsletter Issue: News of the Blues 4/1959
- Photograph: Employee 5 Year Club initiates. Pictured: Jim Gibbons, Evelyn Evans, Dot Rivers, Ray Hendricks, and Tom Stallworth. Photo Date: 4/2/1959. Newsletter Issue: News of the Blues 4/1959

Folder 597: Company Newsletter Photos 1962

- Photograph: BCBS Miami branch office employees. Pictured: Arlie Emsley, Gay Vander Woud, John Brothers, Joyce Powell, and Rosemary Lang. Photo Date: 1962. Newsletter Issue: News of the Blues 8/1962
- Photograph: BCBS Miami branch office employees. Pictured: Ken Winters, Doyal Pinkard, Ilene Gladson, and Bob Kelly. Photo Date: 1962. Newsletter Issue: News of the Blues 8/1962
- Photograph: BCBS Miami branch office employees. Pictured: Bill Opper, Mary Ann Heffernan, Ira Gould, JoAnn Hucks, and Chuck Faulkner. Photo Date: 1962. Newsletter Issue: News of the Blues 8/1962
- Photograph: BCBS Miami branch office employees. Pictured: Bill Shepherd, Thornton Lewis, Bebe Huffine, Walton Wood, and John Renner. Photo Date: 1962. Newsletter Issue: News of the Blues 8/1962

- Photograph: BCBS Miami branch office employees. Pictured: Bill Shepherd, Thornton Lewis, Bebe Huffine, Walton Wood, and John Renner. Photo Date: 1962. Newsletter Issue: News of the Blues 8/1962
- Photograph: BCBS Miami branch office employees. Photo Date: 1962. Newsletter Issue: News of the Blues 8/1962

Folder 598: Company Newsletter Photos 1963

- Photograph: Employees at BCBS annual barbecue. Photo Date: 1963. Newsletter Issue: News of the Blues 7/1963
- Photograph: H. A. Schroder and J. W. Herbert at entrance to BCBS building. Photo Date: 1963. Newsletter Issue: News of the Blues 12/1963

Folder 599: Company Newsletter Photos 1965

- Photograph: Employee 5 Year Club party on the BCBS patio. Photo Date: 4/8/1965. Newsletter Issue: News of the Blues 4/1965
- Photograph: Millionth member plaque presented to BCBS member Loy Crumbley by Edwin L. Crosby. Photo Date: 11/22/1965. Newsletter Issue: News of the Blues 12/1965
- Photograph: Millionth BCBS member Loy Crumbley with wife Betty Crumbley and W. W. Monroe. Photo Date: 11/22/1965. Newsletter Issue: News of the Blues 12/1965
- Photograph: Edwin L. Crosby with millionth BCBS member Loy Crumbley and his wife Betty Crumbley. Photo Date: 11/22/1965. Newsletter Issue: News of the Blues 12/1965
- Photograph: Millionth BCBS member Loy Crumbley with an unknown individual. Photo Date: 11/22/1965. Newsletter Issue: News of the Blues 12/1965

Folder 600: Company Newsletter Photos 1968

- Photograph: Workers install a plaque on a wall in BCBS's newly opened building. Photo Date: 1968. Newsletter Issue: Profile 7/1968
- Photograph: Plaque installed in the newly opened BCBS building. Photo Date: 1968. Newsletter Issue: Profile 7/1968
- Photograph: Workers installing a plaque in the newly opened BCBS building. Photo Date: 5/29/1968. Newsletter Issue: Profile 7/1968
- Photograph: BCBS executives H. A. Schroder and J. W. Herbert being given keys to the new BCBS building by Stewart Roberts of Saxelbye and Powell. Photo Date: 2/29/1968. Newsletter Issue: Profile 7/1968
- Photograph: H. A. Schroder, Stewart Roberts, and an unknown individual. Photo Date: 2/29/1968. Newsletter Issue: Profile 7/1968
- Photograph: Employees at an Employees Club golf tournament. Pictured: Dick Meyers, Ernie Gibson, H. A. Schroder, and Jim Hughes. Photo Date: 6/1/1968. Newsletter Issue: Profile 7/1968
- Photograph: Bill Fort at an Employees Club golf tournament. Photo Date: 6/1/1968. Newsletter Issue: Profile 7/1968
- Photograph: John Slye at an Employees Club golf tournament. Photo Date: 6/1/1968. Newsletter Issue: Profile 7/1968

- Photograph: Ray Pack at an Employees Club golf tournament. Photo Date: 6/1/1968. Newsletter Issue: Profile 7/1968
- Photograph: Bill Peaks at an Employees Club golf tournament. Photo Date: 6/1/1968. Newsletter Issue: Profile 7/1968
- Photograph: Eugene White and Travis Walker with fish they caught on an employee-sponsored fishing trip. 6/15/1968. Newsletter Issue: Profile 7/1968
- Photograph: Men installing a phone system in the new BCBS building. Photo Date: 7/19/1968. Newsletter Issue: Profile 8/1968
- Photograph: Harland Bradford and Jimmy Williams receiving a trophy from Hal Adams. Photo Date: 7/2/1968. Newsletter Issue: Profile 8/1968
- Photograph: Image of a cloth called a mola, made by Cuna Indians, with the Blue Cross emblem on it. Photo Date: 1968. Newsletter Issue: Profile 8/1968
- Photograph: BCBS Employees Club officers Julian McKenzie, Claudia Commo, Susan Tison, Mel Yost, and Jack McAbee. Photo Date: 1968. Newsletter Issue: Profile 8/1968
- Photograph: American flag and Florida flag on a flagpole outside the BCBS building. Photo Date: 9/10/1968. Newsletter Issue: Profile 9/1968
- Photograph: Boy scout Sean Breise with his troopmaster Horace Williamson accepting a donated flagpole from BCBS VP of Administration Hal Adams. Photo Date: 9/18/1968. Newsletter Issue: Profile 9/1968
- Photograph: BCBS Women's softball team and their coach. Pictured: Robin Farmer, Phyllis King, Jackie Corbitt, Karen Groover, Kerry Albert, Linda Dowling, Susan Tison, Thomasena Johnson, Wilhelmia Ross, Connie Josey, and Sandy Sutton. Photo Date: 9/12/1968. Newsletter Issue: Profile 9/1968
- Photograph: Unidentified young child and elderly woman in an advertisement for United Way. Photo Date: 1968. Newsletter Issue: Profile 9/1968
- Photograph: (from left) Jack McAbee, Cliff Mendoza, Fred Buttner, and Bill Peaks in a planning session for collecting donations for the United Fund program (United Way). Photo Date: 1968. Newsletter Issue: Profile 10/1968
- Photograph: BCBS Hospital Relations representatives. Pictured (seated, L to R): George Peterson, Hal Lauer, Flake Hewett (standing, L to R): Bill Ford, Bill James Bill Hubbard, Phil Bray, Mel Snead. Photo Date: 9/17/1968. Newsletter Issue: Profile 10/1968
- Photograph: John Stankaitis of the Florida State Board of Health speaking at a meeting of BCBS Physician and Hospital Relations representatives. Photo Date: 9/17/1968. Newsletter Issue: Profile 10/1968
- Photograph: Employees in a meeting of the Advisory Committee of Cost Reimbursement Departments. Photo Date: 9/27/1968. Newsletter Issue: Profile 10/1968
- Photograph: Employees in a meeting of the Advisory Committee of Cost Reimbursement Departments. Photo Date: 9/27/1968. Newsletter Issue: Profile 10/1968
- Photograph: Participants in Jacksonville's Consolidation Day parade. Photo Date: 10/1/1968. Newsletter Issue: Profile 10/1968
- Photograph: Participants in Jacksonville's Consolidation Day parade. Photo Date: 10/1/1968. Newsletter Issue: Profile 10/1968

- Photograph: Participants in Jacksonville's Consolidation Day parade. Photo Date: 10/1/1968. Newsletter Issue: Profile 10/1968
- Photograph: Participants in Jacksonville's Consolidation Day parade. Photo Date: 10/1/1968. Newsletter Issue: Profile 10/1968
- Photograph: Participants in Jacksonville's Consolidation Day parade. Photo Date: 10/1/1968. Newsletter Issue: Profile 10/1968
- Photograph: Participants in Jacksonville's Consolidation Day parade. Photo Date: 10/1/1968. Newsletter Issue: Profile 10/1968
- Photograph: Winners of the Employees Club tennis tournament Carol Watson and Sara Blemel. Photo Date: 1968. Newsletter Issue: Profile 10/1968
- Photograph: Winners of the Employees Club tennis tournament George Lewis and Bill Fort. Photo Date: 1968. Newsletter Issue: Profile 10/1968
- Photograph: Employees receiving company-sponsored flu shots. Photo Date: 9/25/1968. Newsletter Issue: Profile 10/1968
- Photograph: Employees receiving company-sponsored flu shots. Photo Date: 9/25/1968. Newsletter Issue: Profile 10/1968
- Photograph: Phyllis King and Jackie Baxter display gifts they received from customers. Photo Date: 1968. Newsletter Issue: Profile 11/1968
- Photograph: Phyllis King and Jackie Baxter display gifts they received from customers. Photo Date: 1968. Newsletter Issue: Profile 11/1968
- Photograph: Scene from a BCBS TV commercial regarding coverage for 19-year-old dependents. Photo Date: 1968. Newsletter Issue: Profile 11/1968
- Photograph: Scene from a BCBS TV commercial regarding coverage for 19-year-old dependents. Photo Date: 1968. Newsletter Issue: Profile 11/1968
- Photograph: Employees from the men's Touch Football League playing a game. Photo Date: 11/1968. Newsletter Issue: Profile 11/1968
- Photograph: Imogene Mullins and Joanne Barnes wearing BCBS uniforms at a bowling game. Photo Date: 11/1968. Newsletter Issue: Profile 11/1968
- Photograph: (from left) Joe Morrow, Ray Colee, Bill Szczepanski, and Bob Johnson in a sales training class. Photo Date: 10/23/1968. Newsletter Issue: Profile 12/1968-1/1969
- Photograph: BCBS executives, Medicare personnel, and Social Security Administration District Office Health Insurance Coordinators at a meeting at BCBS's office. Photo Date: 12/11/1968. Newsletter Issue: Profile 12/1968-1/1969
- Photograph: Employee posters for a race for Employees Club officers. Photo Date: 11/29/1968. Newsletter Issue: Profile 12/1968-1/1969
- Photograph: Employee posters for a race for Employees Club officers. Photo Date: 11/29/1968. Newsletter Issue: Profile 12/1968-1/1969
- Photograph: BCBS executive director H. A. Schroder speaks with BCBS executives from Iowa. Pictured: H. A. Schroder, J. Locke Macomber, William B. Recknor, Glenn Johnson, James N. Hinson, E. Howard Hill, and Bill Guy. Photo Date: 11/14/1968. Newsletter Issue: Profile 12/1968-1/1969
- Photograph: Employees and representatives from UF discuss coverage for UF employees. Pictured: Edith Bowen, F. T. Stallworth, Mary Lee Butler, Rick Robinson,

Louise McMillan, and Harry Powell. Photo Date: 12/3/1968. Newsletter Issue: Profile 12/1968-1/1969

- Photograph: Employees and representatives from UF discuss coverage for UF employees. Photo Date: 12/3/1968. Newsletter Issue: Profile 12/1968-1/1969

Folder 601: Company Newsletter Photos 1969

- Photograph: Two unknown film crew members and employee Odis Powell (right) making a film about Blue Shield in BCBS's building. Photo Date: 1969. Newsletter Issue: Profile 2/1969
- Photograph: Three unknown film crew members and employee Odis Powell (right) making a film about Blue Shield in BCBS's building. Photo Date: 1969. Newsletter Issue: Profile 2/1969
- Photograph: Three unknown film crew members and employee Odis Powell (right) making a film about Blue Shield in BCBS's building. Photo Date: 1969. Newsletter Issue: Profile 2/1969
- Photograph: Crew filming BCBS employees for a film about Blue Shield. Photo Date: 1969. Newsletter Issue: Profile 2/1969
- Photograph: Hospital insurance and business personnel are shown at a workshop hosted by BCBS Hospital Relations officials. Photo Date: 1/23/1969. Newsletter Issue: Profile 2/1969
- Photograph: Dave Hazlehurst receiving a company-sponsored glaucoma exam. Photo Date: 5/27/1969. Newsletter Issue: Profile 7/1969
- Photograph: Employees receiving company-sponsored glaucoma exams. Photo Date: 5/29/1969. Newsletter Issue: Profile 7/1969
- Photograph: Employees Mike O'Farrell and Jack Egan next to a Blue Shield booth at a Florida Medical Association convention in Miami Beach. Photo Date: 1969. Newsletter Issue: Profile 7/1969
- Photograph: NASA photo of the Vehicle Assembly Building and Apollo 11 spacecraft, used as part of an article about BCBS's new Merritt Island branch office. Photo Date: 5/20/1969. Newsletter Issue: Profile 7/1969
- Photograph: NASA photo of the Apollo 11 spacecraft on its launchpad, used as part of an article about BCBS's new Merritt Island branch office. Photo Date: 5/20/1969. Newsletter Issue: Profile 7/1969
- Photograph: NASA photo of the Apollo 11 spacecraft on its way to the launchpad, used as part of an article about BCBS's new Merritt Island branch office. Photo Date: 5/20/1969. Newsletter Issue: 7/1969
- Photograph: NASA photo of the Apollo 11 spacecraft on its way to the launchpad, used as part of an article about BCBS's new Merritt Island branch office. Photo Date: 5/20/1969. Newsletter Issue: 7/1969
- Photograph: Exterior of BCBS's newly opened Merritt Island branch office. Photo Date: 1969. Newsletter Issue: Profile 7/1969

- Photograph: BCBS Merritt Island branch employees Mildred Foster, Linda Reeves, Francine Parrish and Neil Yoder in their new office. Photo Date: 1969. Newsletter Issue: Profile 7/1969
- Photograph: New BCBS Methods office building in Jacksonville. Photo Date: 1969. Newsletter Issue: Profile 7/1969
- Photograph: Interior view of the new BCBS Methods office in Jacksonville. Photo Date: 1969. Newsletter Issue: 7/1969
- Photograph: BCBS executive director H. A. Schroder being fitted for a jacket, assisted by an unknown individual (left) and employee Joe McGurrin (right). Photo Date: 1969. Newsletter Issue: Profile 7/1969
- Proofs: Employee unloading a mail bag containing BCBS's millionth Medicare claim. Photo Date: 6/9/1969. Newsletter Issue: Profile 9/1969
- Photograph: Interior room of an old mansion on Riverside Avenue shortly before it was razed by BCBS for parking. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Interior room of an old mansion on Riverside Avenue shortly before it was razed by BCBS for parking. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Interior room of an old mansion on Riverside Avenue shortly before it was razed by BCBS for parking. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Interior room of an old mansion on Riverside Avenue shortly before it was razed by BCBS for parking. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
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- Photograph: Interior room of an old mansion on Riverside Avenue shortly before it was razed by BCBS for parking. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Interior room of an old mansion on Riverside Avenue shortly before it was razed by BCBS for parking. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: BCBS parking lot. Photo Date: 1969. Newsletter Issue: Profile 10/1969
- Photograph: BCBS building shown from the porch of an old mansion. Photo: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: BCBS building shown from the porch of an old mansion. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: BCBS building shown from the porch of an old mansion. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Exterior of an old mansion. Photo Date: 9/17/1969. Newsletter Issue: 10/1969
- Photograph: Interior of an old mansion, including the foyer and stairwell. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Interior stairwell of an old mansion. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Close-up of wallpaper with small confederate flag taped to it. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Interior room of an old mansion. Photo Date: 9/16/1969. Newsletter Issue: Profile 10/1969

- Photograph: Rocking chair on a verandah of an old mansion. 9/16/1969. Newsletter Issue: Profile 10/1969
- Photograph: Employees Club women's bowling league winners. Pictured: Hal Adams, Mabel Fleming, Yvonne Bishop, and Nancy Kish. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Employees Club women's bowling league winners. Pictured: Eleanor Reid, Dot Rivers, Hal Adams, Sue Falany, and Lucy Payer. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Employees Club women's bowling league winners. Pictured: Jean Lieneau, Carol Larson, and Hal Adams. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Pat Kidd receiving a bowling trophy from Hal Adams. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Dot McQuin receiving a bowling trophy from Hal Adams. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Lucy Player receiving a bowling trophy from Hal Adams. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Lynda Garner receiving a bowling trophy from Hal Adams. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Employee Penny Hendrick receiving a bowling trophy from Hal Adams. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Maxine Henderson receiving a bowling trophy from Hal Adams. Photo Date: 8/28/1969. Newsletter Issue: Profile 10/1969
- Photograph: Joanne Garrett receiving a suggestion award check from Dept. manager P. R. Meyers, along with Barbara Davis (left) and J. D. Lewis (right). Photo Date: 1969. Newsletter Issue: Profile 10/1969
- Photograph: BCBS company nurses holding flu shots. Photo Date: 9/12/1969. Newsletter Issue: Profile 10/1969
- Photograph: Company employees lined up for flu shots. Photo Date: 9/12/1969. Newsletter Issue: Profile 10/1969
- Photograph: Louise Perkinson receiving a company-sponsored flu shot. Photo Date: 9/12/1969. Newsletter Issue: Profile 10/1969
- Photograph: Unknown employee receiving a company-sponsored flu shot. Photo Date: 9/12/1969. Newsletter Issue: Profile 10/1969
- Photograph: Unknown employee receiving a company-sponsored flu shot. Photo Date: 9/12/1969. Newsletter Issue: Profile 10/1969
- Photograph: Employees receiving company-sponsored flu shots. Photo Date: 9/12/1969. Newsletter Issue: Profile 10/1969
- Photograph: Employees from Utilization Review in their expanded office space in the Universal Marion building. Supervisors Jack McAbee, George Quinney, and Dale Douberly are at the right. Photo Date: 9/11/1969. Newsletter Issue: Profile 10/1969
- Photograph: Employees Club officers Ron Fisher, Judy Cox and Jim Guthrie pack supplies for gift packages to deliver to the Military Order of the Purple Heart. Photo Date: 10/22/1969. Newsletter Issue: Profile 11/1969

- Photograph: An old mansion in the midst of being demolished. Photo Date: 1969. Newsletter Issue: Profile 11/1969
- Photograph: Employees Charitable Contribution Fund committee members Gene White and Jackie McKenzie present a check to Northeast Florida Heart Association Executive Director Ralph D. McClure and President Robert L. Bounds. Photo Date: 10/15/1969. Newsletter Issue: Profile 11/1969
- Photograph: Dave Mulkey and Wayne Sauls in front of an IBM 360 computer. Photo Date: 1969. Newsletter Issue: Profile 11/1969
- Photograph: Del Detrick, Barbara Davis, Bea Strivender, Dee Coverdale and Rachel Holcombe receive recognition for 10 years of service. Photo Date: 1969. Newsletter Issue: Profile 11/1969
- Photograph: Ann Gaston, Art Herbert, Laura Jones, Ted Johnson and Wilma Gorhau receive recognition for 5 years of service. Photo Date: 1969. Newsletter Issue: Profile 11/1969
- Photograph: Tommie Curry holds a bowling trophy she received as part of BCBS's bowling league. Photo Date: 10/26/1969. Newsletter Issue: Profile 11/1969
- Photograph: Darlene Brazenski and Marjorie Johnson are pictured for bowling awards they received as part of BCBS's bowling league. Photo Date: 10/1969. Newsletter Issue: Profile 11/1969
- Photograph: Stock image of a hospital patient in a bed surrounded by a medical team. Photo Date: 1969. Newsletter issue: Profile 11/1969
- Photograph: Christmas wreath used as part of the December cover of Profile. Photo: 1969. Newsletter Issue: Profile 12/1969
- Photograph: Close-up of Christmas wreath used as part of the December cover of Profile. Photo Date: 1969. Newsletter Issue: Profile 12/1969
- Photograph: Award of Merit certificate issued to Profile newsletter by Southern Council of Industrial Editors. Photo Date: 1969. Newsletter Issue: Profile 12/1969
- Photograph: Mattie Godwin and H.A. Schroder at her retirement reception. Photo Date: 1969. Newsletter Issue: Profile 12/1969
- Photograph: Mattie Godwin and H.A. Schroder at her retirement reception. Photo Date: 1969. Newsletter Issue: Profile 12/1969
- Photograph: Mattie Godwin with Lydia Gardner, Harland Bradford, Jerry Marshall and J. W. Herbert. Photo Date: 1969. Newsletter Issue: Profile 12/1969
- Photograph: Mattie Godwin reads a card and holds a retirement gift next to H. A. Schroder. Photo Date: 1969. Newsletter Issue: Profile 12/1969
- Photograph: Unknown employees sort through large stacks of benefit option forms received in the mail. Photo Date: 1969. Newsletter Issue: Profile 12/1969
- Photograph: Charter members of the Employee 20 Year Club at their first annual meeting. Pictured (row 1, from left): N. G. Johnson, Tom Stallworth, Sara Sloterbeck, Bill Snyder, Edwina Thornton, H. A. Schroder, Betty Collins, J. W. Herbert, Evelyn Evans, Bruce Lynes, Mary Lee Butler (row 2): J. M. Jordan, Charlie Webb, Chuck Meyer, Jack Bond, John Brothers, Cecil Rivers, Jim Hughes. Photo Date: 11/14/1969. Newsletter Issue: Profile 12/1969

- Photograph: Executive Director H. A. Schroder signs a contract for the construction of a parking garage, next to William E. Arnold of W. E. Arnold Company, and Stewart Roberts of Saxelby & Powell. Photo Date: 11/11/1969. Newsletter Issue: Profile 12/1969

Folder 602: Company Newsletter Photos 1972

- Photograph: Employees at BCBS's San Juan, PR office. Pictured: (seated) Aurealina Oquendo, Margarita Rodriguez (standing) Aurora Miranda Oorledo de Coreano, Ana Celia Centeno, Gladys Marrero, and Nancy Virella. Photo Date: 1972. Newsletter Issue: Profile 12/1972
- Photograph: Blue Shield Board members, Florida Medical Association staff, and BCBS staff in an orientation session together. Photo Date: 12/1972. Newsletter Issue: Profile 12/1972
- Photograph: Blue Shield Board members, Florida Medical Association staff, and BCBS staff in an orientation session together. Photo Date: 12/1972. Newsletter Issue: Profile 12/1972
- Photograph: Two lamps from the 4th annual Arts and Crafts show sponsored by the BCBS Employees Club. Photo Date: 10/1972. Newsletter Issue: Profile 12/1972
- Photograph: Medicare B clerks Donna Ellis and Mary Deadmond. Photo Date: 1972. Newsletter Issue: Profile 12/1972
- Photograph: Dave DuPre, Jim Minford, Ray Deeble, Lance Hoxie, and Butelle Graham, who are part of BCBS's newly organized Southeastern Utilization Review Section. Photo Date: 1972. Newsletter Issue: Profile 1/1973
- Photograph: Hiyam Elias, Andria Adams, Mary Cherry, Sue Salano, Sally Robson, Arlene Johnston, Pat Stegner, Nancy Wolfe, Connie Haywood, and Grace Rabon, who are winners in BCBS's annual Kitchen Arts competition. Photo Date: 11/20/1972. Newsletter Issue: Profile 1/1973
- Photograph: Dee Coverdale, Linda Steckler, Dorothy Godon, Maureen Lambert, Thelma Johnson, Ina DeVane, and Helen Farris, who are winners in BCBS's annual Kitchen Arts competition. Photo Date: 11/20/1972. Newsletter Issue: Profile 1/1973
- Photograph: BCBS's personnel director W.T. Gibson speaking at a Civitan Club luncheon, with two members of Wolfson High School Band behind him. Photo Date: 11/15/1972. Newsletter Issue: Profile 2/1973
- Photograph: Donald Welch, president of the Florida Hospital Association, presents the association's 1972 award of merit to John F. Wymer, BCBS board member and Administrator of Good Samaritan Hospital, West Palm Beach. Photo Date: 11/27/1972. Newsletter Issue: Profile 3/1973

Folder 603: Company Newsletter Photos 1973

- Photograph: Unknown, uncaptioned image used in an article about the Blue Cross symbol and national association. Photo Date: 1973. Newsletter Issue: 2/1973
- Photograph: Unknown, uncaptioned image used in an article about the Blue Cross symbol and national association. Photo Date: 1973. Newsletter Issue: 2/1973

- Photograph: 1934 poster design for Blue Cross coverage. Photo Date: 1973. Newsletter Issue: 2/1973
- Photograph: Margaret Smith accepting a suggestion award check from Senior Vice President W. J. Stansell, accompanied by Nathan Oplinger (left) and J.D. Lewis (right). Photo Date: 1973. Newsletter Issue: Profile 2/1973
- Photograph: Members of the Employee 20 Year Club at their fourth annual meeting. Pictured (row 1, from left): Mary Lee Butler, Dick Meyers, Lottie Ashton, Mel Snead, Dot Rivers, H. A. Schroder, Edwina Thornton, Betty Collins, Bill Skelley, Helen Pollock (row 2): J. M. Jordan, Bruce Lynes, J. W. Herbert, Johnny Jonson, Joe McGurkin, Tom Stallworth, John Brothers, Jack Bond, Charlie Webb, C. H. Meyer, Jim Williams, Cecil Rivers. Photo Date: 1/26/1973. Newsletter Issue: Profile 2/1973
- Photograph: Members of the Employee 20 Year Club at their fourth annual meeting, with additional guests. Photo Date: 1/26/1973. Newsletter Issue: Profile 2/1973
- Photograph: Annual meeting of the Employee Credit Union in the BCBS office cafeteria. Photo Date: 1/24/1973. Newsletter Issue: Profile 2/1973
- Photograph: Employee Credit Union Board members. Pictured (seated): Helen Pollock, Lydia Gardner, Mary Roberts, Tom Kates, Betty Collins, Johnny Johnson, Rose Staley (standing): Frances Stewart, Gene White, Mabel Fleming, Kay Batie, Jack Masters. Photo Date: 1/24/1973. Newsletter Issue: Profile 2/1973
- Photograph: Del Bianco and Frederick Bottcher receive certificates of qualification for completing sales training from W. J. Stansell (left) and J. W. Herbert (right). Photo Date: 1973. Newsletter Issue: Profile 2/1973
- Photograph: Medicare B clerks Nancy Power and Sheila Billington. Photo Date: 1973. Newsletter Issue: Profile 2/1973
- Photograph: Sharon Howard receiving a suggestion award check from Joe Stansell, accompanied by Mary Lee Butler (left) and Dick Meyers (right). Photo Date: 1973. Newsletter Issue: Profile 3/1973
- Photograph: (from left) John Hill, Hal Adams, Zachary Skokos, and Derald Smart in the newly opened cafeteria in BCBS's Riverside office. Photo Date: 2/19/1973. Newsletter Issue: Profile 3/1973
- Photograph: Employees in the newly opened cafeteria in BCBS's Riverside office. Photo Date: 2/19/1973. Newsletter Issue: Profile 3/1973
- Photograph: Nancy Roberson, Debbie Woodward, Carol Winn, and an unknown employee. Photo Date: 1973. Newsletter Issue: Profile 3/1973
- Photograph: Marjane Cloke, Director of Public Relations for Mutual of New York, leads a training session on business letter composition at BCBS's Riverside office. Photo Date: 2/14/1973. Newsletter Issue: Profile 3/1973
- Photograph: Employees at a training session on business letter composition led by Marjane Cloke, Director of Public Relations for Mutual of New York. Photo Date: 2/14/1973. Newsletter Issue: Profile 3/1973
- Photograph: Lottie Ashton, Jim Gibbons, and Dick Meyers receive 20-year service pins and wall barometers from J. W. Herbert (left) and W. J. Stansell (right). Photo Date: 2/23/1973. Newsletter Issue: Profile 3/1973

- Photograph: (row 1, from left) Margaret McPhaul, Mary Lou Hersberger, Ruth Sodek, (row 2) Betty Bruce, Bob Fetzer, Olga Garrish and Doralee Dougherty receive 15-year service pins from J. W. Herbert. Photo Date: 2/23/1973. Newsletter Issue: Profile 3/1973
- Photograph: J. W. Herbert gives J. M. Jordan his 25-year service pin. Photo Date: 2/23/1973. Newsletter Issue: Profile 3/1973
- Photograph: Bob Taylor recording music at Norm Vincent Studios in Jacksonville. Photo Date: 1973. Newsletter Issue: Profile 3/1973
- Photograph: Bob Taylor (left) and two back-up musicians recording music at Norm Vincent Studios in Jacksonville. Photo Date: 1973. Newsletter Issue: Profile 3/1973
- Photograph: William R. Skelley presenting a suggestion award check to Margie Cook and Frazier Sinclair. Photo Date: 2/14/1973. Newsletter Issue: Profile 3/1973
- Photograph: Portrait of employee Bob Schumacher. Photo Date: 1973. Newsletter Issue: Profile 3/1973
- Photograph: Medicare B clerks Donna Ellis and Virginia Radspinner. Photo Date: 1973. Newsletter Issue: Profile 3/1973
- Photograph: Portraits of employees Linda Thigpen (left) and Rosemarie Smolenski (right). Photo Date: 1973. Newsletter Issue: Profile 3/1973
- Photograph: Portrait of employee Nora Fugitt. Photo Date: 1973. Newsletter Issue: Profile 3/1973
- Photograph: BCBS exhibit booth at the annual convention of the Florida Education Association. Photo Date: 3/1973. Newsletter Issue: Profile 4/1973
- Photograph: Students from a Hospital Administration Master's program visit BCBS's Riverside office. Photo Date: 3/1973. Newsletter Issue: Profile 4/1973
- Photograph: J. W. Herbert presents 20-year awards to Dot Page, and 15-year service pins to Marie Coleman and Hal Adams. Photo Date: 1973. Newsletter Issue: Profile 4/1973
- Photograph: BCBS Orlando Branch Manager Phil Stackpole. Photo Date: 1973. Newsletter Issue: Profile 4/1973
- Photograph: Jesse Grover holds a recognition award from the Jacksonville Blood Bank to BCBS. Photo Date: 1973. Newsletter Issue: Profile 4/1973
- Photograph: Chip Williams and Jesse Grover hold awards from the United Fund, given to BCBS for donations to the fund. Photo Date: 1973. Newsletter Issue: Profile 4/1973
- Photograph: Chip Williams and Jesse Grover hold awards from the United Fund, given to BCBS for donations to the fund. Photo Date: 1973. Newsletter Issue: Profile 4/1973
- Photograph: Frazier Sinclair, Jim Williams, David Mullis, J. W. Herbert, and W. R. Skelley shown as Mullis receives two suggestion award checks. Photo Date: 1973. Newsletter Issues: Profile 5/1973
- Photograph: W. J. Stansell gives Sharon Wilcher a suggestion award check. Next to her are Jim Gibbons and Tom Stallworth. Photo Date: 4/12/1973. Newsletter Issue: Profile 5/1973
- Photograph: Employees who reached 5 years of service at a luncheon in BCBS's cafeteria. Photo Date: 4/24/1973. Newsletter Issue: Profile 5/1973

- Photograph: Employees who reached 5 years of service at a luncheon in BCBS's cafeteria. Photo Date: 4/24/1973. Newsletter Issue: Profile 5/1973
- Photograph: J. W. Herbert speaking at a luncheon for employees who reached 5 years of service. Photo Date: 4/24/1973. Newsletter Issue: Profile 5/1973
- Photograph: Jeff Clyatt, Tony Hubbard, Phil Murphy, Gene Parr, Joe Grantham and Bill Putts are shown with trophies they won in an Employees Club sponsored golf tournament. Photo Date: 4/12/1973. Newsletter Issue: Profile 5/1973
- Photograph: Daris Foy playing golf in an Employees Club sponsored tournament. Photo Date: 4/7/1973. Newsletter Issue: Profile 5/1973
- Photograph: Richard Watermolen playing golf in an Employees Club sponsored tournament. Photo Date: 4/17/1973. Newsletter Issue: Profile 5/1973
- Photograph: Tom Stallworth, Bob Hulsey, Bill Buckner and Tommy Kates at an Employees Club sponsored golf tournament. Photo Date: 4/7/1973. Newsletter Issue: Profile 5/1973
- Photograph: Tony Hubbard (left) and two other unknown employees playing golf at an Employees Club sponsored tournament. Photo Date: 4/7/1973. Newsletter Issue: Profile 5/1973
- Photograph: Medicare B Claims department employees Brenda Sumlar, Jessie Cobb, Evonnia McClellan, Laura Rountree, Grace Rabon, and Martha Poplin. Photo Date: 1973. Newsletter Issue: Profile 5/1973
- Photograph: Medicare B clerks Annella Van Pelt and Nancy Power. Photo Date: 1973. Newsletter Issue: Profile 5/1973
- Photograph: BCBS employees receive certificates for completing Redactron training at South Atlantic Industries. Pictured: South Atlantic Industries District Manager Mike Turner, Thomas M. Irvin, Joan Sigmund, Ivory Henry, Mildred Martin, Nora Fugitt, Chris Messinger, and Mike Cascone. Photo Date: 4/17/1973. Newsletter Issue: Profile 5/1973
- Photograph: Sonny Winslow and Bill Altenburg receive a President's Club trophy from J. W. Herbert for outstanding sales achievements. Photo Date: 5/1973. Newsletter Issue: Profile 6/1973
- Photograph: Pat McCall, Vi Williams, and Jett Folds stand next to Sandalwood Junior-Senior High teacher Mrs. Ketteringham and a bus full of school students arriving at BCBS's Riverside office for a tour. Photo Date: 5/16/1973. Newsletter Issue: Profile 6/1973
- Photograph: Bridal portrait of Adrienne Ann Mancini and Margaret Lynn Mancini, daughters of BCBS PR Manager David Mancini, who were married in a double ceremony. Photo Date: 1973. Newsletter Issue: Profile 7/1973
- Photograph: Employees using CRT machines in BCBS's CRT department. Photo Date: 5/21/1973. Newsletter Issue: Profile 7/1973
- Photograph: Sample BCBS check, shown as part of a newly incorporated accounts payable system. Photo Date: 7/23/1973. Newsletter Issue: Profile 8/1973
- Photograph: BCBS FL employees in a seminar led by Blue Cross Chicago Plan representatives Frank Nix and John Coan, who are in the foreground. Photo Date: 7/12/1973. Newsletter Issue: Profile 8/1973

- Photograph: Interior of the newly completed, still empty 6th floor of the 20-story addition to BCBS's Riverside office. Photo Date: 8/6/1973. Newsletter Issue: Profile 9/1973
- Photograph: Interior of the newly completed, still empty 6th floor of the 20-story addition to BCBS's Riverside office. Photo Date: 8/6/1973. Newsletter Issue: Profile 9/1973
- Proof: BCBS Medicare A employees in line at a reception celebrating their move to offices in BCBS's newly opened 20-story addition. Photo Date: 8/6/1973. Newsletter Issue: Profile 9/1973
- Photograph: Imogene Mullins and Diane Caron with their bowling trophies from an Employees Club-sponsored tournament. Photo Date: 9/22/1973. Newsletter Issue: Profile 10/1973
- Photograph: Cathy Evors and Carol Utley holding a bowling award Evors received from an Employees Club-sponsored tournament. Photo Date: 9/22/1973. Newsletter Issue: Profile 10/1973
- Photograph: Cathy Evors and Carol Utley holding a bowling award Evors received from an Employees Club-sponsored tournament. Photo Date: 9/22/1973. Newsletter Issue: Profile 10/1973
- Photograph: Cathy Evors with a bowling trophy from an Employees Club-sponsored tournament. Photo Date: 9/22/1973. Newsletter Issue: Profile 10/1973
- Photograph: Judy Booth and Dianne Bethea with their bowling trophies from an Employees Club-sponsored tournament. Photo Date: 9/22/1973. Newsletter Issue: Profile 10/1973
- Photograph: Johnnie Pugh with a bowling trophy from an Employees Club-sponsored tournament. Photo Date: 9/22/1973. Newsletter Issue: Profile 10/1973

Folder 604: Company Newsletter Photos 1/1974 to 7/1974

- Photograph: BCBS executives and board members at the dedication and ribbon cutting ceremony for the recently completed 20-story addition to BCBS's Riverside office. Pictured: Dr. Robert Zellner, W. R. Hancock, Dr. Edward Jelks, J. W. Herbert. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: PR employees put together packets for BCBS's building dedication for its recently completed 20-story addition. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Building management employees setting up chairs for BCBS's building dedication ceremony. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Employees arriving for BCBS's dedication ceremony line up to receive name tags and medallion necklaces. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Ollie Evans of the Florida Department of Insurance speaks at BCBS's building dedication ceremony. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: U.S. Congressman Charles Bennett speaks at BCBS's building dedication ceremony. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974

- Photograph: W. J. Stansell speaks at BCBS's building dedication ceremony. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Stewart Roberts of Saxelbye, Powell, Roberts & Ponder gives J. W. Herbert a key to BCBS's newly completed 20-story addition. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: J. W. Herbert speaks at BCBS's building dedication ceremony. Newsletter Issue: Profile 2/1974
- Photograph: Derald Smart sets up chairs for BCBS's building dedication ceremony. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Visitors on a tour of BCBS's new building addition. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Chairs set up for guests at BCBS's building dedication ceremony. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Seated guests listen to J. W. Herbert speak at BCBS's building dedication ceremony. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Morrison's cafeteria employees Roy Lovins, Zachary Skokos, and Jim Goodwin stand in-between ice sculptures at BCBS's building dedication ceremony. Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: J. W. Herbert holds an award plaque given to Blue Shield of FL for having the highest percentage gain in contracts in the nation. Also pictured are Joe McGurrin, Tom Stallworth and W. J. Stansell. Photo Date: 1974. Newsletter Issue: Profile 2/1974
- Photograph: BCBS Employee Credit Union president N. G. Johnson, speaking at the Union's 20th anniversary meeting, holds a desk set he received as a gift for his service. Photo Date: 1/23/1974. Newsletter Issue: Profile 2/1974
- Photograph: Lydia Gardner serves punch at the Employee Credit Union's 20th anniversary meeting. Photo Date: 1/23/1974. Newsletter Issue: Profile 2/1974
- Photograph: Betty Collins speaks to seated guests at the Employee Credit Union's 20th anniversary meeting. Photo Date: 1/23/1974. Newsletter Issue: Profile 2/1974
- Photograph: Employee Credit Union staff Rose Staley, Pearl Capwell, Mary Kay Roberts and Frances Stewart. Photo Date: 1/23/1974. Newsletter Issue: Profile 2/1974
- Photograph: J. W. Hebert gives a welcome address to employees at a reception for BCB's newly opened 20-story building addition. Photo Date: 1/28/1974. Newsletter Issue: Profile 2/1974
- Photograph: Employees at a reception for BCBS's newly opened 20-story building addition. Photo Date: 1/28/1974. Newsletter Issue: Profile 2/1974
- Photograph: Plaque given to Profile magazine by Northeast Florida Business Communicators for "Communicator of the Month." Photo Date: 1/19/1974. Newsletter Issue: Profile 2/1974
- Photograph: Mary Kiser accepts a suggestion award check from VP of Claims Dick Meyers. Also pictured is Bob Riggs (left). Photo Date: 1974. Newsletter Issue: Profile 2/1974

- Photograph: Gwen Cline and Teresa Rummel pictured after using BCBS's tuition-reimbursement program to receive Associate degrees. Photo Date: 1/31/1974. Newsletter Issue: Profile 2/1974
- Photograph: BCBS FL employees who are assisting a visiting review team from the National Association are shown together. Pictured (from left) Jim Hopper, Stu Smith, Gerry Wason, W. J. Stansell and W. R. Skelley. Photo Date: 1/22/1974. Newsletter Issue: Profile 2/1974
- Photograph: Members of the Employee 20 Year Club at their 5th annual meeting. Pictured (row 1, from left): Ina DeVane, Edwina Thornton, Joe Stansell, Helen Pollock, Betty Collins, Jack Herbert, Louise Perkinson, Dot Rivers, H. A. Schroder, Mabel Fleming (row 2): John Brothers, Jim Hopper, J. M. Jordan, Joe McGurrin, John L. Bentley, Charlie Webb, Jack Bond, Bill Snyder, Bill Skelley (row 3) Charlie Scott, Cecil Rivers, Dick Meyers, Johnny Johnson, Mel Snead, Clarence Bolin, Phil Stackpole, Tom Stallworth, Jim Gibbons, Jim Williams, Chuck Meyer. Photo Date: 3/1/1974. Newsletter Issue: Profile 3/1974
- Photograph: Personnel Director W. T. Gibson addressing new employees in an orientation session. Photo Date: 3/7/1974. Newsletter Issue: Profile 3/1974
- Photograph: Newly hired Safety and Security Chief W. E. Alsobrook addresses BCBS Safety Captains and holds a newspaper article about a deadly office building fire in Brazil. Photo Date: 2/7/1974. Newsletter Issue: Profile 3/1974
- Photograph: BCBS Safety Captains gathered at a meeting listen to Senior V.P. Joe Stansell speak. Photo Date: 2/7/1974. Newsletter Issue: Profile 3/1974
- Photograph: Central Regional Manager Phil Stackpole presents employee Ruby Wells with a wall barometer for 20 years of service. Photo Date: 2/22/1974. Newsletter Issue: Profile 3/1974
- Photograph: BCBS president J. W. Herbert addresses the final group of employees to move into the company's recently opened 20-story addition at their Riverside office. Photo Date: 3/25/1974. Newsletter Issue: Profile 4/1974
- Photograph: Employees newly moved into BCBS's 20-story addition listen to president J. W. Herbert speak. Photo Date: 3/25/1974. Newsletter Issue: Profile 4/1974
- Photograph: Members of the Employee 10 Year Club at their annual meeting. Pictured (row 1, from left): Mary Kiser, Marie O'Brien, Arlene Johnston, Lillian Harrack, Gerry Sykes, Romie Martin, (row 2): Charlie Frame, Bill King, Shirley Edwards, Jim Cole, Mabel Lee, Bob Hulsey, Gene White. Photo Date: 3/8/1974. Newsletter Issue: Profile 4/1974
- Photograph: Ruth Williams holds an award plaque given to BCBS by the Jacksonville Blood Bank for its high number of donations. Photo Date: 3/18/1974. Newsletter Issue: Profile 4/1974
- Photograph: Bill Hubbard presents Hospital Relations V.P. Mel Snead with BCBS's new inpatient manual. Photo Date: 3/1974. Newsletter Issue: Profile 4/1974
- Photograph: J. W. Herbert presents 15 year service pins to several employees. Pictured (from left): Helen Wells, W. J. Stansell, Cath Evors, Cecil Rivers, Edith Bowden, and Dick Meyers. Photo Date: 3/4/1974. Newsletter Issue: Profile 4/1974

- Photograph: J. W. Herbert presents 15 year service pins to several employees. Pictured (from left): Helen Wells, W. J. Stansell, Cath Evors, Cecil Rivers, Edith Bowden, and Dick Meyers. Photo Date: 3/4/1974. Newsletter Issue: Profile 4/1974
- Photograph: Six Addy awards given to BCBS by the Jacksonville Advertising Federation are shown. Photo Date: 1974. Newsletter Issue: Profile 4/1974
- Photograph: Portraits of employees Ted Hedrick (left) and John Nunn (right). Photo Date: 3/21/1974. Newsletter Issue: Profile 4/1974
- Photograph: Advertisement for U.S. Savings Bonds showing astrological signs and the inscription "Predict your future." Photo Date: 1974. Newsletter Issue: Profile 4/1974
- Photograph: Exterior of BCBS's Riverside office, featuring three flagpoles flying the U.S., Florida, and BCBS corporate flag. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Exterior of BCBS's Riverside office, featuring three flagpoles flying the U.S., Florida, and BCBS corporate flag. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: An unknown employee sets up a sign for BCBS's Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors arriving for BCBS's Employee Open House pick up welcome booklets. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors to BCBS's Employee Open House watch a film about the company. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors tour BCBS's office during its Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors tour BCBS's office during its Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors tour BCBS's office during its Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors tour BCBS's office during its Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors tour BCBS's office during its Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors, including a young child, enjoy refreshments during BCBS's Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: J. W. Herbert and an unknown young child sit next to each other during BCBS's Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1975
- Photograph: An unknown employee and her child at her desk during BCBS's Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors to BCBS's Employee Open House look out the windows of the 20th floor. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitors to BCBS's Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974
- Photograph: Visitor eat refreshments at BCBS's Employee Open House. Photo Date: 4/20/1974. Newsletter Issue: Profile 5/1974

- Photograph: Students from a Hospital Administration Master's program visit BCBS's Riverside office for a seminar. Photo Date: 4/24/1974. Newsletter Issue: Profile 5/1974
- Photograph: Employees line up to get on charter busses headed for Disney World, a trip sponsored by the Employees Club. Photo Date: 3/23/1974. Newsletter Issue: Profile 5/1974
- Photograph: A line of Greyhound charter busses wait to take BCBS employees to Disney World, a trip sponsored by the Employees Club. Photo Date: 3/23/1974. Newsletter Issue: Profile 5/1974
- Photograph: Wedding portrait of employee Cris Groover with her groom Randy Scott. Photo Date: 2/22/1974. Newsletter Issue: Profile 5/1974
- Photograph: BCBS Puerto Rico office employees Alice Soliveras, Ana Centeno and an unknown employee. Photo Date: 1974. Newsletter Issue: Profile 5/1974
- Photograph: BCBS Chicago employee Robert Towner training BCBS Puerto Rico office employee Jaime Estrada. Photo Date: 1974. Newsletter Issue: Profile 5/1974
- Photograph: BCBS Puerto Rico office employees. Photo Date: 1974. Newsletter Issue: Profile 5/1974
- Photograph: BCBS Puerto Rico office employees. Photo Date: 1974. Newsletter Issue: Profile 5/1974
- Photograph: BCBS Puerto Rico office employees. Photo Date: 1974. Newsletter Issue: Profile 5/1974
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- Photograph: BCBS Puerto Rico office employees. Photo Date: 1974. Newsletter Issue: Profile 5/1974
- Photograph: BCBS Puerto Rico office employees. Photo Date: 1974. Newsletter Issue: Profile 5/1974
- Photograph: Members of the Jacksonville Metro of the National Alliance of Businessmen, the Youth Opportunity Center, the Navy Air Reserve and the Jacksonville Jaycees, gathered for an annual campaign to solicit jobs for disadvantaged youth. Pictured (row 1, from left): Jim Niemeyer, LCDR. Roy St. Martin, Ken Rock, Bernie Gannon (row 2): Dan Parker, Mike Filek, Bill Bankhead, CDR. Bill Reich, and Dale Douberly. Photo Date: 1974. Newsletter Issue: Profile 5/1974
- Photograph: Manina Allen manning a BCBS booth at the Graphic Arts Association Convention. Photo Date: 4/1974. Newsletter Issue: Profile 5/1974
- Photograph: Employees from branch offices around the state participate in a training session. Photo Date: 5/2/1974. Newsletter Issue: Profile 6/1974
- Photograph: Elaine Mosley and Jim Holloway play golf in an Employees Club sponsored tournament. Photo Date: 5/4/1974. Newsletter Issue: Profile 6/1974
- Photograph: An employee bowls as part of the Employees Club women's bowling league. Photo Date: 5/6/1974. Newsletter Issue: Profile 6/1974
- Photograph: An employee bowls as part of the Employees Club women's bowling league. Photo Date: 5/6/1974. Newsletter Issue: Profile 6/1974

- Photograph: An employee bowls as part of the Employees Club women's bowling league. Photo Date: 5/6/1974. Newsletter Issue: Profile 6/1974
- Photograph: An employee bowls as part of the Employees Club women's bowling league. Photo Date: 5/6/1974. Newsletter Issue: Profile 6/1974
- Photograph: An employee bowls as part of the Employees Club women's bowling league. Photo Date: 5/6/1974. Newsletter Issue: Profile 6/1974
- Photograph: Third place winners in the Employees Club women's bowling league. Pictured (from left): Anne Scofield, Wilma Ketchel, Marjorie Johnson, Pat Kidd and Pat Nolan. Photo Date: 5/10/1974. Newsletter Issue: Profile 6/1974
- Photograph: J. W. Herbert presents employees with awards for 15 and 20 years of service. Pictured (row 1, from left): Art Lentz, Jerry Marshall, Dave Mancini, Jim Geer (row 2): Dick Meyers, Cecil Rivers, Tom Stallworth, Mel Snead, Chuck Meyer and Joe Stansell. Photo Date: 1974. Newsletter Issue: Profile 6/1974
- Photograph: Portrait of employee Lydia Gardner. Photo Date: 5/16/1974. Newsletter Issue: Profile 6/1974
- Photograph: Portraits of employees Ray Bowering (left) and Bill Simms (right). Photo Date: 5/1974. Newsletter Issue: Profile 6/1974
- Photograph: Two zebras at the Lion County Safari in Atlanta. Photo Date: 1974. Newsletter Issue: Profile 6/1974
- Photograph: Barbara Williams demonstrates typing equipment to a class of visiting third graders from Beauclerc Elementary. Photo Date: 5/17/1974. Newsletter Issue: Profile 7/1974
- Photograph: Third graders from Beauclerc Elementary arrive at BCBS's Riverside office for a tour. Photo Date: 5/17/1974. Newsletter Issue: Profile 7/1974
- Photograph: Third graders visiting from Beauclerc Elementary watch employees in the Computer Operations Department. Photo Date: 5/17/1974. Newsletter Issue: Profile 7/1974
- Photograph: Employees accept plaques from the National Alliance of Businessmen for their service. Pictured (from left): Bill Skelley, David Mancini, Cecil Rivers, Derald Smart, Helen Wells, John Williamson, Henry Holcomb, John L. Bentley, and J. W. Herbert. Photo Date: 5/31/1974. Newsletter Issue: Profile 7/1974
- Photograph: Employees accept plaques from the National Alliance of Businessmen for their service. Pictured (from left): Bill Skelley, David Mancini, Cecil Rivers, Derald Smart, Helen Wells, John Williamson, Henry Holcomb, John L. Bentley, and J. W. Herbert. Photo Date: 5/31/1974. Newsletter Issue: Profile 7/1974
- Photograph: National Alliance of Businessmen members Harris T. Remley, Dale Douberly, Jack Herbert, Bill McGowan and Don Martin. Photo Date: 5/31/1974. Newsletter Issue: Profile 7/1974
- Photograph: Sue Falany in BCBS's automatic typewriter equipment section. Photo Date: 5/17/1974. Newsletter Issue: Profile 7/1974
- Photograph: Employees gathered outside BCBS's Riverside office as part of a fire drill. Photo Date: 5/23/1974. Newsletter Issue: Profile 7/1974

- Photograph: J. W. Herbert and Fran Adams, widow of BCBS employee Hal Adams, next to a plaque in his memory. Photo Date: 6/28/1974. Newsletter Issue: Profile 8/1974
- Photograph: Employees unveil a plaque in memory of Hal Adams as his family, including his daughter Nedda, granddaughter Suki, and wife Fran Adams, look on. Photo Date: 6/28/1974. Newsletter Issue: Profile 8/1974
- Photograph: Family members of BCBS employee Hal Adams, including his daughter Nedda, granddaughter Suki, and wife Fran Adams, view a plaque in his memory. Photo Date: 6/28/1974. Newsletter Issue: Profile 8/1974
- Photograph: Plaque in memory of BCBS employee Hal Adams, installed in BCBS's Riverside office on 6/28/1974. Photo Date: 6/28/1974. Newsletter Issue: Profile 8/1974
- Photograph: Employees being inducted into the 5 Year Club gather at a reception in their honor. Photo Date: 6/28/1974. Newsletter Issue: Profile 8/1974
- Photograph: Employees being inducted into the 5 Year Club gather at a reception in their honor. Photo Date: 6/28/1974. Newsletter Issue: Profile 8/1974
- Photograph: Winners of an Employees Club sponsored golf tournament hold their trophies. Pictured (row 1, from left): Ted Sines, Jim Henderson, and Dave Melton (row 2): Bill Buckner, John Slye, Jim Peaks, and Dick Jeffcote. Photo Date: 7/8/1974. Newsletter Issue: Profile 8/1974
- Photograph: Bill Buckner plays golf at an Employees Club sponsored tournament. Photo Date: 6/29/1974. Newsletter Issue: Profile 8/1974
- Photograph: Cathy Barnes plays golf at an Employees Club sponsored tournament. Photo Date: 6/29/1974. Newsletter Issue: Profile 8/1974
- Photograph: Russ Anderson plays golf at an Employees Club sponsored tournament. Photo Date: 6/29/1974. Newsletter Issue: Profile 8/1974
- Photograph: John Harris plays golf at an Employees Club sponsored tournament. Photo Date: 6/29/1974. Newsletter Issue: Profile 8/1974
- Photograph: J. W. Herbert gives awards to several employees for 15 and 20 years of service. Also pictured (from left): Barbara Davis, Lorraine Tovey, Lydia Gardner, and Dick Meyers. Photo Date 7/8/1974. Newsletter Issue: Profile 8/1974
- Photograph: J. W. Herbert gives awards to several employees for 15 and 20 years of service. Also pictured (from left): Barbara Davis, Lorraine Tovey, Lydia Gardner, and Dick Meyers. Photo Date: 7/8/1974. Newsletter Issue: Profile 8/1974
- Photograph: Director of the Federal Employee Program Robert J. Laur visits with two BCBS FL employees in the FEP department, Inez Mills (top) and Vi Wilford (bottom). Photo Date: 6/12/1974. Newsletter Issue: Profile 8/1974
- Photograph: Employees gather at the Jacksonville Airport for an Employees Club sponsored trip to Hawaii. Photo Date: 6/21/1974. Newsletter Issue: Profile 8/1974
- Photograph: Employees stand behind their luggage at the Jacksonville Airport on their way to an Employees Club sponsored trip to Hawaii. Photo Date: 6/21/1974. Newsletter Issue: Profile 8/1974
- Photograph: Portraits of employees Dave Roberts (left) and Tom Sikes (right). Photo Date: 1974. Newsletter Issue: Profile 8/1974

- Photograph: Adell Council and Diane Joffre stand next to the Jacksonville Blood Bank Mobile Unit at BCBS's Riverside office. Photo Date: 6/25/1974. Newsletter Issue: Profile 8/1974

Box 69: Company Newsletter Photos, 8/1974-6/1976

Folder 605: Company Newsletter Photos 8/1974 to 12/1974

- Photograph: Employees at their desks in the customer service department. Standing on the right are: Bob Fowler, Marilou Watson, and Flake Hewett. Photo Date: 8/8/1974. Newsletter Issue: Profile 9/1974
- Photograph: Customer Service Director Flake Hewett at his desk. Photo Date: 8/8/1974. Newsletter Issue: Profile 9/1974
- Photograph: Employee Kathy Kassees, standing next to Ray Chaffin, accepts a suggestion award check from Jack McAbee. Photo Date: 7/26/1974. Newsletter Issue: Profile 9/1974
- Photograph: John Dulaney leads a training session on fringe benefits at BCBS's Riverside office. Photo Date: 7/12/1974. Newsletter Issue: Profile 9/1974
- Photograph: J. W. Herbert holds a wood carving of the Blue Cross and Blue Shield symbols, given to him by Morrison's Food Service employees. Also pictured: Zachary Sokos, Morrison's Food Service Jacksonville V.P., John Hill, Executive V.P. of Morrison's Incorporated, and Roy Lovins, Morrison's Food Service Atlanta V.P. Photo Date: 7/21/1974. Newsletter Issue: Profile 9/1974
- Photograph: Portraits of employees Alad Adey (left) and Stephanie Carmen (right). Photo Date: 8/8/1974. Newsletter Issue: Profile 9/1974
- Photograph: BCBS Gainesville branch employees in their new office. Pictured (from left): John Barton, Janie Osborne, Pam Tomes, Ed Brown, Davi Toole, Bob Pralle, and Lynda Wilson. Photo Date: 1974. Newsletter Issue: Profile 9/1974
- Photograph: Exterior of the BCBS Gainesville branch. Photo Date: 1974. Newsletter Issue: Profile 9/1974
- Photograph: Glennetta Gray, standing next to Clara Rose, accepts a suggestion award check from Dick Meyers. Photo Date: 1974. Newsletter Issue: Profile 10/1974
- Photograph: Marian Thomas, standing in between Ray Chaffin and Odelle Yates, accepts a suggestion award check from Dick Meyers. Photo Date: 1974. Newsletter Issue: Profile 10/1974
- Photograph: An unknown employee receives a flu shot from company physician Dr. Geeslin. Photo Date: 9/6/1974. Newsletter Issue: Profile 10/1974
- Photograph: Employees receive awards from Joe Stansell (center) for 15 years of service. Pictured (from left): Cecil Rivers, Del Detrick, Bea Stivender, and Dick Meyers. Photo Date: 9/9/1974. Newsletter Issue: Profile 10/1974
- Photograph: BCBS Medical Department staff (from left) Dr. Benjamin Johnson, Janis Head, Arlene Johnston, Susie Solano, Dr. Thomas Irwin, Maureen Lambert, Dr. Richardson, Wanda Martin and Judy Hyman. Photo Date: 8/30/1974. Newsletter Issue: Profile 10/1974

- Photograph: First-place winners in an Employees Club sponsored bowling tournament hold their trophies. Pictured (L to R): Carol Blanton, Romie Martin, Cathy Evors, and Pat Wilson. Photo Date: 9/13/1974. Newsletter Issue: Profile 10/1974
- Photograph: Third-place winners in an Employees Club sponsored bowling tournament hold their trophies. Pictured (L to R): Linda Mercer, Delores Chester, Harriet Bouknight, and Bonnie Godbold. Photo Date: 9/13/1974. Newsletter Issue: Profile 10/1974
- Photograph: Employees Club treasurer Linda Mercer presents a bowling award plaque to Cathy Evors. Photo Date: 9/13/1974. Newsletter Issue: Profile 10/1974
- Photograph: Winners of an Employees Club sponsored ping pong tournament hold their trophies. Pictured (from left): Ed Tison, Don Mixon, Lynn Poindexter, Larry Bold, Anita Landman, Joy Hittell, and Fuad Tannours. Photo Date: 9/4/1974. Newsletter Issue: Profile 10/1974
- Photograph: Employees who competed in a national softball tournament with the Amateur Softball Association of America are shown with an award plaque. Pictured (from left): Debbie Eason, Robin Cowart, and Debbie McLane. Photo Date: 9/16/1974. Newsletter Issue: Profile 10/1974
- Photograph: Dorothy Brooks assists Medicare recipient W. F. Stills with a claim. Photo Date: 1974. Newsletter Issue: Profile 10/1974
- Photograph: J. W. Herbert (right) presents certificates of qualification to employees who completed sales training. Also pictured (from left): Training Coordinator Bob Hulsey, John Oetjen, and Trudy Miller. Photo Date: 1974. Newsletter Issue: Profile 10/1974
- Photograph: J. W. Herbert (right) presents certificates of qualification to employees who completed sales training. Also pictured (from left): Training Coordinator Bob Hulsey, John Oetjen, and Trudy Miller. Photo Date: 1974. Newsletter Issue: Profile 10/1974
- Photograph: Painting of two pilgrims used as a Thanksgiving newsletter cover. Photo Date: 1974. Newsletter Issue: Profile 11/1974
- Photograph: BCBS Director of Training Don Haney meets with Dr. John Leach and Dr. Esther Davis to discuss the establishment of a Career Development Center at BCBS. Photo Date: 10/17/1974. Newsletter Issue: Profile 11/1974
- Photograph: Barbara Hollingsworth, overseer of BCBS'S tuition reimbursement program, shown on the program's 5th anniversary. Photo Date: 1974. Newsletter Issue: Profile 11/1974
- Photograph: Charlie LeGrand, Cathy Barnes, Mary Symington, and Jim Clark at an Employees Club sponsored golf tournament. Photo Date: 9/21/1974. Newsletter Issue: Profile 11/1974
- Photograph: Former executive director H. A. Schroder playing golf at an Employees Club sponsored tournament. Photo Date: 9/21/1974. Newsletter Issue: Profile 11/1974
- Photograph: J. W. Herbert and Charlie Webb at an Employees Club sponsored golf tournament. Photo Date: 9/21/1974. Newsletter Issue: Profile 11/1974
- Photograph: Richard Yuschik at an Employees Club sponsored golf tournament. Photo Date: 9/21/1974. Newsletter Issue: Profile 11/1974
- Photograph: Fernando Victorio holds up a golf ball at an Employees Club sponsored tournament. Photo Date: 9/21/1974. Newsletter Issue: Profile 11/1974

- Photograph: An unknown employee and Fernando Victorio at an Employees Club sponsored tournament. Photo Date: 9/21/1974. Newsletter Issue: Profile 11/1974
- Photograph: Alan Adey and Mike Poe with their golf trophies, won through an Employees Club sponsored league. Photo Date: 9/26/1974. Newsletter Issue: Profile 11/1974
- Photograph: Billy Hazlehurst and David Foster with their golf trophies, won through an Employees Club sponsored league. Photo Date: 9/26/1974. Newsletter Issue: Profile 11/1974
- Photograph: Larry Bold and Joe Stearns with their golf trophies, won through an Employees Club sponsored league. Photo Date: 9/27/1974. Newsletter Issue: Profile 11/1974
- Photograph: Employees at the Employees Club's first skating party at Skateland. Photo Date: 10/1/1974. Newsletter Issue: Profile 11/1974
- Photograph: Director of Communications David Mancini leads a workshop in BCBS's board room for members of the Area Advisory Council on Aging. Photo Date: 9/24/1974. Newsletter Issue: Profile 11/1974
- Photograph: Phyllis Gilbert sorts through donations from fellow BCBS employees for Hurricane Fifi victims in Honduras. Photo Date: 9/30/1974. Newsletter Issue: Profile 11/1974
- Photograph: Phyllis Gilbert sorts through donations from fellow BCBS employees for Hurricane Fifi victims in Honduras. Photo Date: 9/30/1974. Newsletter Issue: Profile 11/1974
- Photograph: Phyllis Gilbert sorts through donations from fellow BCBS employees for Hurricane Fifi victims in Honduras. Photo Date: 9/30/1974. Newsletter Issue: Profile 11/1974
- Photograph: Joe Stansell presents certificates to employees who assisted in a summer teacher training program. Pictured (from left): Bea Stivender, Romie Martin, Imogene Cunningham, Ina DeVane, and Altamese Dixon. Photo Date: 10/4/1974. Newsletter Issue: Profile 11/1974
- Photograph: J. W. Herbert presents certificates of qualification to Janice Rhodes and Dianna Briggs for completing sales training. Photo Date: 9/16/1974. Newsletter Issue: Profile 11/1974
- Photograph: Kids from the YMCA and Boys Club pose for a group photo while on a tour of BCBS's Riverside office. Photo Date: 10/22/1974. Newsletter Issue: Profile 11/1974
- Photograph: (from left) Jerry Landgraf, Eloise Williams, Ray Chaffin, and Catherine White are shown as Jack McAbee presents suggestion award checks to Williams and White. Photo Date: 1974. Newsletter Issue: Profile 12/1974
- Photograph: (from left) Jerry Landgraf, Eloise Williams, Ray Chaffin, and Catherine White are shown as Jack McAbee presents suggestion award checks to Williams and White. Photo Date: 1974. Newsletter Issue: Profile 12/1974
- Photograph: Eloise Williams holds the suggestion award check she received. Photo Date: 1974. Newsletter Issue: Profile 12/1974

- Photograph: Catherine White holds the suggestion award check she received. Photo Date: 1974. Newsletter Issue: Profile 12/1974
- Photograph: Betty Collins stands next to Marsha Henderson as she receives a suggestion award check from Jack McAbee. Photo Date: 1974. Newsletter Issue: Profile 12/1974
- Photograph: Marsha Henderson holds the suggestion award checks she received. Photo Date: 1974. Newsletter Issue: Profile 12/1974
- Photograph: Florida Research and Education Foundation president, and Broward Medical Center Administrator Bernie B. Welch gives Blue Cross Board member and Lakeland General Hospital executive director Sherwood D. Smith and award of merit at the annual meeting of the Florida Hospital Association. Photo Date: 10/16/1974. Newsletter Issue: Profile 12/1974
- Photograph: Bishop Kenny student Laura Rowland, employee Tom Brown, Episcopal High student John Walker and J. W. Herbert are shown with a stock certificate which Herbert purchased from Rowland and Walker's company, as part of the Junior Achievement program supported by BCBS. Photo Date: 11/1/1974. Newsletter Issue: Profile 12/1974
- Photograph: Employee Relations manager Jesse Grover. Photo Date: 1974. Newsletter Issue: Profile 12/1974
- Photograph: Senior V.P. W. J. Stansell, Palm Beach County Health Department Project Coordinator Gene Boneski, BCBS Executive Assistant J. W. Hopper, and State of Florida Health and Rehabilitation Division member John Stewart, shown at the announcement of BCBS FL being made the carrier for a health program to cover migrant workers. Photo Date: 10/25/1974. Newsletter Issue: Profile 12/1974
- Photograph: Employees Club Arts & Crafts show winner David Foster with his fishing village sculpture. Photo Date: 11/7/1974. Newsletter Issue: Profile 12/1974
- Photograph: Employees look at entries in the Employees Club Arts & Crafts show. Photo Date: 11/7/1974. Newsletter Issue: Profile 12/1974
- Photograph: Employees look at entries in the Employees Club Arts & Crafts show. Photo Date: 11/7/1974. Newsletter Issue: Profile 12/1974
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- Photograph: Employees look at entries in the Employees Club Arts & Crafts show. Photo Date: 11/7/1974. Newsletter Issue: Profile 12/1974
- Photograph: Area hospital personnel gather at BCBS's Riverside office for a series of hospital workshops, put together by BCBS Hospital Relations manager Mel Snead, shown at front left. Photo Date: 10/1974. Newsletter Issue: Profile 12/1974
- Photograph: Stock Disney World photo used for a promotional article about employee membership cards and discounts. Photo Date: 1974. Newsletter Issue: Profile 12/1974
- Photograph: W. J. Stansell, Bob Wieckert, Ken Groh and J. W. Herbert are shown as Wieckert and Groh are given certificates of qualification for completing sales training. Photo Date: 10/13/1974. Newsletter Issue: Profile 12/1974

- Proofs: A group of young adults at a meeting with W. J. Stansell to find out about the company's Explorer Post positions at BCBS's Riverside office. Photo Date: 10/22/1974. Newsletter Issue: Profile 12/1974
- Photograph: Newly elected Employees Club officers (from left): Henry Douglas, Mickey Hartley, Marian Clark, and Sandra Jackson. Photo Date: 12/20/1974. Newsletter Issue: Profile 1/1975
- Photograph: Winners in the Employees Club sponsored Kitchen Arts show (from left): Maureen Lambert, Pat Hawn, Juline Smith, Sharon Jackson, W. Charles Scott, Rose Mary Edwards, Richard Sarno, Phyllis Weathers, Roger McAuley, Margaret Holloway, Cheryl Cumens, Linda Steckley, Mary Miller, Debbie Joseph, Joan Pausche, and Alice Sapp. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: Judges in the Employees Club sponsored Kitchen Arts show sample the entries. Pictured (from left): Mrs. J. Addison, Mrs. P. Abbott, O. J. Gonzalez, Catherine LaMee, Mel Snead, Thelma Johnson, and Helen Farris. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: Cake entries in the Employees Club sponsored Kitchen Arts Show. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: Charlie Webb, Linda Jenckes, Assistant Director of Congressional and Public Affairs for the National Association of Blue Shield Plans (NABSP), and Lee Van Valkenburgh meet to discuss BCBS plans' activity in the Federal Employee Program, CHAMPUS, and Medicare. Photo Date: 12/2/1974. Newsletter Issue: Profile 1/1975
- Photograph: Charlie Webb, Linda Jenckes, Assistant Director of Congressional and Public Affairs for the National Association of Blue Shield Plans (NABSP), and Lee Van Valkenburgh meet to discuss BCBS plans' activity in the Federal Employee Program, CHAMPUS, and Medicare. Photo Date: 12/2/1974. Newsletter Issue: Profile 1/1975
- Photograph: J. W. Herbert presents awards to employees Johnny Johnson and Margaret Gunther for 25 and 15 years of service. W. J. Stansell is also pictured. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: Johnny Johnson and Margaret Gunther hold their service pins, received for 25 and 15 years of service. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: BCBS's National Health Insurance Ad-Hoc Committee is shown in an organizational meeting. Pictured (from left): Dick Warner, Jim Gibbons, George Lewis, Joe Stansell, Jim Hopper, Charlie Scott, Wilbur Gay, and Wrisley Oleson. Photo Date: 10/7/1974. Newsletter Issue: Profile 1/1975
- Photograph: John Williamson, dressed as Santa, holds his daughter. Photo Date: 12/16/1974. Newsletter Issue: Profile 1/1975
- Photograph: Employees, family and friends gather for a photo at the Employees Club's skating party at Skateland. Photo Date: 12/16/1974. Newsletter Issue: Profile 1/1975
- Photograph: BCBS Cashiers Department employees at employee Joann Verlanic's home to make Christmas presents to take to nursing homes. Photo Date: 12/22/1974. Newsletter Issue: Profile 1/1975

- Photograph: Ruth Williams, Imogene Mullins, and Diane Joffre hold their miniature Christmas tree decorated with medical supplies. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: BCBS DCT Student employee Nancy Stanley holds an award trophy she received for Extemporaneous Speaking. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: BCBS DCT Student employee Nancy Stanley holds an award trophy she received for Extemporaneous Speaking. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: Incoming Mail Supervisor Margie Cook stands next to four awards she received while participating in a Dale Carnegie class. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: Anice Steed holds an award she received while participating in a Dale Carnegie class. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: Mary Symington holds an award she received while participating in a Dale Carnegie class. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Photograph: Portraits of employees Lois Hatton (left) and Marilyn Lockwood (right). Photo Date: 12/19/1974. Newsletter Issue: Profile 1/1975
- Proofs: The Employees Club sponsored Kitchen Arts show. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Proofs: Meeting between Charlie Webb, Linda Jenckes, Assistant Director of Congressional and Public Affairs for NABSP, and Lee Van Valkenburgh. Photo Date: 12/2/1974. Newsletter Issue: Profile 1/1975
- Proofs: Johnny Johnson and Margaret Gunther receiving service pins; and employees collecting Thanksgiving basket donations. Photo Dates: 12/19/1974, and 11/1974. Newsletter Issue: Profile 1/1975
- Proofs: BCBS's National Health Insurance Ad-Hoc Committee meeting. Photo Date: 10/7/1974. Newsletter Issue: Profile 1/1975
- Proofs: The Employees Club's skating party at Skateland; and employee John Williamson dressed as Santa. Photo Date: 12/16/1974. Newsletter Issue: Profile 1/1975
- Proofs: Ruth Williams, Imogene Mullins, and Diane Joffre with their miniature Christmas tree; and employee Nancy Stanley with her award trophy. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Proofs: Portraits of employees (from left) Mary Symington, Anice Steed, Marilyn Lockwood, and Lois Hatton. Photo Date: 12/9/1974. Newsletter Issue: Profile 1/1975
- Proofs: Portraits of (from left) employees Dennis King, Beth Roberts, Judy Elster, Charles Ford, and Sam Byrts. Photo Date: 12/4/1974. Newsletter Issue: Profile 1/1975
- Photograph: Pat Hancock presents a donation check to Marie Dyson, Coordinator of the Youth Detention Center. Photo Date: 12/23/1974. Newsletter Issue: Profile 2/1975
- Photograph: H. Eggerton, Executive Director of the City Rescue Mission, accepts a donation check from Employee Chip Williams. Photo Date: 12/23/1974. Newsletter Issue: Profile 2/1975

- Photograph: A group of 5th grade students from San Pablo, Sea Breeze, and Mayport elementary schools gather for a photo during a tour of BCBS's Riverside office. Teacher Mrs. Rentsch, and BCBS employees Violet Williams and Chuck Kanaszka are at the back of the group. Photo Date: 12/11/1974. Newsletter Issue: Profile 2/1975
- Photograph: A group of foreign college students tour BCBS's Riverside office. Photo Date: 12/27/1974. Newsletter Issue: Profile 2/1975
- Photograph: Employees in the Methods Department pose with Christmas gifts and food they collected for a family in need. Photo Date: 12/23/1974. Newsletter Issue: Profile 2/1975
- Proofs: BCBS employees presenting donation checks to the Cancer Society, Gateway Hope Center, And Juvenile Court Facilities. Photo Date: 12/23/1974. Newsletter Issue: 2/1975
- Proofs: BCBS employees presenting donation checks to City Rescue Mission, the Epilepsy Foundation, and Hope Haven Children's Hospital. Photo Date: 12/23/1974. Newsletter Issue: Profile 2/1975
- Proofs: Foreign college students on a tour of BCBS's Riverside office. Photo Date: 12/27/1974. Newsletter Issue: Profile 2/1975

Folder 606: Company Newsletter Photos 1/1975 to 7/1975

- Photograph: Two unknown employees at a desk in a file room, used as a stock photo in an article about cost control measures. Photo Date: 1975. Newsletter Issue: Profile 2/1975
- Photograph: Two unknown employees at a desk in an office, used as a stock photo in an article about cost control measures. Photo Date: 1975. Newsletter Issue: Profile 2/1975
- Photograph: J. W. Herbert presents employee Lois Hatton with a 15 year service pin, next to Harland Bradford. Photo Date: 1/13/1975. Newsletter Issue: Profile 2/1975
- Photograph: J. W. Herbert presents employee Lois Hatton with a 15 year service pin, next to Harland Bradford. Photo Date: 1/13/1975. Newsletter Issue: Profile 2/1975
- Photograph: W. R. Skelley (left) presents employee Bob Ice with a suggestion award check, next to Derald Smart. Photo Date: 1975. Newsletter Issue: Profile 2/1975
- Photograph: Stock photo of Disney's monorail and Space Mountain ride, used in an article about Space Mountain's opening. Photo Date: 1975. Newsletter Issue: Profile 2/1975
- Proofs: Portraits of employees (from top left) James Dougherty, Art Lent, Jackie Adkins, and June McLellan. Photo Date: 1975. Newsletter Issues: Profile 2/1975 and 3/1975
- Photograph: W. J. Stansell cuts the ribbon at the opening ceremony for the Employee gift shop at BCBS's Riverside office. Also pictured (from left): Ron Ivey, Karl Smith and Henry Douglas. Photo Date: 2/3/1975. Newsletter Issue: Profile 3/1975
- Photograph: Employees at the annual meeting for the 20 Year Club. Pictured (row 1, from left): Mabel Fleming, John L. Bentley, Evelyn Evans, Ira Gould, Jack Herbert, Lydia Gardner, Art Lentz, David Mancini, Edwina Thornton, Charlie Scott (row 2): Bill Snyder, Dot Rivers, Clarence Bolin, Phil Stackpole, Joe McGurrin, Charlie Webb, Helen Pollock, Jim Hopper, Betty Collins, Bill Skelley, Joe Stansell, Dick Meyers (row 3): Cecil Rivers,

Chuck Meyer, Ina DeVane, Tom Stallworth, Louise Perkinson, Mel Snead, John Brothers, Johnny Johnson, Jim Gibbons, Jim Williams. Photo Date: 2/14/1975. Newsletter Issue: Profile 3/1975

- Photograph: (from left) W. R. Hancock, John F. Wymer, and J. W. Herbert are shown together after Wymer received a pin for 25 years of service. Photo Date: 1/25/1975. Newsletter Issue: Profile 3/1975
- Photograph: An unknown employee receives an eye test for glaucoma, while a line of employees wait behind her. Photo Date: 2/5/1975. Newsletter Issue: Profile 3/1975
- Photograph: Visitors from the National Association of Blue Shield Plans (NABSP) meet with members of BCBS FL's National Health Insurance Ad Hoc group. Pictured (from left): David Groves of NABSP, W. J. Stansell, Herman DeCarlo of NABSP, Lynn Headquist, Jack McAbee, and J. W. Hopper. Photo Date: 1/20/1975. Newsletter Issue: Profile 3/1975
- Photograph: Employee Credit Union president Tom Kates addresses employees at the credit union's annual meeting. Photo Date: 1/29/1975. Newsletter Issue: Profile 3/1975
- Photograph: Pat Ross demonstrates using a copy machine. Photo Date: 1975. Newsletter Issue: Profile 3/1975
- Photograph: Close-up of employee Pat Ross' hand holding a stack of copy paper. Photo Date: 1975. Newsletter Issue: Profile 3/1975
- Photograph: (from left) Employees Martin Duff and Manina Allen receive certificates of qualification from Bob Hulsey and J. W. Herbert for completing sales training. Photo Date: 1/31/1975. Newsletter Issue: Profile 3/1975
- Proofs: Opening ceremony for the Employee gift shop. Photo Date: 2/3/1975. Newsletter Issue: Profile 3/1975
- Proofs: Safety and Security Chief Billy Alsobrook leading meeting of safety captains. Photo Date: 2/3/1975. Newsletter Issue: Profile 3/1975
- Proofs: Annual meeting of the Employee Credit Union; and Credit Committee members. Photo Date: 1/29/1975. Newsletter Issue: Profile 3/1975
- Proofs: Employee Credit Union's board of directors. Photo Date: 1/29/1975. Newsletter Issue: Profile 3/1975
- Proofs: Martin Huff and Manina Allen receiving certificates of qualification for completing sales training. Photo Date: 1/31/1975. Newsletter Issue: Profile 3/1975
- Proofs: Pat Ross demonstrates using a copy machine. Photo Date: 1975. Newsletter Issue: Profile 3/1975
- Photograph: Employees in BCBS's newly formed supervisor training class. Pictured (from top right): Eloise Williams, Carol Winn, Patricia Fitzpatrick, Russ Anderson, Doris Viney, Mary Johnson, Aloma Harrington, and John Dulaney of the Training and Development department. Photo Date: 4/10/1975. Newsletter Issue: Profile 5/1975
- Photograph: BCBS Tampa branch employees outside their new office. Pictured (from left): Doyle Kenady, Linda Peden, Warren Storm, Gil Dudman, Jack Biller, Bill Piner, Allan Robertson, Brian Herschkowitz, Brian Lane, Tom Gildea, and Joe Baker. Photo Date: 4/1975. Newsletter Issue: Profile 5/1975

- Photograph: Close-up of the building sign for BCBS's new Tampa branch office. Photo Date: 4/1975. Newsletter Issue: Profile 5/1975
- Photograph: Norma Faircloth operating a computer monitor for an IBM 3286 line printer. Photo Date: 3/6/1975. Newsletter Issue: Profile 5/1975
- Photograph: Carl Herring accepts a 15 year service pin from J. W. Herbert. Photo Date: 4/21/1975. Newsletter Issue: Profile 5/1975
- Photograph: Jim Gibbons, director of Subscribers Service, gives employee Nancy Brown a 15 year service pin, next to an unknown employee. Photo Date: 1975. Newsletter Issue: Profile 5/1975
- Photograph: Employees participating in BCBS's Customer Contact course, led by Patricia McCall. Other employees are (from top left): Susan Collins, Novella Whitley, Joyce Burrows, Ann Loudermill, Vicki Hackford, Shirley Ritchez, and Florine Williams. Photo Date: 4/29/1975. Newsletter Issue: Profile 5/1975
- Proofs: Employees in BCBS's supervisor training class. Photo Date: 4/10/1975. Newsletter Issue: Profile 5/1975
- Proofs: Employees in BCBS's Customer Contact course; and Jim Gibbons giving Nancy Brown a 15 year service pin. Photo Date: 4/29/1975. Newsletter Issue: Profile 5/1975
- Proofs: Portraits of employees (from top left) Terry Brady, Betty Arnold, John Williamson, Mary Van Pelt, and Bonnie Godbold. Photo Date: 1975. Newsletter Issue: Profile 5/1975
- Proofs: Students in a Hospital Administration Master's program on a visit to BCBS's Riverside office; and portraits of an unknown employee. Photo Date: 1975. Newsletter Issue: Profile 5/1975
- Proofs: Norma Faircloth operating a computer monitor for an IBM 3286 line printer. Photo Date: 1975. Newsletter Issue: Profile 5/1975
- Photograph: Employees who worked on an EEO-AAP project at a thank-you luncheon for their work. Photo Date: 4/11/1975. Newsletter Issue: Profile 6/1975
- Photograph: Employees from BCBS's Pensacola branch office standing in front of their new building location. Pictured (from left): Pam Marucci, Dot Smith, Mike Coupe, Bill Jones, Sondra Shively, Wanda Lastinger, and Breeta Smith. Photo Date: 1975. Newsletter Issue: Profile 6/1975
- Photograph: Several unknown employees playing golf at an Employees Club sponsored tournament. Photo Date: 5/17/1975. Newsletter Issue: Profile 6/1975
- Photograph: Jane Williams and Jett Folds hold trophies they received for 5 years of service as Profile reporters. Photo Date: 5/28/1975. Newsletter Issue: Profile 6/1975
- Photograph: (from left) Kenneth Fodor, Steve Bywater, Kathlyn Wilkerson, and Tom Johnson receive certificates of qualification from J. W. Herbert for completing sales training. Photo Date: 5/16/1975. Newsletter Issue: Profile 6/1975
- Photograph: BCBS safety captains take part in a first aid skills course. Photo Date: 5/6/1975. Newsletter Issue: Profile 6/1975
- Proofs: Employees playing golf at an Employees Club sponsored tournament. Photo Date: 5/17/1975. Newsletter Issue: Profile 6/1975

- Proofs: Employees playing golf at an Employees Club sponsored tournament. Photo Date: 5/17/1975. Newsletter Issue: Profile 6/1975
- Proofs: Employees playing golf at an Employees Club sponsored tournament. Photo Date: 5/17/1975. Newsletter Issue: Profile 6/1975
- Proofs: Jane Williams and Jett Folds with their trophies for 5 years of service as Profile reporters; and employees (from left) Jeff Clyatt, Jim Peaks, Bob Schmuhl, John Lendman, and Jimmy Kelly with golf trophies. Photo Date: 1975. Newsletter Issue: Profile 6/1975
- Proofs: Employees at a thank-you luncheon for their work on an EEO-AAP project. Photo Date: 4/11/1975. Newsletter Issue: Profile 6/1975
- Proofs: Kenneth Fodor, Steve Bywater, Kathlyn Wilkerson, and Tom Johnson receive certificates of qualification from J. W. Herbert for completing sales training; and portraits of employees (from top left) Steve Bywater, Kenneth Fodor, Tom Johnson, and Kathlyn Wilkerson. Photo Date: 5/16/1975. Newsletter Issue: Profile 6/1975
- Proofs: BCBS safety captains taking part in a first aid skills course. Photo Date: 5/6/1975. Newsletter Issue: Profile 6/1975
- Photograph: W. J. Stansell conducts a meeting in BCBS's conference room between Blue Cross and Blue Shield personnel on the issue of National Health Insurance (NHI) legislation. Photo Date: 5/13/1975. Newsletter Issue: Profile 7/1975
- Photograph: Evelyn Evans holds an image of a color TV set, a retirement gift from BCBS, while in J. W. Herbert's office. Also pictured are Tom Stallworth (left) and Betty Collins (right). Photo Date: 6/5/1975. Newsletter Issue: Profile 7/1975
- Photograph: (from left) Elaine Weathers, Bonnie Godbold, Marjorie Johnson, Barbara Strode, Diane Joffre, and Carol Blanton hold trophies they received from an Employees Club sponsored bowling tournament. Photo Date: 6/5/1975. Newsletter Issue: Profile 7/1975
- Photograph: Employees (from left) Carol Blanton, Bonnie Godbold, Delores Chester and Pat Wilson hold trophies they received from an Employees Club sponsored bowling tournament. Photo Date: 6/5/1975. Newsletter Issue: Profile 7/1975
- Photograph: Tessa Warnock, Janie Shepard, Elaine Weathers and Ida Gazalah hold trophies they received from an Employees Club sponsored bowling tournament. Photo Date: 6/5/1975. Newsletter Issue: Profile 7/1975
- Photograph: Employees Jeanette Sutton, Marjorie Johnson, Pat Kidd, and Wilma Ketchel hold trophies they received from an Employees Club sponsored bowling tournament. Photo Date: 6/5/1975. Newsletter Issue: Profile 7/1975
- Photograph: Director of Group Sales Joe McGurrin, Tom Brown, Pat Murphy, and J. W. Herbert are shown as Brown and Murphy receive award checks for outstanding sales efforts. Photo Date: 6/9/1975. Newsletter Issue: Profile 7/1975
- Photograph: (From left) Joe Stansell, Joe McGurrin, Pat Murphy, John Renner, Tom Brown, Jack Herbert, and Tom Stallworth are pictured following the presentation of sales award checks to Murphy, Renner, and Brown. Newsletter Issue: Profile 7/1975
- Photograph: Senior V.P. W. J. Stansell presents John Renner with a sales award check for being Branch Manager of the Year. Photo Date: 6/9/1975. Newsletter Issue: Profile 7/1975

- Photograph: Employees and charter buses are shown in front of BCBS's parking garage as they prepare to depart for an Employees Club sponsored trip to Disney World. Photo Date: 5/31/1975. Newsletter Issue: Profile 7/1975
- Photograph: Golf instructor Floyd Smith corrects employee Myra Smith on her golf club swing, as part of lessons offered to BCBS employees through the Employees Club. Photo Date: 6/11/1975. Newsletter Issue: Profile 7/1975
- Proofs: W. J. Stansell conducting a meeting in BCBS's conference room in regards to National Health Insurance legislation. Photo Date: 5/13/1975. Newsletter Issue: Profile 7/1975
- Proofs: Employees Tom Brown, Pat Murphy, and John Renner receiving sales award checks. Photo Date: 6/9/1975. Newsletter Issue: Profile 7/1975
- Proofs: Employees and charter buses outside BCBS's Riverside office before their departure to Disney World. Photo Dates: 5/31/1975. Newsletter Issue: Profile 7/1975
- Proofs: Charter buses leaving BCBS's Riverside office for Disney World, and Evelyn Evans with fellow employees at her retirement party. Photo Dates: 5/31/1975, and 6/5/1975. Newsletter Issue: Profile 7/1975
- Proofs: Employees receiving lessons from golf instructor Floyd Smith; and exterior shots of BCBS's Riverside office. Photo Date: 6/11/1975. Newsletter Issue: Profile 7/1975
- Photograph: 10th Anniversary plaque for the Florida Combined Insurance Agency, Inc., a subsidiary of Blue Cross of Florida. Photo Date: 7/14/1975. Newsletter Issue: Profile 8/1975
- Photograph: BCBS employees and Florida Combined Insurance Agency officers (from left) Joseph McGurrin, W. J. Stansell, Robert Fetzer, J. W. Herbert, Thomas Stallworth, and C. H. Meyer pose with FCIA's 10th Anniversary plaque. Photo Date: 7/14/1975. Newsletter Issue: Profile 8/1975
- Photograph: Employees (from left) John L. Bentley, John Williamson, W. R. Skelley, and Jim Williams are shown as Williamson accepts awards for 20 years of service. Photo Date: 6/24/1975. Newsletter Issue: Profile 8/1975
- Photograph: Jack McAbee gives Ruth Kicklighter awards for 15 years of service, next to Ray Chaffin. Photo Date: 6/24/1975. Newsletter Issue: Profile 8/1975
- Photograph: Mel Snead gives Bill Hubbard awards for 15 years of service. Photo Date: 6/24/1975. Newsletter Issue: Profile 8/1975
- Photograph: Mel Snead gives Bill Hubbard awards for 15 years of service. Photo Date: 6/24/1975. Newsletter Issue: Profile 8/1975
- Photograph: Employee Helen Brown receives a Medicare training completion certificate from Medicare A Manager Clara Rose, next to instructor Coleen O'Steen. Other employees in the class are (from left): Pat Brown, Gloria Mills, Sylvia Bryant, Laura Chambliss, Pat Henderson, Joan Frederickson, Sharon DisBennett, Deborah Collier, Sandi Cox, and Vickie Padgett. Photo Date: 6/26/1975. Newsletter Issue: Profile 8/1975
- Photograph: Employee Billie Sue Green, next to Odis Powell, receives a suggestion award check from Cecil Rivers. Photo Date: 7/14/1975. Newsletter Issue: Profile 8/1975
- Photograph: Employee Billie Sue Green, next to Odis Powell, receives a suggestion award check from Cecil Rivers. Photo Date: 7/14/1975. Newsletter Issue: Profile 8/1975

- Photograph: Employees line up at the entrance to new cafeteria facilities at BCBS's Riverside office. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Photograph: Employees in line at a cafeteria counter, Mom's Place, in newly opened cafeteria facilities run by Servomation Corporation at BCBS's Riverside office. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Photograph: Employees in line at a cafeteria counter, Just Desserts, in newly opened cafeteria facilities run by Servomation Corporation at BCBS's Riverside office. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Photograph: Servomation Corporation employees (from left) Larry Vaughn, John Brown, Dick Millard, Dave Dorries, and Edward Kennedy stand with BCBS Facilities Director Derald Smart in BCBS's newly opened cafeteria. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Photograph: BCBS HR V.P. Eugene O'Brien shakes hands with Servomation Corporation V.P. John Brown. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Photograph: Employees at the Jacksonville Airport before departing on a trip to Europe sponsored by the Employees Club. Photo Date: 6/19/1975. Newsletter Issue: Profile 8/1975
- Photograph: Employees at a banquet at the Holiday Inn in Orange Park to celebrate the conclusion of the Employees Club summer bowling league. Photo Date: 6/14/1975. Newsletter Issue: Profile 8/1975
- Proofs: BCBS employees and Florida Combined Insurance Agency officers posing with FCIA's 10th Anniversary plaque; and Employee Billie Sue Green receiving a suggestion award check. Photo Date: 7/14/1975. Newsletter Issue: Profile 8/1975
- Proofs: Employees in line at cafeteria counters in newly opened BCBS cafeteria facilities. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Proofs: Employees in line at cafeteria counters in newly opened BCBS cafeteria facilities. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Proofs: Servomation Corporation and BCBS employees; and employees in line at cafeteria counters in newly opened BCBS cafeteria facilities. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Proofs: Employees at the Jacksonville Airport. Photo Date: 6/30/1975. Newsletter Issue: Profile 8/1975
- Proofs: Employees with bowling trophies they received from an Employees Club sponsored tournament; and employees at a celebratory banquet at the end of the bowling league. Date: 6/14/1975. Newsletter Issue: Profile 8/1975
- Proofs: Portraits of employees (from top left) Karl Smith, Barbara Oglesby, Laura Rountree, Jerry Summerford, Jim Peaks, and Odelle Yates. Photo Date: 7/17/1975. Newsletter Issue: Profile 8/1975
- Proofs: Portraits of employees (from top left) Gloria Herring, Marilan Kelly, Alma Hoffmann, Cindy Hutchinson, and Frances Tucker. Photo Date: 7/17/1975. Newsletter Issue: Profile 8/1975
- Proofs: Portraits of employees (from left) Stephanie Carmen and John Puletti. Photo Date: 7/17/1975. Newsletter Issue: Profile 8/1975

Folder 607: Company Newsletter Photos 8/1975 to 12/1975

- Photograph: Lt. Grueling from the U.S. Naval Air Station Weather Facility speaks to BCBS safety captains about hurricane formation and preventative safety measures. Photo Date: 8/5/1975. Newsletter Issue: Profile 9/1975
- Photograph: Film about Hurricane Camille shown to BCBS safety captains. Photo Date: 8/5/1975. Newsletter Issue: Profile 9/1975
- Photograph: BCBS safety captains listen to Lt. Grueling from the U.S. Naval Air Station Weather Facility about hurricanes, as Warrant Officer Atchison looks on. Photo Date: 8/5/1975. Newsletter Issue: Profile 9/1975
- Photograph: BCBS employees stand next to the Jacksonville Blood Bank's mobile unit at the loading dock of BCBS's Riverside office. Photo Date: 7/31/1975. Newsletter Issue: Profile 9/1975
- Photograph: BCBS employees in the Jacksonville Blood Bank's mobile unit wait to have their blood drawn. Photo Date: 7/31/1975. Newsletter Issue: Profile 9/1975
- Photograph: BCBS employees at the Fort George Island Golf Club. Photo Date: 7/1975. Newsletter Issue: Profile 9/1975
- Photograph: Roger McDonnell plays golf at an Employees Club sponsored tournament. Photo Date: 7/1975. Photo Date: 8/13/1975. Newsletter Issue: Profile 9/1975
- Photograph: An unknown employee plays golf at an Employees Club sponsored tournament. Photo Date: 7/1975. Photo Date: 8/13/1975. Newsletter Issue: Profile 9/1975
- Photograph: An unknown employee plays softball as part of an Employees Club sponsored league. Photo Date: 8/13/1975. Newsletter Issue: Profile 9/1975
- Photograph: An unknown employee plays softball as part of an Employees Club sponsored league. Photo Date: 8/13/1975. Newsletter Issue: Profile 9/1975
- Photograph: BCBS employees and family members skate at an Employees Club sponsored party at Skateland. Photo Date: 7/22/1975. Newsletter Issue: Profile 9/1975
- Photograph: Recently promoted Provider Reimbursement employees (from left) Eddie Sandoval, Dwight Cenac, Enrique Perea, and Howard Kolber are shown next to Field Audit Section manager Robin Bridges. Photo Date: 7/14/1975. Newsletter Issue: Profile 9/1975
- Photograph: Employees in the Provider Reimbursement department eating at a training seminar. Photo Date: 7/14/1975. Newsletter Issue: Profile 9/1975
- Photograph: Employees from BCBS's Puerto Rico Provider Reimbursement department (from left): Hugo Arenas, Jaime Estrada, Martin Lopez, Eddie Sandoval, Enrique Perea, Manuel deLeon, and manager Robin Bridges. Photo Date: 7/14/1975. Newsletter Issue: Profile 9/1975
- Proofs: Lt. Grueling speaking to BCBS safety captains about hurricanes. Photo Date: 8/5/1975. Newsletter Issue: Profile 9/1975
- Proofs: Employees getting their blood drawn in the Jacksonville Blood Bank's mobile unit. Photo Date: 7/31/1975. Newsletter Issue: Profile 9/1975

- Proofs: Employees getting their blood drawn in the Jacksonville Blood Bank's mobile unit. Photo Date: 7/31/1975. Newsletter Issue: Profile 9/1975
- Proofs: Employees playing golf in an Employees Club sponsored tournament. Photo Date: 7/1975. Newsletter Issue: Profile 9/1975
- Proofs: Employees playing golf in an Employees Club sponsored tournament. Photo Date: 7/1975. Newsletter Issue: Profile 9/1975
- Proofs: Employees playing softball as part of an Employees Club sponsored league. Photo Date: 8/13/1975. Newsletter Issue: Profile 9/1975
- Proofs: Portraits of employees (from left) Martha Hewlett, Linda Martin, David Kelley, and David Lytle. Photo Date: 8/17/1975. Newsletter Issue: Profile 9/1975
- Proofs: Portraits of employees (from left) Richard Tiede, Jim Dixon, David Stroupe, and Juliette Weir. Photo Date: 8/19/1975. Newsletter Issue: Profile 9/1975
- Proofs: Portraits of employees (from left) Connie Coniaris, Edith Parker, James Tanner, and John L. Bentley. Photo Date: 8/19/1975. Newsletter Issue: Profile 9/1975
- Proofs: Employee and City Councilman Charlie Webb accepts the Claude J. Yates award from his fellow city council members at the Robert Meyer Hotel in Jacksonville. Photo Date: 10/1/1975. Newsletter Issue: Profile 10/1975
- Photograph: Jim Rogers, Eugene O'Brien and Chip Williams hold a United Way promotional sign as part of BCBS's annual pledge drive. Photo Date: 10/16/1975. Newsletter Issue: Profile 11/1975
- Photograph: BCBS employees at a meeting of the company's Gavel Club, an organization similar to Toastmasters. Photo Date: 9/30/1975. Newsletter Issue: Profile 11/1975
- Photograph: Employees Jeff Clyatt and Jim Holloway hold golf trophies they won in an Employees Club sponsored league. Photo Date: 9/25/1975. Newsletter Issue: Profile 11/1975
- Photograph: Bowling league winners with their trophies. Pictured (standing, from left): Dave Foster, Billy Hazlehurst, Bob Fowler, Flake Hewett (seated, from left) George Dyer, and Chuck Tudor. Photo Date: 9/25/1975. Newsletter Issue: Profile 11/1975
- Photograph: Foreign language guide with medical phrases issued by BCBS. Photo Date: 1975. Newsletter Issue: Profile 11/1975
- Photograph: Thousand Oaks golf course sign, where BCBS employees held an Employees Club sponsored tournament. Photo Date: 10/11/1975. Newsletter Issue: Profile 11/1975
- Photograph: Dr. Dan St. John, Dr. Tom Irwin, H. A. Schroder, and Steve Bywater at an Employees Club sponsored golf tournament. Photo Date: 10/11/1975. Newsletter Issue: Profile 11/1975
- Photograph: Employees play golf at an Employees Club sponsored tournament. Photo Date: 10/11/1975. Newsletter Issue: Profile 11/1975
- Photograph: Pete Taylor, John Parks, Keith Coker, and Bill Buckner at an Employees Club sponsored golf tournament. Photo Date: 10/11/1975. Newsletter Issue: Profile 11/1975
- Photograph: Employees line up in golf carts at an Employees Club sponsored golf tournament. Photo Date: 10/11/1975. Newsletter Issue: Profile 11/1975

- Photograph: Pat O'Brien, Training and Development Manager, discusses BCBS's tuition reimbursement program with June Johnson. Photo Date: 11/1975. Newsletter Issue: Profile 11/1975
- Photograph: A new ice cream dispenser shown in BCBS's cafeteria. Photo Date: 8/1975. Newsletter Issue: Profile 11/1975
- Photograph: Blue Shield manager Jerry Landgraf presents Fanny Zuidema with a 15 year service pin. Photo Date: 9/16/1975. Newsletter Issue: Profile 11/1975
- Photograph: Medicare B Director Bill Long presents Edith Parker with a 15 year service pin. Photo Date: 9/16/1975. Newsletter Issue: Profile 11/1975
- Photograph: Blue Shield manager Jerry Landgraf presents Helen Farris with a 15 year service pin. Photo Date: 9/16/1975. Newsletter Issue: Profile 11/1975
- Photograph: Employees in a Corporate Budget training class. Photo Date: 9/30/1975. Newsletter Issue: Profile 11/1975
- Photograph: Employees in a Corporate Budget training class. Photo Date: 9/30/1975. Newsletter Issue: Profile 11/1975
- Photograph: Players Rich Thoman and Lee McGriff from the Jacksonville Express football team sign autographs for BCBS employees. Photo Date: 9/29/1975. Newsletter Issue: Profile 11/1975
- Photograph: Football player Jeff Davis from the Jacksonville Express team signs a picture for Rose Staley. Photo Date: 9/29/1975. Newsletter Issue: Profile 11/1975
- Photograph: Employees gather around football player Lee McGriff from the Jacksonville Express team. Photo Date: 9/29/1975. Newsletter Issue: Profile 11/1975
- Photograph: Portrait of employee Tom McGeehan. Photo Date: 1975. Newsletter Issue: Profile 11/1975
- Photograph: Portraits of (from left) employees Kathleen Wells and Neal Keller. Photo Date: 10/14/1975. Newsletter Issue: Profile 11/1975
- Photograph: Portrait of employee Bill Hazlehurst. Photo Date: 10/14/1975. Newsletter Issue: Profile 11/1975
- Photograph: Recently promoted employees from Provider Audit and Reimbursement departments (from left) Donald Crossett, Robin Bridges, Sandra Richards, Dennis Hansen and Melvin Yost. Photo Date: 10/14/1975. Newsletter Issue: Profile 11/1975
- Photograph: Davi Wolters and Kathlene Costello receive certificates of qualification for completing sales training from Bob Hulsey (left) and W. J. Stansell (right). Photo Date: 1975. Newsletter Issue: Profile 11/1975
- Photograph: Davi Wolters and Kathlene Costello receive certificates of qualification for completing sales training from Bob Hulsey (left) and W. J. Stansell (right). Photo Date: 1975. Newsletter Issue: Profile 11/1975
- Proofs: Jim Rogers and United Way chairman Dave Hastings with a poster showing BCBS's pledge to United Way. Photo Date: 10/16/1975. Newsletter Issue: Profile 11/1975
- Proofs: Employees at a Gavel Club meeting. Photo Date: 9/30/1975. Newsletter Issue: Profile 11/1975

- Proofs: Portraits of employees (from left) Tommie Curry, Kathleen Wells, and Bill Hazlehurst; and recently promoted Provider Audit and Reimbursement employees. Photo Date: 10/14/1975. Newsletter Issue: Profile 11/1975
- Proofs: Employees in a Corporate Budget training class. Photo Date: 9/30/1975. Newsletter Issue: Profile 11/1975
- Proofs: Portraits of employees (from left) Kathlene Costello and David Wolters; and Costello and Walters receiving certificates of qualification for completing sales training. Photo Date: 1975. Newsletter Issue: Profile 11/1975
- Proofs: Employees with football players from the Jacksonville Express team. Photo Date: 9/29/1975. Newsletter Issue: Profile 11/1975
- Proofs: Employees with football players from the Jacksonville Express team. Photo Date: 9/29/1975. Newsletter Issue: Profile 11/1975
- Proofs: Employee Joe Wheeler receiving a suggestion award check; and portraits of employees (from left) Derald Smith and Tom McGeehan. Photo Date: 1975. Newsletter Issue: Profile 11/1975 and 12/1975
- Photograph: Rhonda Silver receives a suggestion award check from Nathan Oplinger. Photo Date: 12/1975. Newsletter Issue: Profile 12/1975
- Photograph: Laura Merritt receives a suggestion award check from W. R. Skelley. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Photograph: Nathan Oplinger presents a suggestion award check to John Kelly. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Photograph: Nathan Oplinger presents a suggestion award check to John Kelly. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Photograph: BCBS employees (standing, from left) Jim Gray, Jon Myer, and Karl Smith assist students in the Junior Achievement program making hurricane lamps to sell. Photo Date: 10/27/1975. Newsletter Issue: Profile 12/1975
- Photograph: W. J. Stansell presents a business charter to students in the Junior Achievement program for the hurricane lamp company they developed. Photo Date: 10/27/1975. Newsletter Issue: Profile 12/1975
- Photograph: Employees and family at a Halloween skating party at Skateland, sponsored by the Employees Club. Photo Date: 10/29/1975. Newsletter Issue: Profile 12/1975
- Photograph: Members of the Hospital Relations division at a meeting. Photo Date: 11/1975. Newsletter Issue: Profile 12/1975
- Photograph: Members of an audit team for the Hospital Relations division are shown (row 1, from left): Helen Howden, Glenn Utt, Bob Wildermuth (row 2) Phil Bray, George Peterson, Harry Lucas, Jack Adams, Harvey Williams and Hal Clauer. Photo Date: 11/1975. Newsletter Issue: Profile 12/1975
- Photograph: Brenda Gramling, Manuel Hevia, and Barbra Sagendorf receive certificates of qualification for completing sales training from W. J. Stansell as Tom Stallworth (left) looks on. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Photograph: Interior of BCBS's new Orlando branch office, including employee Millie Kitchen. Photo Date: 1975. Newsletter Issue: Profile 12/1975

- Photograph: Interior of BCBS's new Orlando branch office, including employee Sue Jones. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Photograph: Employees from BCBS's Orlando branch office, (row 1, from left): Glenn Utt, Naomi McDaniel, Don Holdaway, Tom Stallworth, Sue Jones, Gene Ivankow (row 2) Manina Paul, Alana Ely, Shirley Cook, Susan Rawlings, (row 3) Ivena Snow, Leonora Livengood, Christine Teets, (row 4) Millie Kitchen, Debbie Seay, and Judy Sparkman. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Photographs: Bently Lang, president of the Florida Hospital Education and Research Foundation presents Jack Monahan, Jr., Executive V.P. of the Florida Hospital Association, with the foundation's annual award of merit; and a portrait of employee Veronica Wright. Photo Date: 10/29/1975 and 11/19/1975. Newsletter Issue: Profile 12/1975
- Photographs: Portraits of employees (from left) Jose Barros and Nora Fugitt. Newsletter Issue: Profile 12/1975
- Photographs: Portraits of employees (from left) Lou Mickler and Warner Hull. Photo Date: 11/19/1975. Newsletter Issue: Profile 12/1975
- Photographs: Portraits of employees (from left) Pat Tate and Mary Symington. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Photograph: Portrait of employee Ellsworth Poole III. Photo Date: 11/19/1975. Newsletter Issue: Profile 12/1975
- Proofs: Employees Rhonda Silver and John Kelly receiving suggestion award checks; and portrait of employee Pat Tate. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Proofs: BCBS employees assisting students in the Junior Achievement program making hurricane lamps to sell. Photo Date: 10/27/1975. Newsletter Issue: Profile 12/1975
- Proofs: Employees and family at a Halloween skating party at Skateland, sponsored by the Employees Club. Photo Date: 10/29/1975. Newsletter Issue: Profile 12/1975
- Photograph: Employees and family at a Halloween skating party at Skateland, sponsored by the Employees Club. Photo Date: 10/29/1975. Newsletter Issue: Profile 12/1975
- Proofs: Portraits of employees (from top left): Lou Mickler, Susan Musselwhite, Mercedes Walton, Warner Hull, and Denise Edwards. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Proofs: Portraits of employees (from left) Ellsworth Poole III, Fran Frick, and two unknown employees. Photo Date: 11/19/1975. Newsletter Issue: Profile 12/1975
- Proofs: Employees Brenda Gramling, Manuel Hevia, and Barbara Sagendorf receiving certificates of qualification for completing sales training; and employee portraits of Gramling, Sagendorf and Hevia. Photo Date: 1975. Newsletter Issue: Profile 12/1975
- Proofs: Portraits of employees (from top left) Veronica Wright, Mary Symington, Jose Barros, and Joyce Warner. Photo Date: 11/19/1975. Newsletter Issue: Profile 12/1975 and 1/1976
- Proofs: Portraits of employees (from left) an unknown employee, Debbie Murphy, and Nora Fugitt. Photo Date: 11/19/1975. Newsletter Issue: Profile 12/1975 and 1/1976
- Photograph: Employee John Williamson, dressed as Santa, gives candy to an unknown girl. Photo Date: 12/23/1975. Newsletter Issue: Profile 1/1976

- Photograph: An employee plays limbo at Skateland at an Employees Club sponsored party. Photo Date: 12/23/1975. Newsletter Issue: Profile 1/1976
- Photograph: Winners from the Employee Arts and Crafts show. Pictured (row 1, from left): Roxanne Godwin, Sylvia Hayes, Brenda Alexander, Anita Hurley, Karen Huber, Donna Cannon, Peggy Walton, Nan Key, Barbara Van Buskirk, Arlene Johnston, Susie Solano, Inez Bacalor (row 2): Vern Duncan, David Foster, Tom Dunn, and James Bransford. Photo Date: 12/3/1975. Newsletter Issue: Profile 1/1976
- Photograph: Employee James Bransford holds his best of show trophy he won in the Employees Arts and Crafts show, next to the clock he made. Photo Date: 12/3/1975. Newsletter Issue: Profile 1/1976
- Photograph: Entries in the Employee Arts and Crafts show. Photo Date: 12/3/1975. Newsletter Issue: Profile 1/1976
- Photograph: Entries in the Employee Arts and Crafts show. Photo Date: 12/3/1975. Newsletter Issue: Profile 1/1976
- Photograph: Deborah Powell receives a suggestion award check from Jack McAbee, next to Jerry Landgraf (left). Photo Date: 12/4/1975. Newsletter Issue: Profile 1/1976
- Photograph: Branch Service Coordinators and Supervisors (from left) Jim Dixon, Ruby Wells, Ilene Gladson, Iris Norton and Christine Teets watch a film as part of a training session. Photo Date: 12/4/1975. Newsletter Issue: Profile 1/1976
- Photograph: Methods Department employees pose behind Christmas gifts and food they collected for a needy couple. Photo Date: 12/22/1975. Newsletter Issue: Profile 1/1976
- Photographs: Portraits of employees Debbie Murphy and Joyce Warner. Photo Date: 11/19/1975. Newsletter Issue: Profile 1/1976
- Photograph: President J. W. Herbert speaking at the Employees Club annual meeting. Photo Date: 12/19/1975. Newsletter Issue: Profile 1/1976
- Photograph: New Employees Club officers (from left) Obbe Burns, Kenny Godbold, Sharon Wilson, and Dee Driggers. Photo Date: 12/19/1975. Newsletter Issue: Profile 1/1976
- Proofs: Employees and family skating at Skateland at an Employees Club sponsored party. Photo Date: 12/23/1975. Newsletter Issue: Profile 1/1976
- Proofs: Employees and family skating at Skateland at an Employees Club sponsored party. Photo Date: 12/23/1975. Newsletter Issue: Profile 1/1976
- Proofs: Employees and family skating at Skateland at an Employees Club sponsored party. Photo Date: 12/23/1975. Newsletter Issue: Profile 1/1976
- Proofs: Employees with collected items for Thanksgiving basket donations; and Shirley Clarkson and Marian Thomas receiving suggestion award checks. Photo Date: 11/24/1975. Newsletter Issue: Profile 1/1976
- Proofs: Deborah Powell receiving a suggestion award check; and Wanda Cuevas and Kristi Holt receiving suggestion award checks. Photo Date: 12/4/1975. Newsletter Issue: Profile 1/1976
- Proofs: Veronica Wright receiving 20-year service awards; and Deborah Powell receiving a suggestion award check. Photo Date: 12/4/1975. Newsletter Issue: Profile 1/1976

- Proofs: Branch Service Coordinators and Supervisors watching a training film. Photo Date: 12/4/1975. Newsletter Issue: Profile 1/1976
- Proofs: Portraits of employees (from left) Willie Reese, Derald Smart, and Percy Howell. Photo Date: 1975. Newsletter Issue: Profile 1/1976
- Proofs: Portraits of employees (from left) Jack Ybanez, Lousie Mills, George Dugger, and Curtis Stuckey. Photo Date: 1975. Newsletter Issue: Profile 1/1976
- Proofs: Portraits of employees (from left) an unknown employee, Leo Lucker, George Dugger. Photo Date: 1975. Newsletter Issue: Profile 1/1976
- Proofs: W. J. Stansell presents J. W. Herbert with 10-year service awards; and W. J. Stansell, Tom Stallworth and Joe McGurrin standing next to plaques given to Blue Shield by the BCBS National Association. Photo Date: 1975. Newsletter Issue: Profile 1/1976 and 2/1976
- Photograph: Jacksonville Fire Rescue Squad employee Mr. Ramsdell (left) provides CPR instruction to BCBS employees. Photo Date: 12/4/1975. Newsletter Issue: Profile 2/1976
- Proofs: Jim Gibbons (left) and J. W. Herbert (right) present Nancy Brown with retirement gifts, as Amelia Kelly looks on. Photo Date: 12/31/1975. Newsletter Issue: Profile 2/1976
- Proofs: Jacksonville Fire Rescue Squad employee Mr. Ramsdell provides CPR instruction to BCBS employees. Photo Date: 12/4/1975. Newsletter Issue: Profile 2/1976
- Proofs: Jacksonville Fire Rescue Squad employee Mr. Ramsdell provides CPR instruction to BCBS employees. Photo Date: 12/4/1975. Newsletter Issue: Profile 2/1976

Folder 608: Company Newsletter Photos 1/1976 to 6/1976

- Photograph: W. J. Stansell, Tom Stallworth, and Joe McGurrin look at a plaque given to Blue Shield by the BCBS National Association for greatest percentage gains in contracts of any plan. Photo Date: 1976. Newsletter Issue: Profile 2/1976
- Photograph: Jack McAbee presents Helen Pollock with a pin for 25 years of service. Photo Date: 1/12/1976. Newsletter Issue: Profile 2/1976
- Photograph: W. R. Skelley presents Wilbur Gay with a pin for 15 years of service. Photo Date: 1976. Newsletter Issue: Profile 2/1976
- Photograph: Portraits of employees Fran Frick and William Dodd. Photo Date: 1976. Newsletter Issue: Profile 2/1976
- Proofs: Dan Lewis receives 15 year gifts from J. W. Herbert; W. R. Skelley gives Wilbur Gay with a 15-year service pin; and Jack McAbee gives Hellen Pollock a 25-year service pin. Photo Date: 1976. Newsletter Issue: Profile 2/1976
- Proofs: Employees Club tennis tournament winners hold their trophies; Cecil Rivers and Odis Powell give Edith White 20-year service gifts; Bob Hulsey (left) and J. W. Herbert (right) give certificates of qualification to Jim Mose, Sarah Pollak and Linda Simmons; and a portrait of employee William Dodd. Photo Date: 1976. Newsletter Issue: Profile 2/1976
- Proofs: BCBS parking garage employee Bill Brockman stands next to a warning sign for ice in the garage. Photo Date: 1/9/1976. Newsletter Issue: Profile 2/1976

- Proofs: Portraits of employees (from top left) Gwen Cline, Scott Kirby, Hattie Ransom, Elaine Mosley, Vincent Haney, and Steve Astley. Photo Date: 1976. Newsletter Issue: Profile 2/1976
- Proofs: Portraits of employees (from top left) David Zambon, Sharon Wilson, Anita Bessent, and Bettye White. Photo Date: 1976. Newsletter Issue: Profile 2/1976
- Photograph: Employees line up at First Aid nurse Diane Joffre's table next to the Jacksonville Blood Bank's mobile unit to donate blood. Pictured: Lucille White, Howard Shivers, Norma Burke, Mary Brown, Bob Lunger, and Washington Burns. Photo Date: 2/17/1976. Newsletter Issue: Profile 3/1976
- Photograph: Howard Shivers signs forms in the Jacksonville Blood Bank's mobile unit before donating blood. Photo Date: 2/17/1976. Newsletter Issue: Profile 3/1976
- Photograph: Lucille White has a blood sample taken in the Jacksonville Blood Bank's mobile unit. Photo Date: 2/17/1976. Newsletter Issue: Profile 3/1976
- Photograph: Stella Bennefield has her blood pressure taken in the Jacksonville Blood Bank's mobile unit. Photo Date: 2/17/1976. Newsletter Issue: Profile 3/1976
- Photograph: Employees Club flag football team members (from left) Bob Kimbrough, Greg Lynn, Larry Payne, John Myer, Mike O'Farrell, Jack Edmonds, and Karl Smith. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Photograph: Children Karl Smith, Jr. and Jayme Hawarah watch their parents play football. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Photograph: Employees Club women's flag football team members line up in the BCBS office courtyard. Pictured (from left): Vicki Branam, Donna McManaway, Chris Woods, Judy Schneider, Susan Waltrip, Shirley Jackson, Norma Hawarah, Brenda Draper, Brenda Charrie, Debbie Eason, Laura Rountree, Debbie Rountree, Shirley Edlin, Linda Blake, Bobbi Houser, and Barbrar Oglesby. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Photograph: Members of the Employee Credit Union hold an annual meeting. Photo Date: 1/21/1976. Newsletter Issue: Profile 3/1976
- Photograph: Employee Credit Union board of directors (from left) Betty Collins, Tom Kates, Kay Batie, Jack Master, and Mabel Fleming. Photo Date: 1/21/1976. Newsletter Issue: Profile 3/1976
- Photograph: Employee Credit Union First V. P. Tom Kates speaks at the annual meeting. Photo Date: 1/21/1976. Newsletter Issue: Profile 3/1976
- Photograph: W. R. Skelley (left) and Jack Brown (right) present Edna Kulbe with gifts for 20 years of service. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Photograph: Jerry Landgraf gives Rosamond Rudd a picture of an antique lamp she will receive as a retirement gift from BCBS, next to Marilyn Stone. Photo Date: 1/30/1976. Newsletter Issue: Profile 3/1976
- Photograph: Emilio Roque, John Walsh, and Diane Jenkins receive certificates of qualification for completing sales training from J. W. Herbert. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Photograph: Portraits of employees Nancy Bowyer (left) and Harry Lyons (right). Photo Date: 2/13/1976. Newsletter Issue: Profile 3/1976

- Proofs: Employees sign up and have their blood drawn in the Jacksonville Blood Bank's mobile unit. Photo Date: 2/17/1976. Newsletter Issue: Profile 3/1976
- Proofs: A section of the customer service department at BCBS's Riverside office; and Edna Kulbe receives gifts for 20 years of service. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Proofs: Employees Club flag football teams at practice. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Proofs: Employees Club flag football teams at practice. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Proofs: Employees at the Employee Credit Union annual meeting. Photo Date: 1/21/1976. Newsletter Issue: Profile 3/1976
- Proofs: Employee Credit Union staff (from left) Carol Shiwart, Frances Stewart, Pearl Capwell, Rose Staley, and Mary Roberts. Photo Date: 1/21/1976. Newsletter Issue: Profile 3/1976
- Proofs: Employee Credit Union First V. P. Tom Kates speaking at the annual meeting; Employee Credit Union board members; and Credit Committee members. Photo Date: 1/21/1976. Newsletter Issue: Profile 3/1976
- Proofs: J. W. Herbert addresses members of a regional BCBS HR workshop in the BCBS boardroom. Photo Date: 1/16/1976. Newsletter Issue: Profile 3/1976
- Proofs: Portraits of employees (from left) Diane Jenkins and Emilio Roque; and Roque, John Walsh, and Jenkins receiving certificates of qualification from J. W. Herbert. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Proofs: Portraits of employees (from top left) Rochelle Dryden, Harry Lyons, John Walsh, Diane Jenkins, and Nancy Bowyer. Photo Date: 1976. Newsletter Issue: Profile 3/1976
- Photograph: Willie Reese and George Dugger hold a large emblem celebrating the country's bicentennial. Photo Date: 3/12/1976. Newsletter Issue: Profile 4/1976
- Photograph: Willie Reese and George Dugger hold a flag with an emblem celebrating the country's bicentennial. Photo Date: 3/12/1976. Newsletter Issue: 4/1976
- Photograph: Members of the Employee 20-Year Club at their annual meeting. Pictured (row 1, from left): H. A. Schroder, Edith White, Bill Markey, Fran Frick, John Herbert, Beverly Allen, Fritz Longley, Veronica Wright, John Williamson (row 2) Louise Perkinson, Lottie Ashton, Hellen Pollock, Ina DeVane, Mabel Fleming, Edwina Thornton, Lydia Gardner, Dot Rivers, Betty Collins, Johnny Johnson (row 3) Bill Skelley, Mel Snead, Joe Stansell, Dick Meyers, Phil Stackpole, Ira Gould, Chuck Meyer, Joe McGurrin, (row 4) Art Lentz, Jack Bond, John Brothers, Jim Hopper, Jim Williams, John L. Bentley, Bill Snyder, Jim Gibbons, and Dave Mancini. Photo Date: 3/26/1976. Newsletter Issue: Profile 5/1976
- Photograph: Members of the Employee 20-Year Club at their annual meeting. Pictured (row 1, from left): H. A. Schroder, Edith White, Bill Markey, Fran Frick, John Herbert, Beverly Allen, Fritz Longley, Veronica Wright, John Williamson (row 2) Louise Perkinson, Lottie Ashton, Hellen Pollock, Ina DeVane, Mabel Fleming, Edwina Thornton, Lydia Gardner, Dot Rivers, Betty Collins, Johnny Johnson (row 3) Bill Skelley, Mel Snead, Joe Stansell, Dick Meyers, Phil Stackpole, Ira Gould, Chuck Meyer, Joe McGurrin, (row 4) Art

Lentz, Jack Bond, John Brothers, Jim Hopper, Jim Williams, John L. Bentley, Bill Snyder, Jim Gibbons, and Dave Mancini. Photo Date: 3/26/1976. Newsletter Issue: Profile 5/1976

- Photograph: Jim Dixon, Management Development Specialist, observes employees participating in a management workshop. Photo Date: 3/10/1976. Newsletter Issue: Profile 5/1976
- Photographs: External seminar leader Anita Reed leads a group of BCBS secretaries and executive assistants in a training class. Photo Date: 3/19/1976. Newsletter Issue: Profile 5/1976
- Photograph: Eugene O'Brien is shown with high school students Pam Haynes, Wilma Roten, and Keli Scott, who visited BCBC's Riverside office to learn about the company's business operations. Photo Date: 3/10/1976. Newsletter Issue: Profile 5/1976
- Photograph: Jack McAbee presents Jean Smith with a suggestion award check, next to Ann Singleton. Photo Date: 1976. Newsletter Issue: Profile 5/1976
- Proofs: Jim Dixon leading employees in a management workshop. Photo Date: 3/10/1976. Newsletter Issue: Profile 5/1976
- Proofs: Dr. Michael Irwin is honored at a retirement reception by Medical Department employees whom he oversaw. Photo Date: 4/8/1976. Newsletter Issue: Profile 5/1976
- Proofs: Dr. Michael Irwin is honored at a retirement reception by Medical Department employees whom he oversaw. Photo Date: 4/8/1976. Newsletter Issue: Profile 5/1976
- Proofs: BCBS employees take calls at a phone bank in a televised membership drive for WJCT's Channel 7. Photo Date: 3/19/1976. Newsletter Issue: Profile 5/1976
- Proofs: BCBS employees take calls at a phone bank in a televised membership drive for WJCT's Channel 7; and portraits of employee Dr. Richard C. Dever. Photo Date: 3/19/1976. Newsletter Issue: Profile 5/1976
- Photograph: Individual winners from the Employees Club women's bowling league hold their trophies. Pictured (from left): Johnnie Pugh, Delores Chester, Diane Dunnagan, Carol Blanton, and Marjorie Johnson. Photo Date: 5/7/1976. Newsletter Issue: Profile 6/1976
- Photograph: First place winners from the Employees Club women's bowling league hold their trophies. Pictured (from left): Diane Dunnagan, Elaine Weathers, Debi Weisman, and Johnnie Pugh. Photo Date: 5/7/1976. Newsletter Issue: Profile 6/1976
- Photograph: Second place winners from the Employees Club women's bowling league hold their trophies. Pictured (from left): Diane Bethea, Diane Joffre, Yvonne Cooke, and Imogene Mullins. Photo Date: 5/7/1976. Newsletter Issue: Profile 6/1976
- Photograph: Third place winners from the Employees Club women's bowling league hold their trophies. Pictured (from left): Marjorie Johnson, Peggy Kinzer, Linda Blake, and Shirley Jackson. Photo Date: 5/7/1976. Newsletter Issue: Profile 6/1976
- Photograph: Employee Rochelle Dryden (center) demonstrates a Texas Instrument Terminal to two Raines High School students (left and right) at a career orientation session. In the rear is Jim Tuck, Jr. Photo Date: 4/28/1976. Newsletter Issue: Profile 6/1976

- Photograph: Employee Rochelle Dryden (left) speaks at a career orientation session at Raines High School as a student volunteer stands next to her. Photo Date: 4/28/1976. Newsletter Issue: Profile 6/1976
- Photograph: Employee Rochelle Dryden (left) addresses two Raines High School students as the rest of their class looks on. Photo Date: 4/28/1976. Newsletter Issue: Profile 6/1976
- Proofs: Employees Club women's bowling league winners with their trophies. Photo Date: 5/7/1976. Newsletter Issue: Profile 6/1976
- Proofs: Employee Rochelle Dryden meeting with Raines High School students at a career orientation session. Photo Date: 4/28/1976. Newsletter Issue: Profile 6/1976
- Proofs: Employee Rochelle Dryden meeting with Raines High School students at a career orientation session. Photo Date: 4/28/1976. Newsletter Issue: Profile 6/1976
- Proofs: Portrait of employee Ray Chaffin. Photo Date: 5/11/1976. Newsletter Issue: Profile 6/1976
- Photograph: Historic memorabilia and patriotic paraphernalia, including a U.S. flag, replica liberty bell, Declaration of Independence and an image of George Washington are shown together as a celebratory image for the Bicentennial. Photo Date: 1976. Newsletter Issue: Profile 7/1976
- Photograph: New Blue Shield board members (from left) Wallace E. Mathers, Jr., John N. Carlson, M.D., and Irving Essrig, M.D. Photo Date: 6/23/1976. Newsletter Issue: Profile 7/1976
- Photograph: New Blue Shield board members (from left) Wallace E. Mathers, Jr., John N. Carlson, M.D., and Irving Essrig, M.D. Photo Date: 6/23/1976. Newsletter Issue: Profile 7/1976
- Photograph: Portrait of employee Dan Whitehead. Photo Date: 5/28/1976. Newsletter Issue: Profile 7/1976
- Photograph: Pat Murphy (left) accepts a sales award from J. W. Herbert at BCBS's annual marketing conference. Photo Date: 5/1976. Newsletter Issue: Profile 7/1976
- Photograph: J. W. Herbert and John Renner (right) pose together at BCBS's annual marketing conference. Photo Date: 5/1976. Newsletter Issue: Profile 7/1976
- Photograph: Darrell Orcutt (left) accepts a sales award from J. W. Herbert at BCBS's annual marketing conference. Photo Date: 5/1976. Newsletter Issue: Profile 7/1976
- Photograph: Bill Howard (left) accepts a sales award from J. W. Herbert at BCBS's annual marketing conference. Photo Date: 5/1976. Newsletter Issue: Profile 7/1976
- Photograph: John Renner (left) accepts a "Branch Manager of the Year" award from J. W. Herbert at BCBS's annual marketing conference. Photo Date: 5/1976. Newsletter Issue: Profile 7/1976
- Photograph: Close-up of BCBS Coral Gables branch manager John Renner. Photo Date: 5/1976. Newsletter Issue: Profile 7/1976
- Photograph: Winners in the Employees Club mixed bowling league pose with their trophies. Pictured (from left): Bill Hazlehurst, Terri Hazlehurst, Linda Odom, and Donald Odom. Photo Date: 6/12/1976. Newsletter Issue: Profile 7/1976

- Photograph: An unknown employee and child are shown as employees and family gather for an Employees Club sponsored trip to Disney World. Photo Date: 5/8/1976. Newsletter Issue: Profile 7/1976
- Photograph: Two unknown children are shown as employees and family gather for an Employee Club sponsored trip to Disney World. Photo Date: 5/8/1976. Newsletter Issue: Profile 7/1976
- Proofs: (from top left) Mabel Fleming presents Viola Monroe with gifts for 20 years of service; switchboard operators Mary Comerford and Eunice Turner at their desks; switchboard relief operators Teri Small, Joan Smith, and Pat Ross; and W. R. Skelley presents Pat Trock with 15 year service awards as Frazier Sinclair and Jim Williams look on. Photo Date: 6/8/1976. Newsletter Issue: Profile 7/1976
- Proofs: Winners in the Employees Club mixed bowling league gather for a banquet and pose with their trophies. Photo Date: 6/12/1976. Newsletter Issue: Profile 7/1976
- Proofs: Winners in the Employees Club mixed bowling league gather for a banquet and pose with their trophies. Photo Date: 6/12/1976. Newsletter Issue: Profile 7/1976
- Proofs: Portraits of employees (from left) Stephanie Markey, an unknown employee, and David Kreck. Photo Date: 6/18/1976. Newsletter Issue: Profile 7/1976

Box 70: Company Newsletter Photos, 7/1976-12/1977

Folder 609: Company Newsletter Photos 7/1976 to 12/1976

- Photograph: Energy Management Technician Leo B. Luker inspects a meter at BCBS's Riverside office. Photo Date: 7/13/1976. Newsletter Issue: Profile 8/1976
- Photograph: Operating Engineer Sam Waldon inspects a Honeywell Delta 2000 computer. Photo Date: 7/13/1976. Newsletter Issue: Profile 8/1976
- Photograph: Assistant Manager of Environmental Services Curtis Stuckey checks a centrifugal chiller at BCBS's Riverside office. Photo Date: 7/13/1976. Newsletter Issue: Profile 8/1976
- Photograph: Steering committee members for BCBS's new electronic funds transfer service, called Payomatic, at a meeting. Pictured (from left): Betty Bruce, Mabel Fleming, Joyce Witt, Ebe Burk, and John Lammerding. Photo Date: 7/1976. Newsletter Issue: Profile 8/1976
- Photograph: Steering committee members for BCBS's new electronic funds transfer service, called Payomatic, at a meeting. Pictured (from left): John Kessler, Joe Malloy, Fuad Tannous, Doralee Dougherty, Pam Gonzalez, Henry Douglas, Bob Carlton, Fran Dyals and Cathy Evors. Photo Date: 7/1976. Newsletter Issue: Profile 8/1976
- Photograph: Eugene O'Brien Karl Smith, John Myer, J. W. Herbert, Jim Gray and Jesse Grover are shown as Smith, Myer, and Gray receive letters of appreciation for assisting a Junior Achievement program. Photo Date: 6/22/1976. Newsletter Issue: Profile 8/1976
- Photograph: Employees attend a fashion show sponsored by the Employees Club in the cafeteria at BCBS's Riverside office. Photo Date: 7/7/1976. Newsletter Issue: Profile 8/1976

- Photograph: W. R. Skelley receives a 30 year service pin from J. W. Herbert. Photo Date: 7/16/1976. Newsletter Issue: Profile 8/1976
- Photograph: George Quinney receives a check upon his retirement from Eugene O'Brien. Photo Date: 6/23/1976. Newsletter Issue: Profile 8/1976
- Photograph: New sales representatives Lonnie Curtis, Jim Dickerson, and Roberta Clark receive certificates of qualification from Steve Rogers and W. J. Stansell. Photo Date: 7/2/1976. Newsletter Issue: Profile 8/1976
- Photograph: Portraits of employees Wendy Myers and Marie Smith. Photo Date: 7/13/1976. Newsletter Issue: Profile 8/1976
- Photograph: Employees pose together at the Jacksonville Airport before an Employees Club sponsored trip to Hawaii. Photo Date: 7/15/1976. Newsletter Issue: Profile 8/1976
- Photograph: Winners from an Employees Club sponsored golf tournament hold their trophies. Pictured (from left): Ted Hedrick, Vern Duncan, Chip Hardin, Jim Peaks, Hugh McIlwain, Jimmy Kelly, and Rick Scott. Photo Date: 7/22/1976. Newsletter Issue: Profile 8/1976
- Proofs: Participants in an Employees Club sponsored fashion show. Photo Date: 7/7/1976. Newsletter Issue: Profile 8/1976
- Proofs: Participants in an Employees Club sponsored fashion show. Photo Date: 7/7/1976. Newsletter Issue: Profile 8/1976
- Proofs: Tom McGeehan, Dick Meyers, and Flake Hewett present Vondalee Childs with a suggestion award check; and an unknown image of Carole Utley at her desk. Photo Date: 7/13/1976. Newsletter Issue: Profile 8/1976
- Proofs: Portraits of employees (from left) Roberta Clark, Jim Dickerson, and Lonnie Curtis; and their receiving certificates of qualification from W. J. Stansell. Photo Date: 1976. Newsletter Issue: Profile 8/1976
- Proofs: Portraits of employees (from top left) Rick DiFrancesco, George Richardson, Jim Kimbler, Karen Huber, and Hanse Hall. Photo Date: 1976. Newsletter Issue: Profile 8/1976
- Proofs: Portraits of employees (from top left) Dwight Cenac, Leon Kinchen, Rudy Norton, and Reba Hall. Photo Date: 1976. Newsletter Issue: Profile 8/1976
- Proofs: Portraits of employees (from left) Marie Smith and Wendy Myers; and an unknown image of Carole Utley at her desk. Photo Date: 1976. Newsletter Issue: Profile 8/1976
- BCBS gavel club graduates pose with plaques during a luncheon at the Heart of Jacksonville Motor Hotel. Pictured (row 1, from left): Kathy Winslow, Del Detrick, Janet Heney, Janie Shepard, Dreme Hodges, Marie O'Brien, Rochelle Dryden, Gwen Cline (row 2) Marion Lane, Fran Frick, Louis Hoagland, Bob Best, Peggy Anderson, Chris Glover, and Henry Douglas. Photo Date: 7/21/1976. Newsletter Issue: Profile 9/1976
- Photograph: BCBS gavel club graduates meet for a luncheon at the Heart of Jacksonville Motor Hotel Photo Date: 7/21/1976. Newsletter Issue: Profile 9/1976
- Photograph: Tom Stallworth stands next to Trudy Driggers at her office retirement party, in front of a large group of employees. Photo Date: 9/1976. Newsletter Issue: Profile 9/1976

- Photograph: (From left) Eugene O'Brien, Dan Lewis, Cecil Rivers, W. R. Seklley, J. W. Herbert, and W. J. Stansell are shown together as Rivers receives gifts from Herbert for 30 years of service. Photo Date: 8/23/1976. Newsletter Issue: Profile 9/1976
- Photograph: Janice Schoonover, winner of BCBS's "Name the Program" contest, examines a company gifts brochure to select her prize. Photo Date: 8/23/1976. Newsletter Issue: Profile 9/1976
- Photograph: Finalists in BCBS's "Name the Program" contest (from left) Nancy Keezer, Rose Mary Edwards, Marcia Watson, and Susan Barrett pose together with the winning design. Photo Date: 8/17/1976. Newsletter Issue: Profile 9/1976
- Photograph: Savings bond advertisement photo showing a penguin with its chick. Photo Date: 1976. Newsletter Issue: Profile 9/1976
- Photograph: An unknown employee leads a BCBS hospital workshop for medical personnel at a Holiday Inn. Photo Date: 8/10/1976. Newsletter Issue: Profile 9/1976
- Photograph: Bill Flaherty, center, attends a BCBS hospital workshop for medical personnel at a Holiday Inn. Photo Date: 8/10/1976. Newsletter Issue: Profile 9/1976
- Proofs: Cecil Rivers receives gifts from J. W. Herbert for his years of service; and Janice Schoonover holds a BCBS gifts brochure. Photo Date: 8/23/1976. Newsletter Issue: Profile 9/1976
- Proofs: Bill Flaherty and other employees at a meeting at the Holiday Inn. Photo Date: 8/10/1976. Newsletter Issue: Profile 9/1976
- Proofs: Bill Flaherty and other employees at a meeting at the Holiday Inn. Photo Date: 8/10/1976. Newsletter Issue: Profile 9/1976
- Proofs: Larry Payne presents Ron Smith with a suggestions awards check. Photo Date: 1976. Newsletter Issue: Profile 9/1976
- Photograph: Bill Johns (left) gives Reginald Harmon a suggestion award check. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Club women's intramural softball champions (from left) Sissy Morgan, Janet Allison, Kathy Wells, Debbie Rountree, Laura Rountree, Tine Henault, Linda Blake, Lynda Dedmon, Judy Schneider, Sally Spaller, Renee Robbins, Sylvia Haynes, and Shirley Edlin. Photo Date: 9/1/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Club women's intramural softball second place team (from left) Linda Odom, Jennifer Brazell, Ludy Whitaker, Suzanne Sutton, Elaine Weathers, Teresia Arn, Cathy Fayle, Janet Russell, and Randy Weathers. Photo Date: 9/1/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Club men's intramural softball champions Mike Schwartz, Jim Williams, Hanse Hall, Jerry Potter, Dave Kelly, Mike Jones, Jim Myrick, Ron Tipton, David Stroupe, Dave Dingfield, and Dave Nagy. Photo Date: 9/1/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Club women's bowling league individual winners (from left) Bonnie Godbold, Johnnie Pugh, Brenda Tanner, Debi Weisman, and Debbie Hopkins. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976

- Photograph: Employees Club women's bowling league second place winners (from left) Diane Joffre, Linda Odom, Johnnie Pugh, and Debi Weisman. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Club mixed bowling league first place winners (from left) Steve Willbanks, Bob Killen, and John Winslow. Photo Date: 9/11/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Club mixed bowling league second place winners (from left) Joann Cook, James Reed, and Marjorie Johnson. Photo Date: 9/11/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Club mixed bowling league individual winners (row 1, from left) Jerry Ferrell, Larry Perry, Steve Willbanks, Ray Bozeman, (row 2) Jim Reed, Marjorie Johnson, Mike Elster, Edna Wade, and Lillian Hill. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Club golf tournament winners (from left) Helen Cadia, Mary Symington, Hearl Branch, Janet Hailey, Steve Bywater, Elaine Benton, and Jim Kelly. Photo Date: 9/1/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: BCBS company doctor Dr. Geeslin gives an unknown employee a flu shot, as other employees wait in line behind her. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Portrait of employee Garrett Cannon. Photo Date: 1976. Newsletter Issue: Mini-Profile 10/1976
- Proofs: Jerry Landgraf gives a retirement check to Leta Strada. Photo Date: 8/31/1976. Newsletter Issue: Mini-Profile 10/1976
- Proofs: Portraits of employees (from left) Garrett Cannon, an unknown employee, and Jim Sweezy. Photo Date: 1976. Newsletter Issue: Mini-Profile 10/1976
- Proofs: Portraits of (from left) an unknown employee, Joe Hayes, Susan Balthrop, and George Russell. Photo Date: 9/9/1976. Newsletter Issue: Mini-Profile 10/1976
- Proofs: Portraits of employees (from left) Arlene Shainbrown and an unknown employee; and Bill Johns giving Reginald Harmon a suggestion award check. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976
- Proofs: Men's intramural softball team members, and a portrait of employee Myrna Vickery. Photo Date: 9/1/1976. Newsletter Issue: Mini-Profile 10/1976
- Proofs: Employees Club golf tournament winners; Employees Club women's intramural softball champions; and Employees Club women's intramural softball second place team. Photo Date: 9/1/1976. Newsletter Issue: Mini-Profile 10/1976
- Proofs: Employees Club women's bowling league first place winners (from left) Bonnie Godbold, Jackie Carter, Romie Martin, and Delores Chester; Employees Club women's bowling league second place winners; and Employees Club women's bowling league individual winners. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976
- Proofs: Bill Johns giving Reginald Harmon a suggestion award check; and employees receiving flu shots from Dr. Geeslin. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976

- Proofs: Employees receiving flu shots from Dr. Geeslin. Photo Date: 9/10/1976. Newsletter Issue: Mini-Profile 10/1976
- Photograph: Employees Jesse Grover, W. J. Stansell, Bob Westbrook, Linda Tester, Denise Rodriguez, Bob Hewett, Thomesyna Clemes, and Cathy Shane receive certificates from J. W. Herbert for assisting a Junior Achievement program. Photo Date: 10/18/1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Norm Smith, Mary Terbrueggen, Nick Khodadad, Bill Johns, and Ray Bowering are shown as Khodadad presents a membership certificate from the Greater Jacksonville Chapter of the American Institute of Industrial Engineers to Bowering. Photo Date: 10/6/1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Flake Hewett (left) Clara Rose (second from right) and Dick Meyers (right) present 10 year service awards to (from left) Pat Keane, Coleen Osteen, Jeanne Helton, Winifred Deville, Lottie Mackie, and Thomasena Jordan. Photo Date: 10/6/1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Employees Club women's softball tournament winners (row 1, from left) Linda Blake, Shirley Edlin, Laura Rountree, Debbie Rountree, Debbie Eason, Tina Henault, (row 2) Lynda Dedmon, Kathy Wells, Sharon Wilson, Sissy Morgan, Bobie Houser, Debbie McLane, and Judy Schneider. Photo Date: 9/16/1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Employees Club men's softball tournament winners (row 1, from left) Ed Helquist, Johnny Rhoden, Dave Carmel, Kenny Godbold, Steve Bywater, Jeff Clyatt Mike Craft (row 2) Travis Walker, Jim Myrick, Ron Tipton, Mike Jones, Dave Kelly, and Jerry Potter. Photo Date: 9/16/1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Stock image of Busch Gardens rollercoaster Python, used in an article about an Employees Club trip there. Photo Date: 1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Stock image of The Log Flume ride at Busch Gardens, used in an article about an Employees Club trip there. Photo Date: 1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Employees Tina Henault, Steve McCrandall, and Linda Smith hold copies of a Medicare-A division newsletter. Photo Date: 10/15/1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Safety and Security Chief Billy Alsobrook thanks (from left) Donna LeGrand, Ed White, and Shirley Wilkerson for assisting an injured employee. Photo Date: 10/18/1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Portrait of employee Al Webb. Photo Date: 10/8/1976. Newsletter Issue: Mini-Profile 11/1976
- Proofs: Employees receiving certificates for assisting a Junior Achievement program; and Billy Alsobrook thanking employees for assisting an injured employee. Photo Date: 10/18/1976. Newsletter Issue: Mini-Profile 11/1976
- Proofs: Retirement celebration for employee Barbara Lanier. Photo Date: 9/30/1976. Newsletter Issue: Mini-Profile 11/1976

- Proofs: Portraits of employees (from left) Denise Rodriguez and Jerry Lenon; and employees holding copies of a Medicare-A division newsletter. Photo Date: 10/15/1976. Newsletter Issue: Mini-Profile 11/1976
- Proofs: Employees Club softball teams. Photo Date: 1976. Newsletter Issue: Mini-Profile 11/1976
- Proofs: Employees Club softball teams. Photo Date: 1976. Newsletter Issue: Mini-Profile 11/1976
- Proofs: Winners of a company sponsored plant contest (from left) Jackie Baxter, Angela Cullimore, Arlene Johnston, Ruth Sarno, Ann Willbanks, and Steve Willbanks. Photo Date: 10/14/1976. Newsletter Issue: Mini-Profile 11/1976
- Photograph: Winners in a company-sponsored golf tournament pose with their trophies. Pictured (from left): John Kennett, Wayne Gaff, Hugh McIlwain, Dan Taylor, Barbara Greene, Larry Williams, Chip Hardin, Julian McKenzie, Jim Kelly, and Henry Douglas. Photo Date: 1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: H. A. Schroder and members of his golf team are shown at a company-sponsored tournament. Pictured (from left): Dr. Tom Irwin, Ernie Bison, Mr. Schroder, and John Slye. Photo Date: 10/23/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: An unknown employee and Chip Hardin (right) are shown at a company-sponsored golf tournament. Photo Date: 10/23/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: J. W. Herbert swings a golf club at a company-sponsored tournament. Photo Date: 10/23/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Employees and their children pose together at an Employees Club sponsored skating party at Skateland. Photo Date: 10/26/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Unknown employees man a sign-up desk for free cancer screenings offered by the American Cancer Society. Photo Date: 10/25/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Women's volleyball teams, part of an Employees Club league, play a game outside BCBS's Riverside office. Photo Date: 10/27/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Employees Club women's volleyball league champions (from top left): Linda Blake, Debbie Rountree, Laura Rountree, Debbie Eason, Lynda Dedmon, Debbie McLane, and Sissy Morgan. Photo Date: 10/27/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Employees Club women's volleyball league second place team members (from top left) Beverly Lee, Pat Boyd, Teresa Stiles, Patrice Frazier, Debra Hullander, Paula Fennel, Candy Hawes, Carol Collier, and Sandra Bolius. Photo Date: 10/27/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Winners in Pillsbury baking contest sponsored by Servomation pose with their prizes. Pictured (from left): Myra Bootz, Erma Johnson, Susie Solano, Thelma Johnson, Donna Cannon, Arlene Johnston, Beverly Young, Odean Thomas, Joan Pausche, Susie Rigas, Bobbie Cole, Beverly Wood, and Roberta Hayward. Photo Date: 11/10/1976. Newsletter Issue: Mini-Profile 12/1976

- Photograph: Servomation manager Davie Dorries presents Myra Bootz, grand prize winner of a Pillsbury baking contest, with a \$100 gift certificate to the May-Cohens department store. Also pictured: Pillsbury employees Bruce Lau, Joe Tomlinson, and Al Kohler. Photo Date: 11/10/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Servomation employee Carolyn Jackson makes doughnuts with a newly-purchased machine in the kitchen facilities at BCBS's Riverside office. Photo Date: 11/10/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Employees in the Provider Audit and Reimbursement Department are shown at a department seminar. Photo Date: 10/18/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Provider Audit and Reimbursement employees listen to director Robin J. Bridges speak at a dinner at the Skycenter Inn. Photo Date: 1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Elevator doors at BCBS's Riverside office. Photo Date: 8/10/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Employees (from left) Desiree Tabbara, Tina Henault, Sharon Wilson, Kenny Godbold and Dee Driggers pose with donated non-perishable food items collected for Thanksgiving. Photo Date: 11/22/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Employees (from left) Desiree Tabbara, Tina Henault, Sharon Wilson, Kenny Godbold and Dee Driggers pose with donated non-perishable food items collected for Thanksgiving. Photo Date: 11/22/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: Employees Club officers and employees from the Jacksonville Public Library hold a library card drive at BCBS's Riverside office. Photo Date: 11/2/1976. Newsletter Issue: Mini-Profile 12/1976
- Proofs: Employees playing golf in a company-sponsored tournament. Photo Date: 10/23/1976. Newsletter Issue: Mini-Profile 12/1976
- Proofs: Employees playing golf in a company-sponsored tournament. Photo Date: 10/23/1976. Newsletter Issue: Mini-Profile 12/1976
- Proofs: Employees and family at an Employees Club skating party at Skateland. Photo Date: 10/26/1976. Newsletter Issue: Mini-Profile 12/1976
- Proofs: Women's volleyball league teams play a game outside of BCBS's Riverside office. Photo Date: 10/27/1976. Newsletter Issue: Mini-Profile 12/1976
- Proofs: Employees Club women's volleyball teams. Photo Date: 10/27/1976. Newsletter Issue: Mini-Profile 12/1976
- Proofs: Servomation Pillsbury baking contest winners. Photo Date: 11/10/1976. Newsletter Issue: Mini-Profile 12/1976
- Proofs: Servomation Pillsbury baking contest winners. Photo Date: 11/10/1976. Newsletter Issue: Mini-Profile 12/1976
- Proofs: Employees enjoy doughnuts and coffee in BCBS's cafeteria, thanks to a recently-purchased doughnut machine. Photo Date: 11/10/1976. Newsletter Issue: Mini-Profile 12/1976

- Proofs: Employees participate in a library card drive offered by the Employees Club and the Jacksonville Public Library. Photo Date: 11/2/1976. Newsletter Issue: Mini-Profile 12/1976
- Photograph: New Employees Club officers (from left) Tina Henault, Bonnie Kierce, Norma Hawarah, and Sharon Jones. Photo Date: 12/17/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: BCBS employees stand in front of the American Freedom Train—a traveling museum commemorating the nation’s bicentennial—on its stop in Jacksonville on 11/22/1976. Photo Date: 11/22/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: Employees Club vice president Kenny Godbold speaks at the club’s annual meeting. Photo Date: 12/17/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: Employees Club treasurer Dee Driggers speaks at the club’s annual meeting. Photo Date: 12/17/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: BCBS FL president J. W. Herbert speaks at the Employees Club annual meeting. Photo Date: 12/17/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: Entries in the company’s annual Arts & Crafts show are lined up on tables. Photo Date: 12/2/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: Entries in the company’s annual Arts & Crafts show are lined up on tables. Photo Date: 12/2/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: Entries in the company’s annual Arts & Crafts show are lined up on tables. Photo Date: 12/2/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: A dollhouse built by employee James Bransford won first place in the woodworking category in the company’s annual Arts & Crafts show. Photo Date: 12/2/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: Diane Joffre from BCBS’s First Aid Dispensary decorates a Christmas tree as part of a promotion for an upcoming blood drive. Photo Date: 12/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: Portrait of employee Rod Windley. Photo Date: 12/9/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Portraits of employees (from left) Charles Scott, Ray Bowering, Marie Caruso, Pat Tate, and Myra Vestel. Photo Date: 11/22/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Portraits of employees (from left) Katie Knight, Jeanette Hall, an unknown employee, and Sandi Wilson. Photo Date: 1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: New Employees Club officers Tina Henault, Bonnie Kierce, Norma Hawarah, and Sharon Jones. Photo Date: 12/17/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Winners and entries in BCBS’s annual Arts & Crafts show. Photo Date: 12/2/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Winners and entries in BCBS’s annual Arts & Crafts show. Photo Date: 12/2/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Winners and entries in BCBS’s annual Arts & Crafts show. Photo Date: 12/2/1976. Newsletter Issue: Mini-Profile 1/1977

- Proofs: Entries in BCBS's annual Arts & Crafts show. Photo Date: 12/2/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Portraits of Rod Windley and Ray Campbell, and a winner in BCBS's Arts & Crafts show. Photo Dates: 12/9/1976 and 12/2/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Employees posing with food donations for Thanksgiving; employees on board the American Freedom Train; and employees standing in front of the American Freedom Train. Photo Date: 11/22/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Employees on board the American Freedom Train; and employees standing in front of the American Freedom Train. Photo Date: 11/22/1976. Newsletter Issue: Mini-Profile 1/1977
- Proofs: Diane Joffre decorating a Christmas tree; and Dee Driggers, Kenny Godbold, J. W. Herbert, and two others speaking at the Employees Club annual meeting. Photo Dates: 12/1976 and 12/17/1976. Newsletter Issue: Mini-Profile 1/1977
- Photograph: Junior Achievement students, and employees Bob Westbrook and Bob Hewett, pose with wall plaques and a terrarium, which the students sold during lunch hour at BCBS's office. Photo Date: 12/22/1976. Newsletter Issue: Profile 2/1977
- Photograph: J. D. Lewis, Jr., Senior V.P. Benefits Administration, leads an orientation session for field management personnel on EDSF implementation. Photo Date: 12/9/1976. Newsletter Issue: Mini-Profile 2/1977
- Proofs: J. D. Lewis, Jr., Senior V.P. Benefits Administration, leads an orientation session for field management personnel on EDSF implementation. Newsletter Issue: Mini-Profile 2/1977

Folder 610: Company Newsletter Photos 1/1977 to 5/1977

- Photograph: J. W. Herbert signs BCBS's Affirmative Action program. Looking on, from left to right, are: W.J. Stansell, Ruth Williams, J.D. Lewis, Jr., Eugene O'Brien, and Delia Ramos. Photo Date: 1/7/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: J. W. Herbert signs BCBS's Affirmative Action program. Looking on, from left to right, are: W.J. Stansell, Ruth Williams, J.D. Lewis, Jr., Eugene O'Brien, and Delia Ramos. Photo Date: 1/7/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Nathan Oplinger, J. D. Lewis, and Larry Bryant inspect checks coming off the new EDSF system. Photo Date: 1/3/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Nathan Oplinger, J. D. Lewis, and Larry Bryant inspect checks coming off the new EDSF system. Photo Date: 1/3/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Patrick O'Brien stands next to Lou Garrell and Elaine Kenney as they receive plaques from Margaret Jolly for graduating from the company's Gavel Club. Photo Date: 1/11/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Carole Utley holds a "Communicator of the Month" plaque and framed certificate she received from the Northeast Florida Business Communicators. Photo Date: 2/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Winners from an Employees Club sponsored tennis tournament hold their awards. Pictured (from left): Wiley Bryant, Bill Poland, George Lewis, Kevin Hersey, Jim

Sweezy, and Bob Schmuhl. Photo Date: 1/18/1977. Newsletter Issue: Mini-Profile 2/1977

- Photograph: Winners in the Employees Club women's singles tennis tournament hold their trophies. Pictured (from left): Helen Casdia, Susan Balthrop, and Linda Blake. Photo Date: 1/18/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Mixed volleyball league first place winners (from left) Charlotte Lewis, Janet Hailey, Jim Ward, Gloria Cerda, Dudley Mendheim, Elaine Benton, and Ching-Ho Wu. Photo Date: 1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Mixed volleyball league second place winners (from left) Jim Charrie, Ron Smith, Nicki Sikes, Tom Sikes, Teri Deck, Rob Batten, Candy Dezman, and Jon Winslow. Photo Date: 1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Jerry Landgraf presents Lealia Joyner with a suggestion award check. Photo Date: 1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Jerry Landgraf presents Lealia Joyner with a suggestion award check. Photo Date: 1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Portraits of employees Dave Hazlehurst and Fran Frick. Photo Date: 1/18/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Portraits of employees Barbara Maginness and Jan Walter. Photo Date: 1/18/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Portraits of employee Helen Keene. Photo Date: 1/18/1977. Newsletter Issue: Mini-Profile 2/1977
- Photograph: Portrait of employee David Rice. Photo Date: 1/18/1977. Newsletter Issue: Mini-Profile 2/1977
- Proofs: J. W. Herbert signs BCBS's Affirmative Action plan, as W. J. Stansell, Ruth Williams, J.D. Lewis, Jr., Eugene O'Brien, and Delia Ramos look on. Photo Date: 1/7/1977. Newsletter Issue: Mini-Profile 2/1977
- Proofs: Nathan Oplinger, J. D. Lewis, and Larry Bryant inspect checks coming off the new EDSF system. Photo Date: 1/3/1977. Newsletter Issue: Mini-Profile 2/1977
- Proofs: Nathan Oplinger, J. D. Lewis, and Larry Bryant inspect checks coming off the new EDSF system. Photo Date: 1/3/1977. Newsletter Issue: Mini-Profile 2/1977
- Proofs: Patrick O'Brien stands next to Lou Garrell and Elaine Kenney as they receive plaques from Margaret Jolly for graduating from the company's Gavel Club; and members of the Gavel Club at a meeting. Photo Date: 1/11/1977. Newsletter Issue: Mini-Profile 2/1977
- Proofs: Mixed volleyball league second place winners (from left) Jim Charrie, Ron Smith, Nicki Sikes, Tom Sikes, Teri Deck, Rob Batten, Candy Dezman, and Jon Winslow. Photo Date: 1977. Newsletter Issue: Mini-Profile 2/1977
- Proofs: Mixed volleyball league first place winners (from left) Charlotte Lewis, Janet Hailey, Jim Ward, Gloria Cerda, Dudley Mendheim, Elaine Benton, and Ching-Ho Wu; and Jerry Landgraf giving Lealia Joyner a suggestion award check. Photo Date: 1977. Newsletter Issue: Mini-Profile 2/1977
- Proofs: Employees receive free eye exams and vision tests; and Carole Utley holds a "Communicator of the Month" plaque and framed certificate she received from the

Northeast Florida Business Communicators. Photo Date: 2/8/1977 and 2/1977.
Newsletter Issues: Mini-Profile 2/1977 & 3/1977

- Photograph: New Blue Cross board members at an orientation session at BCBS's Riverside office. Pictured (row 1, from left): W. R. Hancock, Clifford C. Beasley, Mrs. Helen Brown Adams, E. W. Hopkins, Frederick B. Youngblood, Allen L. Lastinger (row 2) W. J. Stansell, Billy O. Wireman, Terrell Sessums, and J. W. Herbert. Photo Date: 1/28/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: Employees attend BCBS's annual Employee Credit Union meeting. Photo Date: 1/19/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: BCBS Employee Credit Union staff (from left) Joyce Rountree, Carol Schiwart, Mary K. Roberts, and Rose Staley. Photo Date: 1/19/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: Jerry Harris, president of the Florida Credit Union League, speaks at BCBS's annual Employee Credit Union meeting. Photo Date: 1/19/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: BCBS Employee Credit Union Committee members (from left) Caroline Smith, Hearl Branch, Jr., Helen Pollock, Lydia Gardner, Tom Keane, and Fran Frick. Photo Date: 1/19/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: Employee Credit Union board of directors (from left) Mabel Fleming, Carl Herring, Kay Batie, Tom Kates, Betty Collins, and Jack Masters. Photo Date: 1/19/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: Alan Adey, Director of Rate Review & Audit (left) and Mike Schwartz conduct a workshop for hospital employees regrading a new payment program. Photo Date: 1/11/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: Hospital staff attend a BCBS workshop about a new payment program. Photo Date: 1/11/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: Employees and gifts are shown at a retirement party for Tom Stallworth. Photo Date: 2/25/1977. Newsletter Issue: Profile Spring Quarter 1977
- Proofs: New Blue Cross board members at an orientation session at BCBS's Riverside office. Photo Date: 1/28/1977. Newsletter Issue: Profile Spring Quarter 1977
- Proofs: Employee Credit Union staff; Employee Credit Union Committee members; and Employee Credit Union board of directors. Photo Date: 1/19/1977. Newsletter Issue: Profile Spring Quarter 1977
- Proofs: Employees attend BCBS's annual Employee Credit Union meeting; and Jerry Harris, president of the Florida Credit Union League, speaks at the meeting. Photo Date: 1/19/1977. Newsletter Issue: Profile Spring Quarter 1977
- Photograph: An unknown employee receives a free eye exam at BCBS's Riverside office. Photo Date: 2/8/1977. Newsletter Issue: Mini-Profile 3/1977
- Photograph: An unknown employee receives a free eye exam at BCBS's Riverside office. Photo Date: 2/8/1977. Newsletter Issue: Mini-Profile 3/1977
- Photograph: An unknown employee is given a free vision test at BCBS's Riverside office. Photo Date: 2/8/1977. Newsletter Issue: Mini-Profile 3/1977

- Photograph: Employees wait to receive free eye exams at BCBS's Riverside office. Photo Date: 2/8/1977. Newsletter Issue: Mini-Profile 3/1977
- Photograph: Women's tennis team winners (from left) Shirley Edlin, Sissy Morgan, Linda Blake, Judy Schneider, and Helen Casdia. Photo Date: 1977. Newsletter Issue: Mini-Profile 3/1977
- Photograph: Women's flag football second place winners (from left) Judy Schneider, Judy Parker, Norma Hawarah, and Nicki Sikes. Photo Date: 1977. Newsletter Issue: Mini-Profile 3/1977
- Photograph: Provider Audit and Reimbursement Department employees who passed their C.P.A. exams (from left) Vernon Duncan, Nancy Sutorowski, and Stephen LaBell. Photo Date: 1977. Newsletter Issue: Mini-Profile 3/1977
- Proofs: Portraits of employees (from top left) Etta Touchton, Susan Cruel, Ann Singleton, Doris Bryan, Marilyn Lockwood, and Walt Belcher. Photo Date: 2/8/1977. Newsletter Issue: Mini-Profile 3/1977
- Proofs: Portraits of employees Jimmy Kelly, Debra Key, Harry Hodge, and Ann Singleton; and women's tennis team winners. Photo Date: 2/8/1977. Newsletter Issue: Mini-Profile 3/1977
- Proofs: Portraits of employee Donald Baldwin. Photo Date: 1977. Newsletter Issue: Mini-Profile 3/1977
- Proofs: Men's flag football team first place winners; men's basketball team winners; men's flag football second place winners; and women's flag football second place winners. Photo Date: 1977. Newsletter Issue: Mini-Profile 3/1977
- Proofs: Provider Audit and Reimbursement Department employees Vernon Duncan, Nancy Sutorowski, and Stephen LaBell; women's flag football first place winners. Photo Date: 1977. Newsletter Issue: Mini-Profile 3/1977
- Proofs: Portraits of employees (from top left) Dick Warner, Pat Ross, Mary Ann Legan, and Larry Bryant. Photo Date: 2/16/1977. Newsletter Issues: Mini-Profile 3/1977 & 4/1977
- Photograph: Ed White High School students Claudia Wood and Michael Williams (left) are greeted by Don Haney and Bill Hussian (right) for a tour of BCBS's facilities, as part of Project Free Enterprise. Photo Date: 3/16/1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Don Haney and Bill Hussian meet with Ed White High School students Michael Williams and Claudia Wood as part of Project Free Enterprise. Photo Date: 3/16/1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Lydia Aguilus poses with a silver platter, her gift for winning "Best of Show" in BCBS's Kitchen Arts competition, along with her winning dish. Photo Date: 2/28/1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Winner's in BCBS's Kitchen Arts competition (from left) Wanda Fewwll, Jane Fisher, Frankye Haynes, Kennethea Suford, Thelma Johnson, Lydia Aguilus, David Lasky, Lois Grigas, Pam Council, Janice Boxx, Linda Heselton, Delores Bargeron, Maggie Winton, Angela Cullimore, and Mildred Martin. Photo Date: 2/28/1977. Newsletter Issue: Mini-Profile 4/1977

- Photograph: Sharon Jones presents plaques in appreciation to the judges of BCBS's Kitchen Arts competition. Photo Date: 2/28/1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Two judges review all the entries in BCBS's Kitchen Arts competition. Photo Date: 2/28/1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Men's table tennis tournament doubles winners (from left) Kevin Hursey, Tom Sikes, Don Baldwin, Ron Smith, Mike Carroll and Hugh McIlwain. Photo Date: 1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Men's table tennis tournament singles winners (from left) Hugh McIlwain, Mike Carroll, Roger Rivers, Ed Tison, Alan Adey, David Stroupe, Kevin Hursey, and Ron Williams. Photo Date: 1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Table tennis tournament mixed doubles winners (from left) Elaine Weathers, Joel Atwood, Janet Robertson, Valerie Geraci, Tony Benso, Juanita Lake, and Mike Craft. Photo Date: 1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Bob Gavlin, owner of the Old Book Shop, shows Cecil W. Cone, president of Edward Waters College, Gwen Price, Administrative Assistant in BCBS's Community Relations department, and Jean S. Jones, head librarian at Edward Waters, some of the 2,600 used books he is donating to the college in collaboration with BCBS. Photo Date: 3/1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Bob Gavlin, owner of the Old Book Shop, stands next to a truckload of used books he is donating to Edward Waters college, along with (from left) Jean S. Jones, head librarian at Edward Waters, Gwen Price, Administrative Assistant at BCBS, and Cecil W. Cone, president of Edward Waters. Photo Date: 3/1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Ray Chaffin presents Susie Howell with a suggestion award check, next to Jackie McKenzie. Photo Date: 3/1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: Ray Chaffin presents Susie Howell with a suggestion award check, next to Jackie McKenzie. Photo Date: 3/1977. Newsletter Issue: Mini-Profile 4/1977
- Proofs: BCBS Kitchen Arts competition winners and judges. Photo Date: 2/28/1977. Newsletter Issue: Mini-Profile 4/1977
- Proofs: Ed White High School students visiting BCBS's office; women's table tennis tournament winners; and men's table tennis tournament winners. Photo Dates: 3/16/1977 and 1977. Newsletter Issue: Mini-Profile 4/1977
- Proofs: Women's table tennis tournament winners; men's table tennis tournament winners; and mixed doubles table tennis tournament winners. Photo Date: 1977. Newsletter Issue: Mini-Profile 4/1977
- Proofs: Unknown group photo; and Ray Chaffin giving Susie Howell a suggestion award check. Photo Date: 3/1977. Newsletter Issue: Mini-Profile 4/1977
- Proofs: Portraits of employee Jim Dean. Photo Date: 1977. Newsletter Issue: Mini-Profile 4/1977
- Proofs: Portraits of employees (from top left) Marie Bailey, Karen Stuhl, Julie Schaefer, and Marion Scott; and images of an employee handbook. Photo Date: 1977. Newsletter Issues: Mini-Profile 4/1977 & 5/1977

- Proofs: Portraits of employees (from top left) Faye Williams, John Stafford, John Malseed, Emily Luke, Dave Carmel, and Betty Perez. Photo Date: 1977. Newsletter Issue: Mini-Profile 4/1977
- Photograph: BCBS Gavel Club graduates receive plaques from J. D. Lewis (right). Pictured (from left): Norman Smith, Bill Simek, Glenda Edmunds, Margaret Jolly, Bill Shilling, Josephine Alexander, and Melody James. Photo Date: 4/22/1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: BCBS Gavel Club graduates receive plaques from J. D. Lewis (right). Pictured (from left): Norman Smith, Bill Simek, Glenda Edmunds, Margaret Jolly, Bill Shilling, Josephine Alexander, and Melody James. Photo Date: 4/22/1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Jerry Landgraf gives Linda Tester a suggestion award check. Photo Date: 4/12/1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Jerry Landgraf gives Linda Tester a suggestion award check. Photo Date: 4/12/1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Recently promoted Provider Audit & Reimbursement department employees Suman Makker, Brian Herschkowitz, Jerry Lenon, and Jim Kosakowski. Photo Date: 4/19/1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Jim Dean receives 20 year service awards from W. J. Stansell (right) as Bill Miller looks on. Photo Date: 1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Jim Dean receives 20 year service awards from W. J. Stansell (right) as Bill Miller looks on. Photo Date: 1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Doralee Dougherty receives 20 year service awards from W. R. Skelley (left) and Jack Brown (right). Photo Date: 1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Doralee Dougherty receives 20 year service awards from W. R. Skelley (left) and Jack Brown (right). Photo Date: 1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Company poster promoting High Blood Pressure month. Photo Date: 1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: BCBS's new employee handbook. Photo Date: 1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Students in Health and Hospital Administration Masters programs visit BCBS's Riverside office for a seminar. Photo Date: 4/12/1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Rudy Norton, Divisional Personnel Coordinator, mans BCBS's display booth at a career day fair sponsored by the Jacksonville Opportunities Industrialization Center, Inc. Photo date 4/21/1977. Newsletter Issue: Mini-Profile 5/1977.
- Photograph: Portraits of employees (from left) Dennis Hansen and Ed Hopkins. Photo Date: 4/19/1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Portraits of employees (from left) Aloma Herrington and Karen Johnston. Photo Date: 4/19/1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Portrait of employee J. D. Burnsend. Photo Date: 4/19/1977. Newsletter Issue: Mini-Profile 5/1977

- Proofs: Portraits of employees (from top left) Dennis Hansen, Aloma Harrington, and Ed Hopkins. Photo Date: 4/19/1977. Newsletter Issue: Mini-Profile 5/1977
- Proofs: Portraits of employees (from left): Karen Johnston, an unknown employee, Frances Rooks, Dennis Hansen, and Willie Davis; and newly promoted Provider Audit & Reimbursement department employees. Photo Date: 4/19/1977. Newsletter Issue: Mini-Profile 5/1977
- Proofs: Portraits of employees (from top left) Dick Chapman, Sue Heinzman, Alice Schneider, Marilyn Stone, J. D. Burnsend, and Nancy Edwards. Photo Date: 4/19/1977. Newsletter Issue: Mini-Profile 5/1977
- Proofs: Jim Dean receiving 20 year service awards; and portraits of an unknown employee and Ruth Williams. Photo Date: 1977. Newsletter Issue: Mini-Profile 5/1977
- Photograph: Jim Wallace, Fran Frick and Harland Bradford meet with Dave Hazlehurst, director of the new Marketing Services Department. Photo Date: 5/19/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Jim Wallace, Fran Frick and Harland Bradford meet with Dave Hazlehurst, director of the new Marketing Services Department. Photo Date: 5/19/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Children model clothes in an Employees Club sponsored fashion show at BCBS's Riverside office. Photo Date: 5/4/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Pat Bisson models a dress in an Employees Club sponsored fashion show at BCBS's Riverside office. Photo Date: 5/4/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Children wait on a bus for an Employees Club sponsored trip to Disney World. Photo Date: 4/30/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: A child waits on a bus for an Employees Club sponsored trip to Disney World. Photo Date: 4/30/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Children wait on a bus for an Employees Club sponsored trip to Disney World. Photo Date: 4/30/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Children wait on a bus for an Employees Club sponsored trip to Disney World. Photo Date: 4/30/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Employees and family are shown on a bus shortly before an Employees Club sponsored trip to Disney World. Photo Date: 4/30/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Buses are shown outside BCBS's Riverside office shortly before they depart for an Employees Club sponsored trip to Disney World. Photo Date: 4/30/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: A stock photo of Cinderella's castle at Disney World, used as part of an article about an Employees Club sponsored trip to the park. Photo Date: 1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Employees Club president Tina Henault is given a plaque by Bonnie Godbold, president of the women's bowling league. Photo Date: 5/6/1977. Newsletter Issue: Mini-Profile 6/1977

- Photograph: Women's bowling league individual winners (from left) Bettye White, Johnnie Pugh, Bonnie Godbold, Cathi Michaux, and Brenda Furlow. Photo Date: 5/6/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Women's bowling league first place team winners (from left) Debi Weisman, Diane Dunnagan, Johnnie Pugh, and Cindy Moody. Photo Date: 5/6/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Women's bowling league second place team winners (from left) Bonnie Godbold, Cheryl Estes, Carol Blanton, and Diane Joffre. Photo Date: 5/6/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Women's bowling league third place team winners (from left) Bettye White, Brenda Furlow, Joyce Cooper, and Shirley Jackson. Photo Date: 5/6/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Newly promoted Internal Audit department employees Nany Duncan, Doug Powell, and Barbara Murray. Photo Date: 5/18/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Bill Miller presents Mary Lou Humphrey with a suggestion award check, next to Jim Gibbons. Photo Date: 4/2/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Bill Miller presents Mary Lou Humphrey with a suggestion award check, next to Jim Gibbons. Photo Date: 4/2/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Rochelle Dryden (right) leads employees in a Basic Office Procedures secretarial class. Photo Date: 4/1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Jim Williams (left), W. R. Skelley, and Frazier Sinclair (right) present Frances Rooks with 20 year service awards. Photo Date: 1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Jim Williams (left), W. R. Skelley, and Frazier Sinclair (right) present Frances Rooks with 20 year service awards. Photo Date: 1977. Newsletter Issue: Mini-Profile 6/1977
- Photograph: Portrait of employee John Barton. Photo Date: 5/19/1977. Newsletter Issue: Mini-Profile 6/1977
- Proofs: Portraits of employees (from top left) Deede Hancock, Delia Ramos, John Barton and Ed Tison; and Jim Wallace, Fran Frick and Harland Bradford meeting with Dave Hazlehurst. Photo Date: 5/19/1977. Newsletter Issue: Mini-Profile 6/1977
- Proofs: Women's bowling league individual winners; women's bowling league first place team winners; women's bowling league second place team winners; and women's bowling league third place team winners. Photo Date: 5/6/1977. Newsletter Issue: Mini-Profile 6/1977
- Proofs: Portraits of employees (from left) Bill Howard, Bert Bevis, and Roy Grady; and Tom Brown, Bob Pralle, Bevis, and Howard in a meeting. Photo Date: 5/9/1977. Newsletter Issue: Mini-Profile 6/1977
- Proofs: Portraits of employees (from top left) Debbie Dubberly, Ernest Mancill, Dave Ladew, and Steve Wiltse; and newly promoted Internal Audit department employees Nany Duncan, Doug Powell, and Barbara Murray. Photo Date: 5/18/1977. Newsletter Issue: Mini-Profile 6/1977

- Proofs: Jim Williams, W. R. Skelley, and Frazier Sinclair present Frances Rooks with 20 year service awards; and Frank Reed, Linda Smith, and Steve McCrandall next to a faulty copy machine. Photo Date: 1977. Newsletter Issue: Mini-Profile 6/1977, Profile Summer Quarter 1977

Folder 611: Company Newsletter Photos 6/1977 to 12/1977

- Photograph: Members of the employee 20 year club at their annual meeting. Pictured (row 1, from left): Faye Williams, Jeanette Hall, Viola Monroe, Lillian Purcell (row 2) Roy Grady, Bob Fetzer, J. W. Herbert, Jim Dean, Frazier Sinclair, and Larry Bartlett. Photo Date: 6/10/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Employees who are part of a new telephone department answer calls regarding Complementary Coverage, a new BCBS program. Pictured (from left): Annette Powers, Maria Nunez, Vivian Flowers, Dee Rose, Jim Wallace, Anne Lundy, Mary McGregor, and Eulene Bennett. Photo Date: 6/14/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Stock photo of the Disney steamboat Empress Lilly, used as part of an article about new offerings at Disney World. Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Poster displaying photos of employees with winning cost containment ideas for BCBS, part of a company-wide initiative. Pictured (from top left) Marcedea Pressley, Alberta Wells, Charles Council, and Karen Martin. Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: James W. Walker, MD, who is retiring from Blue Shield's board of directors, receives a plaque from Joseph D. Matthews, MD, the board chairman. Photo date: 5/5/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Rate Review and Audit department managers meet at BCBS's Riverside office. Pictured (row 1, from left): Helen Howden, Sandra Scott, Remmy Cribb, Pam Nichols, Barbara Polhemus (row 2) Michael Schwartz, Glenn Utt, Harry Lucas, George Peterson, Robert Venable, Harvey Williams, Florence Henry, Alan Adey, Jack Adams, Joe Baker, David Stroupe, and Mel Snead. Photo Date: 6/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Employees who are part of a Major Medical Development task force are shown together. Pictured (row 1, from left): Jack McAbee, Ernest Dewitt, Tony Benso, Reva Oliver, David Rice, Jan Walker, Karen Ausum, Kathy Cavanagh, Ann Singleton, Alice Strickland, Bill Brooks, Russ Harker, Fred Keisling (row 2) Larry Bold, Hanse Hall, Dave Ladrew, Tom Bailey, Nick Handres, Evelyn Grant, Autumn Middleton, Marilyn Stone, Eb Tison, Karen Huber, June Jordan, Valerie Geraci, Elaine Cassala, Frances Mitchell, LeRoy Cole (row 3) Jerry Summerford, Bill Bell, John DeVau, Ernie Mancill, Joe Lee, Woody Gash, Gene Baker, O. J. Gonzalez, Susan Munson, Danny Fisher, Sidney Ough. Photo Date: 6/6/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Bob Hewett, Catherine Shane, Steve Robertson, J. W. Herbert, Bob Westbrook, and Jesse Grover are shown together as Robertson presents Herbert with Junior Achievement Charters in appreciation for BCBS's help with the Junior

Achievement program. Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977

- Photograph: Frank Reed, Linda Smith, and Steve McCrandall are shown next to a malfunctioning copy machine which caught fire, which they helped extinguish. Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Michael Wood of the Facilities Management department holds a certificate he received for completing the Maintenance Supervision Course offered by the American Institute of Maintenance. Photo Date: 6/13/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Mixed doubles tennis tournament winners are shown with their trophies. Pictured: Linda Blake and Pat Harney (left), and Anne Towery and Hugh McIlwain (right). Photo Date: 6/13/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: BCBS employees and kids skate at an Employees Club sponsored party at Skateland. Photo Date: 5/24/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: BCBS employees and kids skate at an Employees Club sponsored party at Skateland. Photo Date: 5/24/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: First place winners in the mixed bowling league Judy Schneider and Carol Blanton. Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Third place winners in the mixed bowling league (from left) Arlinda Hare, Johnnie Pugh, and Diane Davis. Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Individual trophy winners in the mixed bowling league (from left) Sue Demers, Ray Bowering, and Sandy Cavey. Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: A food cart called the "Wurst Wagon," shown in the patio area of BCBS's Riverside office. Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Portraits of employees Joe Baker (left) and Alan Adey (right). Photo Date: 6/6/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Portraits of employees Florence Henry (left) and Darlene Brown (right). Photo Dates: 6/6/1977 & 6/13/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: Portraits of employees Clara Rose (left) and Jim Doherty (right). Photo Date: 1977. Newsletter Issue: Profile Summer Quarter 1977
- Proofs: Members of the employee 20 year club at their annual meeting. Photo date: 6/10/1977. Newsletter Issue: Profile Summer Quarter 1977
- Proofs: Major Medical Development task force employees in a group photo. Photo Date: 6/6/1977. Newsletter Issue: Profile Summer Quarter 1977
- Proofs: Employees and family skating at an Employees Club sponsored party at Skateland. Photo Date: 5/24/1977. Newsletter Issue: Profile Summer Quarter 1977
- Proofs: Portraits of employees (from left) Alan Adey, Florence Henry, Joe Baker, and Dan Whitehead. Photo Date: 6/6/1977. Newsletter Issue: Profile Summer Quarter 1977
- Photograph: W. J. Stansell, J. W. Herbert, Bill Miller, Pat Murphy, and Roy Grady are shown as Murphy is awarded the President's Club trophy and a check for being best

Salesman in the Southern region. Photo Date: 6/24/1977. Newsletter Issue: Mini-Profile 8/1977

- Photograph: Roy Grady, J. W. Herbert, Bill Miller, John Renner and W. J. Stansell are shown as Renner is awarded a plaque and a check for being Branch Manager of the year. Photo Date: 6/24/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Spring golf tournament winners (from left) Gene White, Tom McGeehan, Breen Barnett, John Kennett, Steve Bywater, Jim Kelly, Jim Henderson, and Mike Bristow. Photo Date: 7/11/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Men's over 30 event winners in the Employees Club individual "Superstars" competition (from left) Don Carver, William Bell, and Robert Taylor. Photo Date: 7/11/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Men's under 30 event winners in the Employees Club individual "Superstars" competition (from left) Willie Carswell, Dave Kelly, and Greg Lowe. Photo Date: 7/11/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Women's event winners in the Employees Club individual "Superstars" competition (from left) Karen Huber, Della Newborn, Linda Beard, Elaine Weathers, Mary Drust, Ardis Cline, Debbie Hopkins, and Jo Lomax. Photo Date: 7/11/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Elaine Weathers holds a trophy for being one of the winners in the Employees Club individual "Superstars" competition. Photo Date: 7/11/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Henry Douglas posts scores for the Employees Club individual "Superstars" competition as others look on. Photo Date: 6/25/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Employees sit on bleachers during the Employees Club individual "Superstars" competition. Photo Date: 6/25/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Unidentified employees and family sit in the grass during the Employees Club individual "Superstars" competition. Photo Date: 6/25/1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Portraits of employee Jack Masters. Photo Date: 1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Portraits of employee Randy Weathers. Photo Date: 1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Portraits of employees George Cassady (left) and Fred Keisling (right). Photo Date: 1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Portrait of employee Leroy Cole. Photo Date: 1977. Newsletter Issue: Mini-Profile 8/1977
- Proofs: Employees participating in the Employees Club individual "Superstars" competition. Photo Date: 6/25/1977. Newsletter Issue: Mini-Profile 8/1977
- Proofs: Employees participating in the Employees Club individual "Superstars" competition. Photo Date: 6/25/1977. Newsletter Issue: Mini-Profile 8/1977
- Proofs: Portraits of employees (from left) Cliff Richardson, George Dugger, and Bill Schilling. Photo dates: 7/6/1977 & 7/15/1977. Newsletter Issue: Mini-Profile 8/1977

- Proofs: Portraits of employees (from left) Jack Masters, George Cassady, Danny Fisher, and Dot Rivers. Photo Date: 1977. Newsletter Issue: Mini-Profile 8/1977
- Proofs: Portraits of employees (from left) Nathan Oplinger and Leroy Cole. Photo Date: 1977. Newsletter Issue: Mini-Profile 8/1977
- Proofs: Portraits of employees (from top left) Randy Weathers, Margie Cody, Jack Masters, Fred Keisling, Leroy Cole, and Marvin Geiger. Photo Date: 1977. Newsletter Issue: Mini-Profile 8/1977
- Photograph: Dan Whitehead leads a meeting of Institutional Relations Representatives. Pictured (from left) Mary Gagliardi, Carrie Carter, Ron Fisher, Bob Yates, Phil Bray, Griselle Hernandez, Don Marshall, Tom Chema, Jim Van Wagner, Susan Musselwhite, Betty Kilpatrick, and Dan Whitehead. Photo date: 7/18/1977. Newsletter Issue: Mini-Profile 9/1977
- Photograph: J. W. Herbert, Dan Hale, Bob Taylor, and John Barton are shown as Hale and Taylor are given certificates of qualification for completing sales training. Photo Date: 8/5/1977. Newsletter Issue: Mini-Profile 9/1977
- Photograph: A meeting of Profile newsletter reporters, with editor Carole Utley shown at the rear center. Photo Date: 1977. Newsletter Issue: Mini-Profile 9/1977
- Photograph: Golf league playoff winners (from left) Larry Bold, Hanse Hall, Jimmy Kelly, and Steve Bywater. Photo Date: 8/24/1977. Newsletter Issue: Mini-Profile 9/1977
- Photograph: Miniature golf tournament winners (from left) Hearl Branch, Karen Branch, John Winslow and his son, Doug Fayle, and Cathy Fayle. Photo Date: 1977. Newsletter Issue: Mini-Profile 9/1977
- Photograph: Stock photo of LaWanda Page and Redd Foxx posing with their wax figures at the Stars Hall of Fame in Orlando, used as part of an article about area employee discounts. Photo Date: 1977. Newsletter Issue: Mini-Profile 9/1977
- Photograph: Portraits of employees Dudley Mendheim (left) and Nathan Oplinger (right). Photo Date: 1977. Newsletter Issue: Mini-Profile 9/1977
- Photograph: Joyce Wood, Richard Watermolen, Pat Bullard, and Darrell Cooper are shown in BCBS's library. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Pat Bullard, Joan Richardson, Julie Fowler, Jackie Ward, and Richard Watermolen use BCBS's audio-visual rooms for instructional courses from the company's library. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Exterior of BCBS's Riverside office building, showing foliage and shallow pools. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Don McNutt, Judy Walker, Dot Stinson, Helen Keene, and Billy Alsobrook participate in a CPR course. Photo Date: 8/12/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Employees receive flu shots from BCBS's company doctor and nurse. Photo Date: 8/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Employees receive flu shots from BCBS's company doctor and nurse. Photo Date: 8/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Lottie Ashton receives awards for 25 years of service from J. W. Herbert. Photo Date: 9/1/1977. Newsletter Issue: Profile Fall Quarter 1977

- Photograph: Bill Miller gives Mary Lou Humphrey a suggestion award check, next to Jim Gibbons. Photo Date: 8/15/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Mixed bowling league first place winners (from left) Poncho Brennan, Jane Brennan, Linda Hammett and Ron Hammett. Photo Date: 8/27/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Mixed bowling league second place winners (from left) Ned Bellau, Clare Bellau, Clara Cardin, and Frank Cardin. Photo Date: 8/27/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Mixed bowling league individual winners (from left) Bob Schmuhl, Linda Hammett, and Poncho Brennan. Photo Date: 8/27/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Men's softball intramural league champions (row 1, from left) Dave Kelly, Jerry Potter, Steve Bywater, Mike Jones, Wayne Courson, Travis Walker, Ron Tipton (row 2) Kevin Hursey, Jim Myrick, Dave Dingfield, Michael Craft, Jack McAbee, and Johnny Rhoden. Photo Date: 9/19/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Men's softball division B first place winners (row 1, from left) Charlie Frame, Richard Watermolen, Dave Kukar, Felix Castillo, Danny Fisher, Mark Hughes (row 2) Bob Shamblin, Jim Dixon, Ron Chenot, Mike Brown, Elmer Hesse, and Joe Grantham. Photo date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Company softball tournament men's second place winners (row 1, from left) Dave Roberts, Larry Shephard, Mike Ough, Doug Thompson, Ron Hope, Sidney Ough (row 2) Roger Holton, Mike Elster, Warner Hull, Jim Gray, Jim Hammond, Jan Walker, Wayne Courson, and Vic Johnson. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Company softball tournament women's first place winners (row 1, from left) Betty Cox, Lynda Dedmon, Kathy Wells, Linda Odom, Phyllis Hickmann, Debbie Winters (row 2) Donna Cannon, Debbie Rountree, Linda Blake, Barbara Ulch, Shirley Edlin, and Sharon Taylor. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Company softball tournament women's second place winners (row 1, from left) Jenny Angelo, Nancy Palladino, Elaine Weathers, Pam Nichols, Janet Russell (row 2) Buddy Bobbitt, Suzanne Sutton, Debbie Hopkins, Karen Ausum, Elaine Riegler, Helen Casdia, Mary Angelo, and Randy Weathers. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Employees play in the company softball tournament. Photo Date: 9/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Employees play in the company softball tournament. Photo Date: 9/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Employees play in the company softball tournament. Photo Date: 9/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Employees play in the company softball tournament. Photo Date: 9/1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Employees play in the company softball tournament. Photo Date: 9/1977. Newsletter Issue: Profile Fall Quarter 1977

- Photograph: Winners in the Employees Club golf tournament (from left) Mary Ann Legan, Helen Casdia, and Elaine Cassala. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Photograph: Portrait of employee Maxine Odum. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Proofs: Portrait of employee Elaine Powell; and exterior of BCBS's Riverside office building. Photo Date: 1977. Newsletter Issue: Profile Fall Quarter 1977
- Proofs: Employees in BCBS's library; employees using BCBS's audio-visual rooms for instructional courses; and employees receive flu shots from BCBS's company doctor and nurse. Photo Date: 8/1977. Newsletter Issue: Profile Fall Quarter 1977
- Proofs: Lottie Ashton receives awards for 25 years of service; and Charlie Scott receives awards for 25 years of service. Photo Dates: 9/1/1977 & 9/2/1977. Newsletter Issue: Profile Fall Quarter 1977
- Proofs: Mixed bowling league first place, second place, and individual winners; and bowling league members at the awards banquet. Photo Date: 8/27/1977. Newsletter Issue: Profile Fall Quarter 1977
- Proofs: Portraits of employees (from top left): Helen Casdia, Janet Ghanayem, Carole Utley, Paul Campa, Arlene Shainbrown, Dorothy Williams, Ruth Crouse, Shirley Jackson, Pat Boucher, Sharon McAbee, Diane Caron, and Dave Kukar. Photo Date: 1977. Newsletter Issues: Profile Fall Quarter 1977 & Mini-Profile 11/1977
- Photograph: Anice Steed gives Connie Levitt a tuition reimbursement check, part of BCBS's college tuition reimbursement program. Photo Date: 1977. Newsletter Issue: Mini-Profile 11/1977
- Photograph: Suggestion Award Program committee members meet. Pictured (from left): Frankie Hawkins, Jerry Vaughn, Arlene Shainbrown, Ray Bowering, Jack Edmonds, and Bill Brown. Photo Date: 1977. Newsletter Issue: Mini-Profile 11/1977
- Photograph: Edwina Thornton receives a certificate recognizing her 35 years of service from W. J. Stansell. Photo Date: 10/20/1977. Newsletter Issue: Mini-Profile 11/1977
- Photograph: Jack McAbee presents Mary Lou Hershberger with gifts for 20 years of service, next to Ray Chaffin. Photo Date: 1977. Newsletter Issue: Mini-Profile 11/1977
- Photograph: Bill Miller presents Ruth Crouse with gifts for 20 years of service, next to Joe McGurrin. Photo Date: 10/10/1977. Newsletter Issue: Mini-Profile 11/1977
- Photograph: Bill Miller presents Ruth Crouse with gifts for 20 years of service, next to Joe McGurrin. Photo Date: 10/10/1977. Newsletter Issue: Mini-Profile 11/1977
- Photograph: John Barton, Gordon Allen, Pat Hayward and W. J. Stansell are shown as Allen and Hayward receive certificates of qualification for completing sales training. Photo Date: 1977. Newsletter Issue: Mini-Profile 11/1977
- Proofs: Gordon Allen and Pat Hayward receiving certificates of qualification; portrait of employee John Stafford; and Connie Levitt receiving a tuition reimbursement check. Photo Dates: 1977. Newsletter Issue: Mini-Profile 11/1977
- Proofs: Suggestion Award Program committee members at a meeting; and portraits of employees (from left) Elaine Pralle, Dave McAbee, Sandra Woods, Johnny Williams,

Ellsworth Poole, Edwina Thornton, and Pat Lewis. Photo Date: 1977. Newsletter Issue: Mini-Profile 11/1977

- Proofs: Portrait of employee Olga Gerrish. Photo Date: 1977. Newsletter Issue: Mini-Profile 11/1977
- Proofs: Women's bowling league first place winners; women's bowling league third place winners; women's bowling league second place winners; and Tina Henault and Shirley Jackson holding a plaque. Photo Date: 9/9/1977. Newsletter Issue: Mini-Profile 11/1977
- Proofs: Susie Solano at her retirement party. Photo Date: 9/29/1977. Newsletter Issue: Mini-Profile 11/1977
- Proofs: Branch office employees at a training session in BCBS's Riverside office; portraits of two unknown employees; and Edwina Thornton receiving a certificate for 35 years of service. Photo Date: 1977. Newsletter Issue: Mini-Profile 11/1977 and 12/1977
- Photograph: Employees Club officers sort through food donations for Thanksgiving baskets. Pictured (from left) Sandra Tomlin, Tina Henault, Jim Gray, Bonnie Flowers, and Sharon Jones. Photo Date: 1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Image of miniature plastic deer, used as part of a Christmas word puzzle feature. Photo Date: 1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Jim Gibbons, Olga Gerrish, Bill Miller, and W. J. Stansell are shown as Gerrish is given awards for 20 years of service. Photo Date: 11/22/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Rochelle Dryden (left) leads a class on basic office procedures for secretaries. Photo Date: 10/17/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Frazier Sinclair, Mail Operations manager, shows off a large plant in his office. Photo Date: 11/1/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Company golf tournament trophy winners (from left) Jim Doherty, Gene White, Jim Gray, Ted Hendricks, John Kennett, Steve Bywater, Jim Kelly, Bill Hazlehurst, and O. J. Gonzalez. Photo Date: 1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Bill Peaks, Dr. Tom Irwin, H. A. Schroder, and Ernie Gibson are shown at the company golf tournament. Photo Date: 10/22/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Jim Gray, Jon Batey, John L. Bentley, and Bill Hazlehurst are shown at the company golf tournament. Photo Date: 10/22/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Mixed volleyball league champions (from left) Ed Ollie, Claudia Holland, Alan Ainsley, Vickie Stanley, Pat Ainsley, and Ed Hopkins. Photo Date: 10/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Mixed volleyball league second place winners (from left) Almeonor Glover, Debbie Kellaway, Sandi Alderton, Susan Highsmith (row 2) Pam Griffin, Larry Payne, Mike Neely, Jerry Korach, Chris McGarry, and Lee Gandy. Photo Date: 1977. Newsletter Issue: Mini-Profile 12/1977

- Photograph: Women's volleyball league champions (from left) Sissy Morgan, Debbie Eason, Laura Rountree, Linda Blake, Sharon Taylor, Debbie Rountree, and Debbie McLane. Photo Date: 1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Women's volleyball league second place winners (row 1, from left) Judith Tukes, Cassandra Block, Brenda Furlow, Gail McMorries, Johnnie Pugh, (second row, from L) Gail Shepard, Olivia McGowan, Joyce Cooper, and Georgia McQueen. Photo Date: 1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Employees play volleyball outside BCBS's Riverside office. Photo Date: 11/10/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Lawrence R. Beutchlin receives "Man of the Year" award from P. R. Meyers at the Provider Audit & Reimbursement department employee appreciation dinner, as Robin Bridges looks on. Photo Date: 10/27/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Lawrence R. Beutchlin receives "Man of the Year" award from P. R. Meyers at the Provider Audit & Reimbursement department employee appreciation dinner, as Robin Bridges looks on. Photo Date: 10/27/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: P. R. Meyers gives Pat Boucher "Woman of the Year" award at the Provider Audit & Reimbursement department employee appreciation dinner. Photo Date: 10/27/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Branch office employees are shown at a training session at BCBS's Riverside office. Photo Date: 10/20/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Frazier Sinclair, Mail Operations manager, leads Florida Junior College students on a tour of BCBS's mail department. Photo Date: 11/1/1977. Newsletter Issue: Mini-Profile 12/1977
- Photograph: Portrait of employee Rick Kibler. Photo Date: 1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Women's volleyball league champions; Employees Club officers sort through food donations for Thanksgiving baskets; and women's volleyball league second place winners. Photo Date: 1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Portraits of employee Margaret White. Photo Date: 11/28/1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Frazier Sinclair showing off a large plant in his office. Photo Date: 11/1/1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Employees play volleyball outside BCBS's Riverside office. Photo Date: 11/10/1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Employees play volleyball outside BCBS's Riverside office. Photo Date: 11/10/1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Mixed volleyball teams and women's volleyball teams; and employees playing volleyball outside BCBS's Riverside office. Photo Date: 11/10/1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Employees play volleyball outside BCBS's Riverside office. Photo Date: 11/10/1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Employees play volleyball outside BCBS's Riverside office. Photo Date: 11/10/1977. Newsletter Issue: Mini-Profile 12/1977

- Proofs: Frazier Sinclair leading Florida Junior College students on a tour of BCBS's mail department; and Frazier Sinclair showing off a large plant in his office. Photo Date: 11/1/1977. Newsletter Issue: Mini-Profile 12/1977
- Proofs: Olga Gerrish receiving awards for 20 years of service; and Orval Stuhr with J. W. Herbert. Photo Date: 11/22/1977. Newsletter Issue: Mini Profile 12/1977 & Profile Winter Quarter 1978
- Photograph: New Employees Club officers (from left) Jim Kelly, Nan Key, and Rose Mary Edwards. Photo Date: 12/19/77. Newsletter Issue: Profile Winter Quarter 1978
- Photographs: Top: W. R. Hancock, Blue Cross board chairman, gives board member Sherwood Smith a pin for 15 years of service. Bottom: W. R. Hancock gives 5 year service pins to board members Don Schroder and Robert P. Evans. Photo Date: 10/31/1977. Newsletter Issue: Profile Winter Quarter 1978
- Photograph: Methods department employees pose with Christmas gifts and food they collected to give to a needy family. Photo Date: 1977. Newsletter Issue: Profile Winter Quarter 1978
- Photograph: An unknown employee and children skate at an Employees Club sponsored skating party. Photo Date: 11/22/1977. Newsletter Issue: Profile Winter Quarter 1978
- Photograph: Men's tennis tournament winners (from left) Dick Landrum, Terry Motley, Russ Anderson, and George Russell. Photo Date: 1977. Newsletter Issue: Profile Winter Quarter 1978
- Photograph: Winners in BCBS's Arts and Crafts show (from left) Dan Pentenburg, Ruth Pentenburg, Pat Eyles, Olis Garber, Pat Ainsley, Alan Himmelstein, Agnes Heflin, Angela Cullimore, Randie Conley, Janice Schoonover, Carolyn Rometry, and Warner Hull. Photo Date: 12/13/1977. Newsletter Issue: Profile Winter Quarter 1978
- Photograph: Entries in BCBS's Arts and Crafts show. Photo Date: 12/12/1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: New Employees Club officers, and outgoing officers. Photo Date: Photo Date: 12/19/77. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Dr. James Moeller speaks to participants at a "Stop Smoking Clinic" held at BCBS's Riverside office. Photo Date: 11/1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Methods department employees with Christmas gifts and food they collected; and employees participate in donating blood to the Jacksonville Blood Bank. Photo Date: 1977, and 12/1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Employees and family skate at an Employees Club sponsored party at Skateland. Photo Date: 11/22/1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Betty Bruce receives gifts from W. J. Stansell and Bill Miller for 20 years of service; and men's tennis tournament winners (from left) Dick Landrum, Terry Motley, Russ Anderson, and George Russell. Photo Date: 1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Employees play in an Employees Club tennis tournament. Photo Date: 12/1977. Newsletter Issue: Profile Winter Quarter 1978

- Proofs: Employees play in an Employees Club tennis tournament. Photo Date: 12/1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Winners in BCBS's Arts and Crafts show. Photo Date: 12/13/1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Entries in BCBS's Arts and Crafts show. Photo Date: 12/12/1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Portraits of employees (from top) Jim Kelly, Earl Johnson, an unknown employee, and Nan Key. Photo Date: 1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Portraits of employees (from top) Dick Meyers and Gene White. Photo Date: 1977. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Portraits of employees (from left) Mary Kiser and Arlene Johnston. Photo Date: 12/12/1977. Newsletter Issue: Profile Winter Quarter 1978

Box 71: Company Newsletter Photos, 1/1978-5/1979

Folder 612: Company Newsletter Photos 1/1978 to 6/1978

- Photograph: "1977 Outstanding Organizational Award" plaque given to BCBS by the Jacksonville Community Relations Department. Photo Date: 1/3/1978. Newsletter Issue: Profile Winter Quarter 1978
- Proofs: Ruth Williams holding the plaque given to BCBS by the Jacksonville Community Relations Department; women's tennis tournament winners (from left) Linda Blake, Anne Towery, and Carole Utley; and portraits of an unknown employee and Terry Hopper. Photo Date: 1/3/1978. Newsletter Issue: Profile Winter Quarter 1978
- Photograph: Don Haney, E. P. O'Brien, J. D. Lewis, Jr., Ruth Williams, and W. J. Stansell look on as J. W. Herbert signs BCBS's 1978 Corporate Affirmative Action program. Photo Date: 1/11/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: Don Haney, E. P. O'Brien, J. D. Lewis, Jr., Ruth Williams, and W. J. Stansell look on as J. W. Herbert signs BCBS's 1978 Corporate Affirmative Action program. Photo Date: 1/11/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: J. W. Herbert presents P. R. Meyers with gifts for 25 years of service. Photo Date: 1/19/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: John Garner (left) and Charlie Scott (right) present Eugene White with gifts for 15 years of service. Photo Date: 1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: Jack McAbee presents Mark Kiser with gifts for 15 years of service, next to Ray Chaffin. Photo Date: 1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: Jack Masters, president of the Employee Credit Union, speaks to members at the Credit Union's annual meeting. Photo Date: 1/18/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: Jack Masters, president of the Employee Credit Union, speaks to members at the Credit Union's annual meeting. Photo Date: 1/18/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: J. W. Herbert speaks at the Employee Credit Union's annual meeting. Photo Date: 1/18/1978. Newsletter Issue: Mini-Profile 2/1978

- Photograph: Employee Credit Union staff (from left) Joyce Chapman, Mary Roberts, Steve Wiltse, JoAnn West, Teen Jenkins, and Rose Staley. Photo Date: 1/18/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: Employee Credit Union board of directors (from left) Jack Masters, Helen Pollock, Betty Collins, Kay Batie, Carl Herring, Mabel Fleming, and Fuad Tannous. Photo Date: 1/18/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: Employee Credit Union committee members (from left) Tom Keane, Fran Frick, Russ Anderson, Caroline Smith, Lydia Horn, Russ Schlote, and Hearl Branch, Jr. Photo Date: 1/18/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: Edith White stands next to J. W. Herbert at her company retirement party, as he shows her a picture of a grandfather clock she will receive as a gift. Photo Date: 1/20/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: New Blue Cross board members Claude Weeks (left) and Harry Bower (right) meet with W. J. Stansell. Photo Date: 1/12/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: New Blue Cross board members Claude Weeks (left) and Harry Bower (right) meet with W. J. Stansell. Photo Date: 1/12/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: New Blue Cross board members Claude Weeks (left) and Harry Bower (right) meet with W. J. Stansell. Photo Date: 1/12/1978. Newsletter Issue: Mini-Profile 2/1978
- Photograph: Portraits of employees Jim Gibbons (left) and Vic Johnson (right). Photo Date: 1978. Newsletter Issue: Mini-Profile 2/1978
- Proofs: Don Haney, E. P. O'Brien, J. D. Lewis, Jr., Ruth Williams, and W. J. Stansell look on as J. W. Herbert signs BCBS's 1978 Corporate Affirmative Action program. Photo Date: 1/11/1978. Newsletter Issue: Mini-Profile 2/1978
- Proofs: Arlene Johnston receives gifts for 15 years of service; and Dick Meyers receive gifts for 25 years of service. Photo Dates: 1/18/1978 and 1978. Newsletter Issue: Mini-Profile 2/1978
- Proofs: Eugene White receives gifts for 15 years of service; and Mary Kiser receives gifts for 15 years of service. Photo Date: 1978. Newsletter Issue: Mini-Profile 2/1978
- Proofs: The annual Employee Credit Union meeting; Credit Union staff; Credit Union board of directors; and Credit Union committee members. Photo Date: 1/18/1978. Newsletter Issue: Mini-Profile 2/1978
- Proofs: Edith White and employees at her company retirement party. Photo Date: 1/20/1978. Newsletter Issue: Mini-Profile 2/1978
- Proofs: Employees participate in a CPR class. Photo Date: 1/18/1978. Newsletter Issue: Mini-Profile 2/1978
- Proofs: Portraits of employees (from top left) Jim Gibbons, Dizzy Lee, and Lamar James; and Employee Credit Union committee members. Photo Dates: 1978, and 1/18/1978. Newsletter Issues: Mini-Profile 2/1978 and Profile Spring Quarter 1978
- Proofs: Portraits of employees Debbie Joseph and Ray Chaffin. Photo Date: 1978. Newsletter Issue: Mini-Profile 2/1978

- Photograph: J. W. Herbert presents Jim Gibbons with gifts for 25 years of service, next to W. R. Skelley. Photo Date: 3/1978. Newsletter Issue: 3/1978
- Photograph: J. W. Herbert presents Jim Gibbons with gifts for 25 years of service, next to W. R. Skelley. Photo Date: 3/1978. Newsletter Issue: 3/1978
- Photograph: Jack McAbee presents Marie O'Brien with gifts for 15 years of service, next to Ray Chaffin. Photo Date: 2/20/1978. Newsletter Issue: 3/1978
- Photograph: Jack McAbee presents Marie O'Brien with gifts for 15 years of service, next to Ray Chaffin. Photo Date: 2/20/1978. Newsletter Issue: 3/1978
- Photograph: Members of the Employees Club tennis league (row 1, from left) Judy Cooksey, Shirley Edlin, Linda Blake, Anne Towery, Carole Utley, Paula McAvoy, and Cindy Sarmiento (row 2) Dao Le, Olis Garber, Mark Hughes, George Lewis, George Russell, Del Truitt, George Ragan, Dick Landrum, and John Oetjen. Photo Date: 1978. Newsletter Issue: Mini-Profile 3/1978
- Photograph: Eugene O'Brien presents awards of recognition to outgoing Employees Club officers (from left) Tina Henault, Bonnie Flowers, Sandra Tomlin, and Sharon Jones. Photo Date: 2/15/1978. Newsletter Issue: Mini-Profile 3/1978
- Photograph: Eugene O'Brien presents awards of recognition to outgoing Employees Club officers (from left) Tina Henault, Bonnie Flowers, Sandra Tomlin, and Sharon Jones. Photo Date: 2/15/1978. Newsletter Issue: Mini-Profile 3/1978
- Photograph: Members of the Florida Council of Visiting Nurse Services meet at BCBS's Riverside office. Included in the picture are BCBS employees Clara Rose (second from L) and Mel Snead (second from R). Photo Date: 2/3/1978. Newsletter Issue: Mini-Profile 3/1978
- Photograph: (from left) Tom Brown, Roy Grady, John Bradberry, and Bill Miller are shown as Bradberry receives gifts for 20 years of service. Photo Date: 2/3/1978. Newsletter Issue: Mini-Profile 3/1978
- Photograph: Portraits of employee Larry Beutlich. Photo Date: 2/17/1978. Newsletter Issue: Mini-Profile 3/1978
- Photograph: Portraits of employee Teresa Heath. Photo Date: 2/19/1978. Newsletter Issue: Mini-Profile 3/1978
- Photograph: Portraits of employees Gary Karasick (left) and Dale Douberly (right). Photo Date: 1978 and 2/20/1978. Newsletter Issue: Mini-Profile 3/1978
- Proofs: Portraits of employees (from left) Pat Brennan, Dale Douberly, and Cathi Callahan; and Marie O'Brien receiving gifts for 20 years of service. Photo Date: 2/20/1978. Newsletter Issue: Mini-Profile 3/1978
- Proofs: Portraits of employees (from left) Teresa Heath, an unknown employee, Pat Ainsley, and Larry Beutlich. Photo Date: 2/1978. Newsletter Issue: Mini-Profile 3/1978
- Proofs: Portraits of unknown employees, and Rose Mary Edwards (second from top). Photo Date: 1978. Newsletter Issue: Mini-Profile 3/1978
- Proofs: Portraits of unknown employees. Photo Date: 1978. Newsletter Issue: Mini-Profile 3/1978

- Photograph: Ray Chaffin, Rhodann Taylor, Jack McAbee, Delano Jackson and Gary Karasick are shown as Taylor and Jackson receive suggestion award checks. Photo Date: 1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Mail Operations employees Pat Horne, Naomi Miller, and Frazier Sinclair are shown in Sinclair's office. Photo Date: 3/9/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Employees participate in a CPR training class. Pictured (from left) Lucille Whalen, Della Newburn, Shirley Grier, Richard Odum, Billy Alsobrook, Dot Stinson, Rachel Johns, Greg May, Mildred Hutch, Jan Birt, Robbie Dekle, Judy Walker, and Mary Kay May. Photo Date: 3/16/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Employees participate in a CPR training class. Pictured (from left) Lucille Whalen, Della Newburn, Shirley Grier, Richard Odum, Billy Alsobrook, Dot Stinson, Rachel Johns, Greg May, Mildred Hutch, Jan Birt, Robbie Dekle, Judy Walker, and Mary Kay May. Photo Date: 3/16/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Two employees are tested for diabetes by a nurse, part of a diabetes screening program offered by BCBS's Employee Relations. Photo Date: 3/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Billy Williams, best of show winner in BCBS's Kitchen Arts Show, poses with his dish, and the silver platter he was awarded. Photo Date: 2/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Billy Williams, best of show winner in BCBS's Kitchen Arts Show, poses with his dish, and the silver platter he was awarded. Photo Date: 2/20/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Display featuring a beverage entry in BCBS's Kitchen Arts Show. Photo Date: 2/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Winners in BCBS's Kitchen Arts Show (from left) George Ragan, Cassandra Gilliard, Janice Wynne, Mildred Martin, Sheri Oliver, Cathi Callahan, Karen Parker, Layla Painter, Wilma Lindsey, Myra Bootz, and Billy Williams. Photo Date: 2/20/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Cake entries in BCBS's Kitchen Arts Show. Photo Date: 2/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Hors D'oeuvre entries in BCBS's Kitchen Arts Show. Photo Date: 2/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Managers in BCBS's Marketing division and Claims division hold a joint meeting to discuss improved service and communication. Photo Date: 2/22/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Managers in BCBS's Marketing division and Claims division hold a joint meeting to discuss improved service and communication. Photo Date: 2/22/1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Portrait of employee Dizzy Lee. Photo Date: 1978. Newsletter Issue: Profile Spring Quarter 1978
- Proofs: Entries in BCBS's Kitchen Arts Show. Photo Date: 2/20/1978. Newsletter Issue: Profile Spring Quarter 1978

- Proofs: Winners in BCBS's Kitchen Arts Show; and portrait of employee Linda Paige. Photo Date: 2/20/1978. Newsletter Issue: Mini Profile 3/1978 and Profile Spring Quarter 1978
- Proofs: Portraits of employees (from left) C. Shane, Jim Kelly, Pat Keane, Darrell Cooper, and Dennis King. Photo Date: 1978. Newsletter Issue: Profile Spring Quarter 1978
- Photograph: Diane Joffre holds a "Community Service Award" plaque she received from the Jacksonville Blood Bank for her promotion and coordination of blood drives at BCBS. Photo Date: 1978. Newsletter Issue: Mini-Profile 5/1978
- Photograph: Women's flag football winners (from left) Debbie Eason, Laura Rountree, Debbie McClain, Debbie Anderson, Debbie Rountree, and Lind Blake. Photo Date: 1978. Newsletter Issue: Mini-Profile 5/1978
- Photograph: Men's flag football champions & cheerleaders (row 1, from left) Leila Omran, Patricia Ainsley, Cathi Callahan (row 2) Paul Campa, Charles Glover, Lawrence Beutlich, Dao Lee, Jim Kosakowski (row 3) Vernon Duncan, Jerry Lenon, Ed Ollie, Bill Fore, Mike Gainer, Mario Rubio, Rod Lee, and John Varnado. Photo Date: 1978. Newsletter Issue: Mini-Profile 5/1978
- Photograph: Men's flag football second place winners (row 1, from left) Rick Wisor, Jim Charrie, Ronnie Rountree, Jack Edmonds, Travis Bullard, Randall Moyer (row 2) Bob Kimbrough, Larry Payne, Ron Smith, Mike Neely, Karl Smith, Tom Sikes, and Jerome Hutchinson. Photo Date: 2/21/1978. Newsletter Issue: Mini-Profile 5/1978
- Photograph: Hal Neill plays in an Employees Club tennis tournament. Photo Date: 4/8/1978. Newsletter Issue: Mini-Profile 5/1978
- Photograph: Image of a Jax Alert Emergency Response Team badge, used as part of an article about the local initiative. Photo Date: 1978. Newsletter Issue: Mini-Profile 5/1978
- Photograph: Employees participate in a blood drive for the Jacksonville Blood Bank. Photo Date: 4/10/1978. Newsletter Issue: Mini-Profile 5/1978
- Proofs: Diane Joffre holds the award she received from the Jacksonville Blood Bank; and tennis tournament winners with their trophies. Photo Date: 1978. Newsletter Issue: Mini-Profile 5/1978
- Proofs: Men's flag football teams. Photo Date: 2/21/1978. Newsletter Issue: Mini-Profile 5/1978
- Proofs: Employees participate in a blood drive for the Jacksonville Blood Bank. Photo Date: 4/10/1978. Newsletter Issue: Mini-Profile 5/1978
- Proofs: Graduates from BCBS's Gavel Club pose with plaques they received. Pictured (from left) Mahgie Winton, Janis Head, Roland Sayward, Lucy White, Helen Keller, Richard Harp, Dot Stinson, Rudy Norton, and Jim Kosakowski. Photo Date: 4/18/1978. Newsletter Issue: Mini-Profile 5/1978
- Proofs: Portraits of employees (from top left) Susan Holcombe, Randi Ross, Rhoda Rosario, John L. Bentley, and Gus Grigas. Photo Date: 4/26/1978. Newsletter Issue: Mini-Profile 5/1978
- Photograph: Ruth Williams holds the "Award of Excellence" plaque from United Way, given to BCBS for its contributions to the organization. Photo Date: 1978. Newsletter Issue: Mini-Profile 6/1978

- Photograph: Ruth Williams holds the “Award of Excellence” plaque from United Way, given to BCBS for its contributions to the organization. Photo Date: 1978. Newsletter Issue: Mini-Profile 6/1978
- Proofs: Ruth Williams holds the “Award of Excellence” plaque from United Way, given to BCBS for its contributions to the organization; and employees undergoing training at BCBS’s Secretarial Training Center. Pictured (from left) Robbie Dekle, Betty Perez, Alvin Armstrong, and Mary Sanders. Photo Date: 1978. Newsletter Issue: Mini-Profile 6/1978
- Photograph: Kay Batie receives gifts for 20 years of service from Carl Herring and John Garner. Photo Date: 7/5/1978. Newsletter Issue: Mini-Profile 7/1978
- Photograph: Kay Batie receives gifts for 20 years of service from Carl Herring and John Garner. Photo Date: 7/5/1978. Newsletter Issue: Mini-Profile 7/1978
- Photograph: Portrait of employee Jackie Kinnamon. Photo Date: 9/1978. Newsletter Issue: Mini-Profile 7/1978
- Photograph: Portraits of employees Billy Williams (left) and Howard Solomon (right). Photo Date: 1978 and 6/30/1978. Newsletter Issue: Mini-Profile 7/1978
- Photograph: Roger McDonnell presents Lillian Harrack with gifts for 15 years of service, next to Ted Hedrick. Photo Date: 1978. Newsletter Issue: Profile Summer Quarter 1978
- Photograph: Blue Shield board members (from left) J. D. Lewis, Dr. Vento, Middleton Mustian, Dr. Donald Nikolaus, Dr. Louis Murray, Varnum Heyl, and G.S. Lewis. Photo Date: 6/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photograph: BCBS employees man a booth at the Pine Castle Foundation’s annual Bar-B-Q and carnival. Pictured (from left): Rudy Norton, Debbie Jones, and Joan Parrish. Photo Date: 5/20/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photograph: Two children are shown on a bus shortly before an Employees Club sponsored trip to Disney World. Photo Date: 6/10/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photograph: Employees and family line up to board charter buses on an Employees Club sponsored trip to Disney World, outside of BCBS’s Riverside office. Photo Date: 6/10/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photographs: Mary May leads employees in a Slimnastics exercise class at BCBS’s Riverside office. Photo Date: 7/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photographs: Employees participate in a Slimnastics exercise class at BCBS’s Riverside office. Photo Date: 7/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photographs: Employees participate in a Slimnastics exercise class at BCBS’s Riverside office. Photo Date: 7/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photographs: Mary May leads employees in a Slimnastics exercise class at BCBS’s Riverside office. Photo Date: 7/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photograph: Portrait of exercise instructor Mary May. Photo Date: 7/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photographs: Members of the Employees Club winter mixed bowling league are shown at an end of season awards banquet. Photo Date: 6/10/1978. Newsletter Issue: Profile Summer Quarter 1978

- Photograph: Members of the Employees Club winter mixed bowling league are shown at an end of season awards banquet. Photo Date: 6/10/1978. Newsletter Issue: Profile Summer Quarter 1978
- Photograph: Image of a stairwell at BCBS's Riverside office, used as part of an article about taking the stairs for exercise. Photo Date: 1978. Newsletter Issue: Profile Summer Quarter 1978
- Proofs: Portraits of employees (from top) Jim Charrie, an unknown employee, and Naomi Miller; and employees and family boarding charter buses to go on an Employees Club sponsored trip to Disney World. Photo Dates: 6/14/1978 and 6/10/1978. Newsletter Issue: Profile Summer Quarter 1978
- Negatives: Winners in the winter mixed bowling league pose with trophies and enjoy dinner at an end of season awards banquet. Photo Date: 6/10/1978. Newsletter Issue: Profile Summer Quarter 1978
- Negatives: Winners in the winter mixed bowling league pose with trophies. Photo Date: 6/10/1978. Newsletter Issue: Profile Summer Quarter 1978
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Folder 613: Company Newsletter Photos 7/1978 to 12/1978

- Photograph: Portraits of employees Al Hayes and Joyce Chapman. Photo Date: 1978. Newsletter Issue: Profile 8/1978
- Photograph: Portraits of employees Margaret Lampkin and Lou Mickler. Photo Date: 1978. Newsletter Issue: Profile 8/1978
- Photograph: Portraits of employees Beverly Wood and Dick Warner. Photo Date: 1978. Newsletter Issue: Profile 8/1978
- Photograph: George Lewis and Bill Varnell present Robert Gay with a suggestion award check. Photo Date: 1978. Newsletter Issue: Profile 8/1978
- Photograph: Bill Miller and Bert Bevis present Dick Hadaway with gifts for 20 years of service. Photo Date: 7/7/1978. Newsletter Issue: Profile 8/1978
- Photograph: Bill Miller and Bert Bevis present Dick Hadaway with gifts for 20 years of service. Photo Date: 7/7/1978. Newsletter Issue: Profile 8/1978
- Photograph: John Garner, Frank Folmar, and Jerry Sharpe present Charlie Frame with gifts for 15 years of service. Photo Date: 7/24/1978. Newsletter Issue: Profile 8/1978
- Photograph: Jean Becker holds a cactus garden she received as a gift from BCBS Pensacola branch employee Pat Hayward. Photo Date: 1978. Newsletter Issue: Profile 8/1978
- Photographs: Portrait of employee Roxanne Godwin; and a gas leak at Union Camp chemical plant, seen from BCBS's 20th floor window. Photo Date: 6/30/1978 and 7/28/1978. Newsletter Issue: Profile 8/1978
- Photographs: Employees participate in a BCBS regional softball competition, along with employees from BCBS Plans in Alabama and Virginia. Photo date: 7/22/1978. Newsletter Issue: Profile 8/1978
- Photograph: Cliff Richardson, Data Processing Training Specialist, leads employees in a Data Processing development program. Photo Date: 1978. Newsletter Issue: Profile 8/1978

- Photograph: Cliff Richardson, Data Processing Training Specialist, assists Margaret McClure and Jacqueline Cullimore in a Data Processing development program class. Photo Date: 6/20/1978. Newsletter Issue: Profile 8/1978
- Photograph: Betty Collins helps conduct a Medicare/Complementary Coverage seminar for Nursing Home administrators at BCBS's Riverside office. Photo Date: 6/21/1978. Newsletter Issue: Profile 8/1978
- Photograph: Rudy Norton poses with children at the United Cerebral Palsy Center, as part of his company-sponsored efforts to raise funds for United Way, known as the Loaned Executive Program. Photo Date: 7/26/1978. Newsletter Issue: Profile 8/1978
- Photograph: Skip Cross congratulates Jerry Sharpe on helping find a new group contract. Photo Date: 1978. Newsletter Issue: Profile 8/1978
- Photograph: Skip Cross congratulates Jerry Sharpe on helping find a new group contract. Photo Date: 1978. Newsletter Issue: Profile 8/1978
- Proofs: Portraits and shots of employees (from left) Margaret Lampkin, Joyce Chapman, Al Hayes, Linda Steckley, Evelyn Glover, Dick Warner, Lou Mickler, Beverly Wood, and five unknown employees. Photo Date: 1978. Newsletter Issue: Profile 8/1978
- Proofs: Employees participate in a BCBS regional softball competition, along with employees from BCBS Plans in Alabama and Virginia. Photo date: 7/22/1978. Newsletter Issue: Profile 8/1978
- Proofs: Employees participate in a BCBS regional softball competition, along with employees from BCBS Plans in Alabama and Virginia. Photo date: 7/22/1978. Newsletter Issue: Profile 8/1978
- Proofs: Cliff Richardson, Data Processing Training Specialist, assists Margaret McClure and Jacqueline Cullimore in a Data Processing development program class. Photo Date: 6/20/1978. Newsletter Issue: Profile 8/1978
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- Proofs: Betty Collins helps conduct a Medicare/Complementary Coverage seminar for Nursing Home administrators at BCBS's Riverside office. Photo Date: 6/21/1978. Newsletter Issue: Profile 8/1978
- Proofs: Rudy Norton poses with children at the United Cerebral Palsy Center, as part of his company-sponsored efforts to raise funds for United Way, known as the Loaned Executive Program. Photo Date: 7/26/1978. Newsletter Issue: Profile 8/1978
- Photograph: Members of company-sponsored city league softball team, Blue Cross #1, (row 1, from left) Jeff Clyatt, Jerry Potter, Don Carver, Wayne Courson, Johnny Rhoden, Mike Craft, Mark Hughes (row 2) Travis Walker, Jim Myrick, Ron Tipton, Dave Kelly, Mike Jones, and Steve Bywater. Photo Date: 1978. Newsletter Issue: Profile 9/1978
- Photograph: Dick Hadaway, J. W. Herbert, and Bill Miller present Arnold Semanik with gifts for 25 years of service. Photo Date: 8/21/1978. Newsletter Issue: Profile 9/1978
- Photograph: Eugene O'Brien presents Gerry Sykes with gifts for 15 years of service, next to Willie Reese. Photo Date: 8/21/1978. Newsletter Issue: Profile 9/1978

- Photograph: An employee participates in the Employees Club individual “Superstars” competition. Photo Date: 8/12/1978. Newsletter Issue: Profile 9/1978
- Photograph: An employee participates in the Employees Club individual “Superstars” competition. Photo Date: 8/12/1978. Newsletter Issue: Profile 9/1978
- Photograph: An employee participates in the Employees Club individual “Superstars” competition as others look on. Photo Date: 8/12/1978. Newsletter Issue: Profile 9/1978
- Photograph: An employee participates in the Employees Club individual “Superstars” competition as others look on. Photo Date: 8/12/1978. Newsletter Issue: Profile 9/1978
- Photograph: Employees participates in the Employees Club individual “Superstars” competition. Photo Date: 8/12/1978. Newsletter Issue: Profile 9/1978
- Photograph: Employees participates in the Employees Club individual “Superstars” competition. Photo Date: 8/12/1978. Newsletter Issue: Profile 9/1978
- Photograph: Men’s intramural softball league winners (row 1, from left) Richard Gray, Travis Bullard, Rick Wisor, Jim Charrie, (row 2) Tom Sikes, Steve Davis, Ron Smith, Steve Sanders, and Greg Lynn. Photo Date: 1978. Newsletter Issue: Profile 9/1978
- Photograph: Nathan Oplinger gives Marcia Reid a suggestion award check, next to Bill Peaks. Photo Date: 8/22/1978. Newsletter Issue: Profile 9/1978
- Photograph: Nathan Oplinger gives Marcia Reid a suggestion award check, next to Bill Peaks. Photo Date: 8/22/1978. Newsletter Issue: Profile 9/1978
- Photograph: Portraits of Anna Evans (left) and Jane Williams (right). Photo Date: 8/20/1978. Newsletter Issue: Profile 9/1978
- Photograph: Portrait of employee Jim Cole. Photo Date: 1978. Newsletter Issue: Profile 9/1978
- Photograph: Portraits of employees Joan Rauls (left) and Mabel Fleming (right). Photo Dates: 8/20/1978 and unknown. Newsletter Issue: Profile 9/1978
- Photograph: Portraits of employees Melverna Rivers (left) and Teri Small (right). Photo Date: 8/20/1978. Newsletter Issue: Profile 9/1978
- Photograph: Summer mixed bowling league 3rd place winners (from left) Bill Crews, Sandy Cartledge, Becky Fuller, and Bobby Williams. Photo Date: 9/15/1978. Newsletter Issue: Profile 10/1978
- Photograph: BCBS Sarasota branch office employees (row 1, from left) Diane Battillo, Pat Howell, Barbara Shoaff, (row 2) Emily Jiminez, Melissa Rowland, and June Anderson. Photo Date: 1978. Newsletter Issue: Profile 10/1978
- Photograph: P. R. Meyers, J. W. Herbert, and Flake Hewett present Louise Perkinson with gifts for 25 years of service. Photo Date: 9/21/1978. Newsletter Issue: Profile 10/1978
- Photograph: Portraits of employees Anna Tyner (top) and Sam Watson (bottom). Photo Date: 1978. Newsletter Issue: Profile 10/1978
- Photograph: Portraits of employees Carl Sievert (left) and Dorothy Towne (right). Photo Dates: 9/22/1978 and 9/25/1978. Newsletter Issue: Profile 10/1978
- Proofs: Employees participate in donating blood to the Jacksonville Blood Bank. Photo Date: 9/1978. Newsletter Issue: Profile 10/1978

- Proofs: BCBS employees lead Medicare A workshops for employees of hospitals, home health agencies, and skilled nursing facilities. Photo Date: 8/25/1978. Newsletter Issue: Profile 10/1978
- Proofs: BCBS employees lead Medicare A workshops for employees of hospitals, home health agencies, and skilled nursing facilities. Photo Date: 8/25/1978. Newsletter Issue: Profile 10/1978
- Proofs: BCBS employees lead Medicare A workshops for employees of hospitals, home health agencies, and skilled nursing facilities. Photo Date: 8/25/1978. Newsletter Issue: Profile 10/1978
- Proofs: Flake Hewett presents an award to Bob Yates, Institutional Relations Representative of Baptist Medical Center, at BCBS's Medicare A workshop. Photo Date: 8/25/1978. Newsletter Issue: Profile 10/1978
- Proofs: Etta Touchton and other employees celebrate her retirement at a company party. Photo Date: 9/15/1978. Newsletter Issue: Profile 10/1978
- Proofs: Portraits of employees (from left) Ron Neitz, Carl Sievert, and John Brannon; Neitz, Brannon and Sievert receiving certificates of qualification for completing sales training; and Imogene Mullins receiving gifts for 20 years of service. Photo Date: 1978. Newsletter Issue: Profile 10/1978
- Proofs: Jim Hopper, Ina DeVane, and Mabel Fleming receive gifts for 25 years of service. Photo Date: 1978. Newsletter Issue: Profile 10/1978
- Photograph: Gary Karasick and Jim Tuck present framed inaugural Coordination of Benefits printouts to Odelle Yates, COB Supervisor. Photo Date: 10/1978. Newsletter Issue: Profile 11/1978
- Photograph: Eugene O'Brien speaks at a graduation luncheon for members of BCBS's Gavel Club, a public speaking club. Photo Date: 10/17/1978. Newsletter Issue: Profile 11/1978
- Photograph: Gavel Club graduates (row 1, from left) Vickie Stanley, Sharon Hill, Thelma Johnson, Joyce Witt, Barbara Pope, Patricia Chapacharis (row 2) Bonnie Godbold, Richard Watermolen, Philip Mobley, Randall Weathers, and Dave Kleba. Photo Date: 10/17/1978. Newsletter Issue: Profile 11/1978
- Photograph: Viola Higginbotham receives gifts for 20 years of service from Jim Gibbons and Jim Garner. Photo Date: 10/6/1978. Newsletter Issue: Profile 11/1978
- Photograph: Viola Higginbotham receives gifts for 20 years of service from Jim Gibbons and Jim Garner. Photo Date: 10/6/1978. Newsletter Issue: Profile 11/1978
- Photograph: Winners from the annual putt-putt golf tournament (from left) Pat Ainsley, Jim Charrie, Brenda Charrie, Ned Bellau, Ron Smith, Debbi Smith, and Linda Blake. Photo Date: 1978. Newsletter Issue: Profile 11/1978
- Proofs: W. J. Stansell receives a gold watch from J. W. Herbert for 25 years of service; and Viola Higginbotham receives gifts for 20 years of service. Photo Date: 1978 and 10/6/1978. Newsletter Issue: Profile 11/1978
- Proofs: Portrait of employee Betty Collins; and W. J. Stansell receives a gold watch for 25 years of service. Photo Date: 1978. Newsletter Issue: Profile 11/1978

- Proofs: BCBS employees man a booth at Health Fair '78, a health education event co-sponsored by BCBS and Florida Junior College. Photo Date: 9/29/1978. Newsletter Issue: Profile 11/1978
- Photograph: (from left) Randi Ross, Arlene Shainbrown, and Sandy Cribb pose in front of a newly designed Employee Benefits Wall, offering employees easy access to benefits information. Photo Date: 1978. Newsletter Issue: Profile 12/1978
- Photograph: Sandy Cribb stands in front of a painting she used as inspiration for designing the new Employee Benefits Wall. Photo Date: 1978. Newsletter Issue: Profile 12/1978
- Photograph: Sandy Cribb stands in front of a painting she used as inspiration for designing the new Employee Benefits Wall. Photo Date: 1978. Newsletter Issue: Profile 12/1978
- Photograph: Golf tournament winners pose with their trophies. Pictured (from left): Russell Moore, Mary Symington, and John Kennett. Photo Date: 1978. Newsletter Issue: Profile 12/1978
- Photograph: Tennis tournament singles winners pose with their trophies. Pictured (from left): Kevin Hursey, Linda Blake, Shirley Edlin, and Terry Motley. Photo Date: 1978. Newsletter Issue: Profile 12/1978
- Photograph: BCBS Tallahassee branch office employees (row 1, from left) Gail Olson, Brenda Glover, Evelyn McCormick, Elese O'Neill (row 2) Charles Sharpe, Tom Brown, Bert Bevis, and Carolyn James. Photo Date: 1978. Newsletter Issue: Profile 12/1978
- Photograph: Alan Adey speaks at a seminar offered by BCBS in conjunction with the Florida Chapter of the Hospital Financial Management Association and the Florida Hospital Association, for hospital management personnel, to explain the Florida Voluntary Prospective Charge Payment Program. Photo Date: 10/9/1978. Newsletter Issue: Profile 12/1978
- Photograph: W. J. Stansell speaks at a seminar offered by BCBS in conjunction with the Florida Chapter of the Hospital Financial Management Association and the Florida Hospital Association, for hospital management personnel, to explain the Florida Voluntary Prospective Charge Payment Program. Photo Date: 10/9/1978. Newsletter Issue: Profile 12/1978
- Proofs: Attendees and speakers at a seminar offered by BCBS in conjunction with the Florida Chapter of the Hospital Financial Management Association and the Florida Hospital Association, for hospital management personnel, to explain the Florida Voluntary Prospective Charge Payment Program. Photo Date: 10/9/1978. Newsletter Issue: Profile 12/1978
- Proofs: Attendees and speakers at a seminar offered by BCBS in conjunction with the Florida Chapter of the Hospital Financial Management Association and the Florida Hospital Association, for hospital management personnel, to explain the Florida Voluntary Prospective Charge Payment Program. Photo Date: 10/9/1978. Newsletter Issue: Profile 12/1978

- Photograph: Newly elected Employees Club officers (from left) Connie Levitt, Ardis Cline, Linda Duncan, Jo Anna Hayden. Photo Date: 12/15/1978. Newsletter Issue: Profile 1/1979
- Photograph: Directors of the Employees Club 4th annual variety show Aloma (left) Harrington and Priscilla Cochran (right) speak during the show. Photo Date: 12/9/1978. Newsletter Issue: Profile 1/1979
- Photograph: BCBS's annual Arts and Crafts show "Best of Show" winner Vickie Robie stands next to her winning art work and holds the silver platter she was awarded. Photo Date: 11/13/1978. Newsletter Issue: Profile 1/1979
- Photograph: BCBS's annual Arts and Crafts show "Best of Show" winner Vickie Robie stands next to her winning art work and holds the silver platter she was awarded. Photo Date: 11/13/1978. Newsletter Issue: Profile 1/1979
- Photograph: Jack McAbee (left) and Roger McDonnell (right) present Shirley Edlin with gifts for 15 years of service. Photo Date: 11/7/1978. Newsletter Issue: Profile 1/1979
- Photograph: Jack McAbee (left) and Gary Karasick (right) present Bill King with gifts for 15 years of service. Photo Date: 12/6/1978. Newsletter Issue: Profile 1/1979
- Proofs: Employees participate in the Employees Club 4th annual variety show. Photo Date: 12/9/1978. Newsletter Issue: Profile 1/1979
- Proofs: Employees participate in the Employees Club 4th annual variety show. Photo Date: 12/9/1978. Newsletter Issue: Profile 1/1979
- Proofs: Employees participate in the Employees Club 4th annual variety show. Photo Date: 12/9/1978. Newsletter Issue: Profile 1/1979
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- Proofs: Employees participate in the Employees Club 4th annual variety show. Photo Date: 12/9/1978. Newsletter Issue: Profile 1/1979
- Proofs: Employees participate in the Employees Club 4th annual variety show. Photo Date: 12/9/1978. Newsletter Issue: Profile 1/1979
- Proofs: Entries in BCBS's annual Arts and Crafts show. Photo Date: 11/13/1978. Newsletter Issue: Profile 1/1979
- Proofs: Entries in BCBS's annual Arts and Crafts show. Photo Date: 11/13/1978. Newsletter Issue: Profile 1/1979

- Proofs: Entries in BCBS's annual Arts and Crafts show. Photo Date: 11/13/1978. Newsletter Issue: Profile 1/1979
- Proofs: Entries in BCBS's annual Arts and Crafts show. Photo Date: 11/13/1978. Newsletter Issue: Profile 1/1979
- Proofs: Entries in BCBS's annual Arts and Crafts show. Photo Date: 11/13/1978. Newsletter Issue: Profile 1/1979
- Proofs: Entries in BCBS's annual Arts and Crafts show. Photo Date: 11/13/1978. Newsletter Issue: Profile 1/1979
- Proofs: Mike Cascone, Claims Director, poses with employees who completed a Medicare B Claims training course; J. W. Herbert and Jim Kelly speak at the annual Employees Club meeting; and newly elected Employees Club officers. Photo Date: 12/15/1978. Newsletter Issues: Profile 1/1979 & Profile 2/1979

Folder 614: Company Newsletter Photos 1/1979 to 5/1979

- Photograph: Management and supervisory personnel listen to new BCBS president William Flaherty speak. Photo Date: 1/17/1979. Newsletter Issue: Profile 2/1979
- Photograph: Employees visit BCBS's Corporate Library during an open house. Photo Date: 1/5/1979. Newsletter Issue: Profile 2/1979
- Photograph: Attendees of a Stop Smoking Clinic meet at BCBS's Riverside office. Photo Date: 1979. Newsletter Issue: Profile 2/1979
- Photograph: Attendees of a Stop Smoking Clinic meet at BCBS's Riverside office. Photo Date: 1979. Newsletter Issue: Profile 2/1979
- Photograph: Employee Essie McRoy uses a new 3M 600 microfilm reader. Photo Date: 1979. Newsletter Issue: Profile 2/1979
- Photograph: An example of a printout from BCBS's new 3M 600 microfilm reader/printer. Photo Date: 1979. Newsletter Issue: Profile 2/1979
- Photograph: Employees Club mixed volleyball league first place winners (from left) Jan Barnes, Ed Ollie, Pat Ainsley, Mario Rubio, Susan Rubio, Jim Hammond, and Linda Odom. Photo Date: 1/9/1979. Newsletter Issue: Profile 2/1979
- Photograph: Employees Club men's volleyball league first place winners (from left) Bob Shamblin, Russell Moore, Ned Bellau, Randy Weathers, Norm Miller, and Ron Chenot. Photo Date: 1/9/1979. Newsletter Issue: Profile 2/1979
- Photograph: Employees Club women's volleyball league first place winners (from left) Lois Sayward, Barbara Crowfoot, Sue Rubio, Elizabeth Hardin, Stell Benefield, Elaine Riegler, and Linda Beard. Photo Date: 1/9/1979. Newsletter Issue: Profile 2/1979
- Photograph: New Blue Cross board members (from left) E. Wayne Christopher, Mrs. Mary Cross, J. Robert Sweat, Jr., G. Hunter Gibbons, and Jan Luytjes, PhD. Mel Snead, J. W. Herbert, and G. Emerson Tully, PhD, stand behind. Photo Date: 1/5/1979. Newsletter Issue: Profile 2/1979
- Photograph: Portraits of employees Sam Steen (left) and Rina Luke (right). Photo Date: 1979 and 1/8/1979. Newsletter Issue: Profile 2/1979
- Photograph: Portraits of employee Cheryl Peek. Photo Date: 1979. Newsletter Issue: Profile 2/1979

- Proofs: Management and supervisory personnel listen to new BCBS president William Flaherty speak. Photo Date: 1/17/1979. Newsletter Issue: Profile 2/1979
- Proofs: Management and supervisory personnel listen to new BCBS president William Flaherty speak. Photo Date: 1/17/1979. Newsletter Issue: Profile 2/1979
- Proofs: Portraits of employees (from top left) Rachel Johns, Cheryl Peek, Phil Sikora, and Sam Steen. Photo Date: 1979. Newsletter Issue: Profile 2/1979
- Proofs: Employees visit BCBS's Corporate Library during an open house; and John L. Bentley stands next to a painting of his on display in the library. Photo Date: 1/5/1979. Newsletter Issue: Profile 2/1979
- Proofs: Unknown employees; Anna Tyner and Sam Watson at their desks; Rina Luke celebrating becoming a citizen; and Essie McRoy and Aloma Harrington with BCBS's new 3M 600 microfilm reader. Newsletter Issues: Profile 10/1978 and Profile 2/1979
- Photograph: Gale Franz and Eugene O'Brien watch president Bill Flaherty sign the 1979 Corporate Affirmative Action Compliance Programs. Photo Date: 1/24/1979. Newsletter Issue: Profile 3/1979
- Photograph: Mel Snead stands next to gifts and plaques given to him at his retirement party. Photo Date: 1/26/1979. Newsletter Issue: Profile 3/1979
- Photograph: Mel Snead stands next to a table saw given to him as a retirement gift. Photo Date: 1/26/1979. Newsletter Issue: Profile 3/1979
- Photograph: Mel Snead and W. J. Stansell at Snead's retirement party. Photo Date: 1/26/1979. Newsletter Issue: Profile 3/1979
- Photograph: Mel Snead and W. J. Stansell at Snead's retirement party. Photo Date: 1/26/1979. Newsletter Issue: Profile 3/1979
- Photograph: Mel Snead and H. A. Schroder at Snead's retirement party. Photo Date: 1/26/1979. Newsletter Issue: Profile 3/1979
- Photograph: New sales representatives who have completed training are shown with company executives. Pictured: (row 1, from left) Meredith Keller, Curry Bonds, Jim Green, Dave Steighner, Jon VanSlaars, Terry King (row 2) Eduardo Ariz, Damon Dotsis, John Fraser, Mark Anderson, Don Risteen, Bill Hollister, Bill Flaherty, and John Barton. Photo Date: 1979. Newsletter Issue: Profile 3/1979
- Photograph: Bob Nay and Henry Douglas, left, present certificates to Medicare B claims examiners who completed training. Pictured (row 1, from left) Claudette Askew, Marie Head, Cathy Asher, Dora Jeffers, Wendy Campbell, Cathy Daniels (row 2) Francie Davis, Joann Schab, Donna Kampfer, Shirley Rowell, Gail Rowell, Cathy Roberts (row 3) Brenda Johnson, Teresa Drury, Kent Tyson, and Wendelin Cohen. Trainers Debbie Andrin and Bobbi Wilson are at right. Photo Date: 1/14/1979. Newsletter Issue: Profile 3/1979
- Photograph: Members of the Employee Credit Union attend its annual meeting. Photo Date: 1/25/1979. Newsletter Issue: Profile 3/1979
- Photograph: Employee Credit Union Supervisory Committee members Skip Buerger, Mel Yost, and Russ Schlote. Photo Date: 1/25/1979. Newsletter Issue: Profile 3/1979
- Photograph: BCBS R.N.'s and L.P.N.'s attend a company sponsored program. Photo Date: 1/20/1979. Newsletter Issue: Profile 3/1979

- Photograph: BCBS R.N.'s and L.P.N.'s attend a company sponsored program. Photo Date: 1/20/1979. Newsletter Issue: Profile 3/1979
- Photograph: BCBS R.N.'s and L.P.N.'s attend a company sponsored program. Photo Date: 1/20/1979. Newsletter Issue: Profile 3/1979
- Photograph: Employees participate in a CPR training class. Photo Date: 2/12/1979. Newsletter Issue: Profile 3/1979
- Photograph: Employees participate in a CPR training class. Photo Date: 2/12/1979. Newsletter Issue: Profile 3/1979
- Photograph: John Michael Kelly receives an outstanding attendance award from Larry Payne. Photo Date: 1/19/1979. Newsletter Issue: Profile 3/1979
- Photograph: John Michael Kelly receives an outstanding attendance award from Larry Payne. Photo Date: 1/19/1979. Newsletter Issue: Profile 3/1979
- Photograph: Portraits of employee Chuck Kanaszka. Newsletter Issue: Profile 3/1979
- Proofs: Gale Franz and Eugene O'Brien watch president Bill Flaherty sign the 1979 Corporate Affirmative Action Compliance Programs. Photo Date: 1/24/1979. Newsletter Issue: Profile 3/1979
- Proofs: Employees participate in a blood drive for the Jacksonville Blood Bank. Photo Date: 2/15/1979. Newsletter Issue: Profile 3/1979
- Proofs: Employees participate in a blood drive for the Jacksonville Blood Bank. Photo Date: 2/15/1979. Newsletter Issue: Profile 3/1979
- Proofs: Employees participate in a blood drive for the Jacksonville Blood Bank; and portraits of employee Janet Adamson. Photo Date: 2/15/1979. Newsletter Issue: Profile 3/1979
- Proofs: Katie Kight and fellow employees at her retirement party. Photo Date: 1/31/1979. Newsletter Issue: Profile 3/1979
- Proofs: Valerie Erb receives an achievement award from Elos McClain (left) and Larry Payne (right); and portraits of employees Helen Wells and Chuck Kanaszka. Photo Date: 2/14/1979 and unknown. Newsletter Issue: Profile 3/1979
- Proofs: Medicare B claims examiners receive certificates for completing training. Photo Date: 2/14/1979. Newsletter Issue: Profile 3/1979
- Proofs: Speakers and attendees at the Employee Credit Union's annual meeting. Photo Date: 1/25/1979. Newsletter Issue: Profile 3/1979
- Proofs: (from top left) Employee Credit Union Committee members; Employee Credit Union staff; Employee Credit Union board of directors; and Employee Credit Union Supervisory Committee members. Photo Date: 1/25/1979. Newsletter Issue: Profile 3/1979
- Proofs: Employees Club representatives, known as Boosters, meet to discuss their duties. Photo Date: 2/14/1979. Newsletter Issue: Profile 3/1979
- Proofs: Employees Club representatives, known as Boosters, meet to discuss their duties. Photo Date: 2/14/1979. Newsletter Issue: Profile 3/1979
- Proofs: Officers of the Travel Club hold a meeting to discuss trips planned for 1979; and Travel Club committee members Tina Henault, Carole Utley, and Sharon Jones. Photo Date: 1/30/1979. Newsletter Issue: Profile 3/1979

- Proofs: Employees participate in a CPR training class. Photo Date: 2/12/1979. Newsletter Issue: Profile 3/1979
- Proofs: Portraits of employees (from left) Helen Wells, Bob Carlton, Joyce Perry, Martha Hewlett, and Linda Thigpen. Photo Date: 2/7/1979. Newsletter Issue: Profile 3/1979
- Proofs: Portraits of employees (from left) Juanita Lake and Cathy Evors; and winners in the Employees Club stationery design contest. Photo Date: 1979. Newsletter Issue: Profile 3/1979
- Photograph: Close-up of the BCBS publication "Help Yourself" on Marie Womble's desk. Photo Date: 1979. Newsletter Issue: Profile 4/1979
- Photograph: Bill Flaherty presents Helen Wells with gifts for 20 years of service. Photo Date: 3/19/1979. Newsletter Issue: Profile 4/1979
- Photograph: Bill Miller and Joe McGurrin present Chuck Kanaszka with gifts for 15 years of service. Photo Date: 3/12/1979. Newsletter Issue: Profile 4/1979
- Photograph: Richard Dever presents Martha Hewlett with gifts for 15 years of service. Photo Date: 3/15/1979. Newsletter Issue: Profile 4/1979
- Photograph: Members of the jogging club run around a parking lot near BCBS's Riverside office. Photo Date: 1979. Newsletter Issue: Profile 4/1979
- Photograph: A winning entry in BCBS's Kitchen Arts competition. Photo Date: 3/5/1979. Newsletter Issue: Profile 4/1979
- Photograph: First place winners in BCBS's Kitchen Arts competition (row 1, from left) Debbie Rountree, Tina Henault, Mahgie Winton, Connie Leavitt, Frankye Haynes (row 2) Dulce Magadia, Julia Gable, Carwyn Rometry, Marlene Greek, Pat Ainsley, Yarian Hathcox, and Jean Croasmun. Photo Date: 3/5/1979. Newsletter Issue: Profile 4/1979
- Photograph: Judges review entries in BCBS's Kitchen Arts competition. Photo Date: 3/5/1979. Newsletter Issue: Profile 4/1979
- Photograph: Judges review entries in BCBS's Kitchen Arts competition. Photo Date: 3/5/1979. Newsletter Issue: Profile 4/1979
- Photograph: Employees listen to Paul Dinkins of the Jacksonville Fire Department as part of a CPR training class. Photo Date: 3/1979. Newsletter Issue: Profile 4/1979
- Photograph: Tommie Johnson (top) and Linda Steckley (bottom) model outfits during an Employees Club Spring Fashion Seminar. Photo Date: 3/13/1979. Newsletter Issue: Profile 4/1979
- Photograph: Tommie Johnson models an outfit during an Employees Club Spring Fashion Seminar. Photo Date: 3/13/1979. Newsletter Issue: Profile 4/1979
- Photograph: Linda Steckley models an outfit during an Employees Club Spring Fashion Seminar. Photo Date: 3/13/1979. Newsletter Issue: Profile 4/1979
- Photograph: May Cohens Coordinator Joanelle Mulrain (left) with employee models who participated in an Employees Club Spring Fashion Seminar. Pictured: Elizabeth Hayes, Priscilla Cochran, Jo Anna Hayden, Tommie Johnson, Ardis Cline, Helen Lewis, and Linda Steckley. Photo Date: 3/13/1979. Newsletter Issue: Profile 4/1979
- Photograph: Portraits of employees Lynn Hedquist (left) and Jerry Marshall (right). Photo Date: 1979. Newsletter Issue: Profile 4/1979

- Proofs: BCBS employees participate in a membership drive for Channel 7; and Marie Womble with the BCBS publication "Help Yourself". Photo Date: 3/7/1979 and 1979. Newsletter Issue: Profile 4/1979
- Proofs: Members of the jogging club run around a parking lot near BCBS's Riverside office; Marie Womble with the BCBS publication "Help Yourself"; and employees participating in a dance instruction class. Photo Date: 1979. Newsletter Issue: Profile 4/1979
- Proofs: Carole Utley holds a decoupage she made; female employees participate in self-defense class; employees listen to Paul Dinkins of the Jacksonville Fire Department as part of a CPR training class; and employees compete in a table tennis tournament. Photo Date: 1979. Newsletter Issues: Profile 4/1979 & Profile 6/1979
- Proofs: Cathy Evors receives gifts for 20 years of service; and entries in BCBS's Kitchen Arts competition. Photo Date: 3/5/1979. Newsletter Issue: Profile 4/1979
- Proofs: Winners in BCBS's Kitchen Arts competition; and female employees participate in self-defense class. Photo Date: 1979. Newsletter Issue: Profile 4/1979
- Proofs: Employees model outfits during an Employees Club Spring Fashion Seminar. Photo Date: 3/13/1979. Newsletter Issue: Profile 4/1979
- Proofs: Portraits of employees (from left) Lynn Hedquist, Jerry Marshall, Richard Dusenbury, and Don Hardeman. Photo Date: 1979. Newsletter Issue: Profile 4/1979
- Photograph: Employees who graduated from BCBS's Gavel Club are shown with plaques they received upon completion. Pictured (row 1, from left) LaVerne McIntel, Gail McMorries, Gale Franz, Rosemary Edwards, Susan Miller, Juanita Lake, (row 2) Mark Hughes, Stell Bennefield, Aloma Harrington, Betty Perez, Shirley Jackson, and Suman Makker. Photo Date: 4/17/1979. Newsletter Issue: Profile 5/1979
- Photograph: BCBS executives W. J. Stansell, Eugene O'Brien and Bert Bevis have lunch with area high school students as part of Project Free Enterprise. Photo Date: 3/27/1979. Newsletter Issue: Profile 5/1979
- Photograph: Bill Flaherty and Rudy Norton meet with area high school students as part of Project Free Enterprise. Photo Date: 3/27/1979. Newsletter Issue: Profile 5/1979
- Photograph: Janice A. Schoonover stands next to her artwork on display in BCBS's Corporate Library. Photo Date: 1979. Newsletter Issue: Profile 5/1979
- Photograph: Employees who completed a CPR training class are shown together. Pictured (from left) Debbie Rountree, Woody Gash, Mary Myers, Jessie Cobb, and George Lambert. Photo Date: 1979. Newsletter Issue: Profile 5/1979
- Photograph: Medicare B claims examiners who completed training are shown with their certificates. Pictured (from left) Kimberly Evans, Carolyn Frederick, Carolyn Latimer, Darlene Fields, Natalie Hamilton, Peggy Crews, Attie Zweifel, Dale Edwards and Joan Latsha. Director Mike Cascone and instructor Debbie Andrin are at left. Photo Date: 4/2/1979. Newsletter Issue: Profile 5/1979
- Photograph: Employees participating in the second annual River Run practice the day before the race. Photo Date: 3/30/1979. Newsletter Issue: Profile 5/1979
- Photograph: Employees participating in the River Run pose in a cross shape. Pictured (back to front) Jim Peaks, Jim Gray, Ron Smith, David Kelley, Jim Henderson, Henry

Zittrower, Henry Douglas, Bobby Ross, Bill Dodd, Travis Bullard, Edwin Zittrower (L to R) Meg Cox, Bob Grant, Jim Charrie, Danny Fisher, Yoram Katz, and Cheryl Motley. Photo Date: 3/30/1979. Newsletter Issue: Profile 5/1979

- Photograph: Employees Club president Connie Levitt holds the Bill Fort trophy for sportsmanship, to be given to one male and female employee each year who meet criteria for displaying sportsmanship, in memory of employee Bill Fort. Photo Date: 1979. Newsletter Issue: Profile 5/1979
- Photograph: BCBS employees distribute flyers and information to youth participating in the First Annual Industrial Job Market in Hemming Park. Photo Date: 4/3/1979. Newsletter Issue: Profile 5/1979
- Photograph & Proofs: Portraits of employees Brenda Shepard and David Mancini. Photo Date: 1979 and 4/25/1979. Newsletter Issue: Profile 5/1979
- Proofs: Employees participating in the second annual River Run practice the day before the race. Photo Date: 3/30/1979. Newsletter Issue: Profile 5/1979
- Proofs: Medicare B claims examiners receive certificates for completing training; BCBS safety captains participate in fire extinguisher training; and jogging club members pose together. Photo Date: 4/3/1979 and 1979. Newsletter Issue: Profile 5/1979
- Proofs: Portraits of employees (from left) Pam Council, Brenda Shepard, Larry Reynolds, and Jim Geer; and employees who completed a CPR training class pose together. Photo Date: 1979. Newsletter Issue: Profile 5/1979
- Photograph: Ray Chaffin (left) and Jack McAbee (right) present Jacqueline Cullimore with a suggestion award check. Photo Date: 1979. Newsletter Issue: Profile 6/1979
- Photograph: Jim Geer receives gifts for 20 years of service from Jim Gibbon and John Garner. Photo Date: 1979. Newsletter Issue: Profile 6/1979
- Photograph: Employees participate in a CPR training class. Pictured (from left): Jeanne Helton, Caroline Smith, Debbi Smith, Ron Smith, Dot Stinson, Anne Towery, Judy Walker, Charlie Council, Susan Delaney, and Debra Barbee. Photo Date: 5/1979. Newsletter Issue: Profile 6/1979
- Proofs: An art exhibition by The Village Art Group is shown on display in the lobby of BCBS's Riverside office. Photo Date: 5/1979. Newsletter Issue: Profile 6/1979
- Proofs: Vickie Robie stands next to her artwork on display in BCBS's Corporate Library. Photo Date: 5/2/1979. Newsletter Issue: Profile 6/1979
- Proofs: Table tennis tournament first place winners (from left) Larry Bold, Jim Charrie, Josie Campaneria, Ron Smith, Mary Berg, Brenda Charrie, and Kevin Hursey; and Mary Bondurant is shown with her birthday gift from her coworkers, a money tree. Photo Date: 1979 and 5/23/1979. Newsletter Issues: Profile 6/1979 and Profile 7-8/1979
- Photograph: Mary Bondurant is shown with her birthday gift from her coworkers, a money tree. Photo Date: 5/23/1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Mary Bondurant is shown with her birthday gift from her coworkers, a money tree. Photo Date: 5/23/1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Lucille White mans a BCBS booth at the 25th Annual Pine Castle Bar-B-Q/Carnival, as visitors attempt to throw dimes into glass jars. Photo Date: 5/19/1979. Newsletter Issue: Profile 7-8/1979

Box 72: Company Newsletter Photos, 6/1979-2002, 4/1973-1/1978, date unknown

Folder 615: Company Newsletter Photos 6/1979 to 12/1979

- Photograph: New Blue Shield board members (from left) Leon D. Black, Jr., John T. Kilpatrick, Michael J. Foley, MD, and Clarence M. Gilbert, MD. George Lewis, VP, Physician Affairs, is second from right. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Leo Luker, Energy Management Specialist, checks a thermostat in BCBS's Riverside office. Photo Date: 7/23/1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Odis Garber holds a framed photo of his being put on display in BCBS's Corporate Library. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Odis Garber stands next to his photography on display in BCBS's Corporate Library. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Laura Jones receives gifts for 15 years of service from Dave Hazlehurst and Jack McAbee. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Ollie Howell, Odis Powell, and John Garner present Del Detrick with gifts for 20 years of service. Photo Date: 6/15/1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Ollie Howell, Odis Powell, and John Garner present Del Detrick with gifts for 20 years of service. Photo Date: 6/15/1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Employees Club bowling league first place first half winners (from left) Edna Wade, Jim Wade, Jane Brennan, and Poncho Brennan. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Employees Club bowling league first place second half winners (from left) Ernest DeWitt, Elena Gonzalez, Frank Cardin, Willie Williams, and Clara Cardin. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Employees Club bowling league second place second half winners (from left) Carol Blanton, Flakey Blanton, and Dianne Davis. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Unknown employees in the Employees Club bowling league. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Employees participate in BCBS's Corporate Garage Sale, held in the company's parking garage. Photo Date: 6/16/1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Employees participate in a company softball tournament. Photo Date: 7/1979. Newsletter Issue: Profile 7-8/1979
- Photograph: Employees participate in a company softball tournament. Photo Date: 7/1979. Newsletter Issue: Profile 7-8/1979
- Proofs: Del Detrick receives gifts for 20 years of service; and portraits of employees (from top) Jeff Chastain, Anita Hurley, and Linda Tillman. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Proofs: Leo Luker checks a thermostat in BCBS's Riverside office; employees stand at the Employee Credit Union's newly remodeled teller windows; and portraits of employees (from left) Wilhelmine Gorhau, Paula Krevo, Malverna Rivers, Bea Hess, and two unknown employees. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979

- Proofs: Portraits of employees Teresa Roney and Rosetta Rucker; employees participate in a CPR training class; and employees receive instruction on how to play backgammon. Photo Dates: 1979, 6/12/1979, and 6/14/1979. Newsletter Issue: Profile 7-8/1979
- Proofs: Dave Mancini receives gifts for 25 years of service; and Laura Jones receives gifts for 15 years of service. Photo Date: 1979. Newsletter Issue: Profile 7-8/1979
- Proofs: Employees participate in BCBS's Corporate Garage Sale, held in the company's parking garage. Photo Date: 6/16/1979. Newsletter Issue: Profile 7-8/1979
- Proofs: Portraits of employees Barbara Davis, Cathy Rushing, and Lorraine Tovey. Photo Date: 6/18/1979. Newsletter Issue: Profile 7-8/1979
- Photograph: BCBS boardroom and table. Photo Date: 6/15/1979. Newsletter Issue: Profile 9/1979
- Photograph: Warner Hull holds and stands in front of his works of photography on display in BCBS's Corporate Library. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Photograph: Managers and directors who completed UNF's Executive Development program are shown together. Pictured (from left) Sam Steen, Jay Kapur, Bert Bevis, Patrick O'Brien, J. D. Lewis, Sr., and Tom Carpenter. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Photograph: Employees who are volunteering to sponsor and advise a Junior Achievement company meet together. Photo Date: 7/18/1979. Newsletter Issue: Profile 9/1979
- Photograph: Intramural softball tournament winners (row 1, from left) Bonnie Wynn, Terri Williams, Kathi Midling, Nancy Miller, Donna Guy, Sandy Jennings, George Ragan (row 2) Vickie Newkirk, Susan Waltrip, Debbie Mclane, Debbie Eason, Harriet Bouknight, and Cathy Lawall. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Photograph: Bonnie Hammond, best of show winner in BCBS's annual plant show, stands with her terrarium and the blue ribbon she was awarded. Photo Date: 7/30/1979. Newsletter Issue: Profile 9/1979
- Photograph: First place winners in BCBS's annual plant show (from left) Joan Cagle, Tina Henault, Bonnie Hammond, Pat Eyles, and Margie Townsend. Photo Date: 7/30/1979. Newsletter Issue: Profile 9/1979
- Photograph: First place winners in BCBS's annual plant show (from left) Tina Henault, Bonnie Hammond, Pat Eyles, Margie Townsend, and Joan Cagle. Photo Date: 7/30/1979. Newsletter Issue: Profile 9/1979
- Photograph: Bill Flaherty and Flake Hewett present Lorraine Tovey with gifts for 25 years of service. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Photograph: Bill Flaherty and Flake Hewett present Lorraine Tovey with gifts for 25 years of service. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Photograph: Gary Karasick, Barbara Davis, Bea Hess, and Ray Chaffin are shown together as Davis and Hess are given gifts for 20 years of service. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Photograph: Bea Hess receives gifts for 20 years of service from Ray Chaffin. Photo Date: 1979. Newsletter Issue: Profile 9/1979

- Photograph: Members of the newly formed Safety Committee meet to discuss best practices for increasing safety at BCBS. Pictured (from left): Richard Harp, Tina Henault, Randy Weathers, Billy Alsobrook, Bertha Wilcox, Katherine Craven, Imogene Mullins, Lucille White, Margaret Coleman, Gloria Herring, Sarah Lee, and Debbie Barbee. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Photograph: Employees participate in a CPR training class, led by instructor Dot Stinson (right). Pictured (from left): Vince Haney, Nell Haney, Sonya Williams, Ella Williams, Lisa Massey, Michael Cohen, and Darlene Brown. Photo Date: 7/10/1979. Newsletter Issue: Profile 9/1979
- Photograph: Employees watch a film as part of a CPR training class. Photo Date: 7/10/1979. Newsletter Issue: Profile 9/1979
- Proofs: Executives shown in the BCBS boardroom; and the empty boardroom and table. Photo Date: 6/15/1979. Newsletter Issue: Profile 9/1979
- Proofs: BCBS boardroom and table. Photo Date: 6/15/1979. Newsletter Issue: Profile 9/1979
- Proofs: BCBS boardroom and table. Photo Date: 6/15/1979. Newsletter Issue: Profile 9/1979
- Proofs: BCBS boardroom and table. Photo Date: 6/15/1979. Newsletter Issue: Profile 9/1979
- Proofs: BCBS boardroom and table. Photo Date: 6/15/1979. Newsletter Issue: Profile 9/1979
- Proofs: BCBS boardroom and table. Photo Date: 6/15/1979. Newsletter Issue: Profile 9/1979
- Proofs: First place winners in BCBS's annual plant show; and portraits of Carole Utley and two unknown employees. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Proofs: Summer golf tournament trophy winners; women's intramural softball tournament winners; and men's intramural softball tournament winners. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Proofs: Bea Hess and Barbara Davis receive gifts for 20 years of service. Photo Date: 1979. Newsletter Issue: Profile 9/1979
- Proofs: Portraits of employees (from top left) Candice White, Ted Johnson, Willie Anderson, and Dennis Peters; an unknown employee posing next to artwork on display in BCBS's Corporate Library; and graduates of an Advanced Office Controls seminar with their certificates. Photo Dates: 1979. Newsletter Issue: Profile 9/1979
- Proofs: Portraits of employee Bea Schemer; and members of the newly formed Safety Committee. Photo Dates: 1979. Newsletter Issue: Profile 9/1979
- Photograph: Bruce Ross, Bill Moore, John Etchart, and Michael Evans receive certificates from Jack McAbee (right) for completing sales training. Photo Date: 8/17/1979. Newsletter Issue: Profile 10/1979
- Photograph: Janet Billard is shown with her artwork, recently put on display in BCBS's Corporate Library. Photo Date: 1979. Newsletter Issue: Profile 10/1979
- Photograph: Summer bowling league second place winners (from left) Marjorie Johnson, Rick Beltrami, and Diane Joffre. Photo Date: 8/25/1979. Newsletter Issue: Profile 10/1979

- Photograph: Summer bowling league individual winners (row 1, from left) Becky Fuller, Diane Joffre, Connie Levitt, Harriet Bouknight, Janet Russell (row 2) Frank Cardin, Ernie Dewitt, Jimmy Yarberr, and Rick Beltrami. Photo Date: 8/25/1979. Newsletter Issue: Profile 10/1979
- Photograph: Visitors with the Florida Public Relations Association listen to Harris Remley deliver a talk at BCBS's Riverside office, as part of a day-long seminar for non-profit organizations. Photo Date: 8/28/1979. Newsletter Issue: Profile 10/1979
- Photograph: Employees participate in a CPR training class led by instructor Judy Walker. Pictured (from left): Janet Heney, Karl Smith, Terri Deck, Jonnye Towery, Kubi Keyes, and David Heney. Photo Date: 8/1979. Newsletter Issue: Profile 10/1979
- Photograph: Employees participate in a CPR training class led by instructor Judy Walker. Photo Date: 8/1979. Newsletter Issue: Profile 10/1979
- Photograph: Employees participate in a CPR training class led by instructor Judy Walker. Photo Date: 8/1979. Newsletter Issue: Profile 10/1979
- Proofs: New cafeteria operations company ARA Services, Inc. and their employees are welcomed by BCBS employees. Photo Date: 9/1979. Newsletter Issue: Profile 10/1979
- Proofs: Employees tour newly renovated cafeteria facilities run by ARA Services, Inc. Photo Date: 9/1979. Newsletter Issue: Profile 10/1979
- Proofs: Portraits of employees (from top left) Roger Collins, John Etchart, an unknown employee, Bill Moore, Michael Evans, and Bruce Ross; and Ross, Moore, Etchart, and Evans receiving their sales training completion certificates. Photo Date: 8/17/1979. Newsletter Issue: Profile 10/1979
- Proofs: Intramural men's softball winners; intramural women's softball winners; and Employees Club teams bowling at Classic Lanes. Photo Dates: 1979 and 8/23/1979
- Proofs: Visitors with the Florida Public Relations Association meet at BCBS's Riverside office, as part of a day-long seminar for non-profit organizations. Photo Date: 8/28/1979. Newsletter Issue: Profile 10/1979
- Proofs: Employees participate in a CPR training class led by instructor Judy Walker; and Rachel Holcombe and Wilma Gorhau receive gifts for 20 years of service. Photo Dates: 8/1979 and 1979. Newsletter Issue: Profile 10/1979
- Photograph: Employees attend a cancer seminar hosted by the Northeast Florida Cancer Society. Photo Date: 10/1979. Newsletter Issue: Profile 11/1979
- Photograph: Employees attend a cancer seminar hosted by the Northeast Florida Cancer Society. Photo Date: 10/1979. Newsletter Issue: Profile 11/1979
- Photograph: Staff from Medicare B, Corporate Training, and the BCBS Association work to develop a new claims examiner training program. Photo Date: 1979. Newsletter Issue: Profile 11/1979
- Photograph: Employees participate in a seminar about alcohol and its effects on society. Photo Date: 9/20/1979. Newsletter Issue: Profile 11/1979
- Photograph: Employees participate in a seminar about alcohol and its effects on society. Photo Date: 9/20/1979. Newsletter Issue: Profile 11/1979
- Photograph: Employees participate in the Employees Club individual "Superstars" competition. Photo Date: 1979. Newsletter Issue: Profile 11/1979

- Photograph: Employees participate in the Employees Club individual “Superstars” competition. Photo Date: 1979. Newsletter Issue: Profile 11/1979
- Photograph: Employees who completed Medicare B claims training are shown with their certificates. Pictured (from left): Sherri Joffre, Vivian Barber, Robert Martin, Johnnie Pugh, Melissa Dobbs, and Susan Smith. Instructors Leanne King and Debbie Andrin and Director Andy DePirro are at right. Photo Date: 9/28/1979. Newsletter Issue: Profile 11/1979
- Photograph: Larry Payne (right) awards Medicare B Communications employees with plaques for outstanding achievements. Pictured (from left): Lynn Johnson, Catherine Tietjen, Patty Charles, Danny Johnson, Ethel Bearden, Altamese Dixon, and Larry Payne. Photo Date: 1979. Newsletter Issue: Profile 11/1979
- Photograph: Ollie Howell, Odis Powell, and John Garner present Ted Johnson with gifts for 15 years of service. Photo Date: 1979. Newsletter Issue: Profile 11/1979
- Proofs: Employees Club mixed doubles tennis tournament winners; Employees Club mixed doubles golf tournament winners; and employees participating in a seminar about alcohol. Photo Dates: 1979. Newsletter Issue: Profile 11/1979
- Proofs: First place winners from the Employees Club individual “Superstars” competition. Photo Date: 1979. Newsletter Issue: Profile 11/1979
- Proofs: Employees who completed Medicare B claims training are shown with their certificates; and portraits of retiring employee Samuel M. Day, MD. Photo Date: 9/28/1979 and 1979. Newsletter Issue: Profile 11/1979
- Proofs: Portraits of employees (from top left) Betty Anne Bowen, an unknown employee, Dorothy Brooks Mahoney, Margaret Gunter, and Barbara Pope; employees who completed Medicare B claims training are shown with their certificates; and Ted Johnson receives gifts for 15 years of service. Photo Dates: 1979, 9/28/1979, and 1979. Newsletter Issue: Profile 11/1979
- Proofs: Employees attend a cancer seminar hosted by the Northeast Florida Cancer Society; and W. J. Stansell poses with members of Radiology Associates of Ft. Lauderdale who completed a Management Systems training course offered by Blue Shield. Photo Date: 10/1979 and 1979. Newsletter Issues: Profile 11/1979 and Profile 12/1979
- Photograph: Graduates from BCBS’s Gavel Club are shown with plaques they received. Pictured (row 1, from left): Helen Keene, LaVerne Patrick, Vickie Belt (row 2) Karl Smith, Anthony Staten, Linda Duncan, and Philip Sikora. Photo Date: 10/23/1979. Newsletter Issue: Profile 12/1979
- Photograph: Jim Gray, Tillie Dorminey and Mel Netzer open the new gift shop at BCBS’s Riverside office with a ribbon-cutting ceremony. Photo Date: 11/13/1979. Newsletter Issue: Profile 12/1979
- Photograph: Winners from the 10th annual H.A. Schroder golf tournament (from left) Ted Hedrick, Jimmy Kelly, Don Frey, Jim Gray, and Don Baldwin. Photo Date: 10/31/1979. Newsletter Issue: Profile 12/1979
- Photograph: Miniature golf tournament winners (from left) Jeff Clyatt, Mary Berg, Ned Bellau, Linda Blake, Jim Kelley, Karen Ausum, and Jim Gray. Photo Date: 1979. Newsletter Issue: Profile 12/1979

- Photograph: Mixed volleyball league second place winners (from left) Ed Ollie, Gwen Ollie, Sue Rubio, Mario Rubio, Alan Ainsley, Pat Ainsley, and Linda Odom. Photo Date: 1979. Newsletter Issue: Profile 12/1979
- Proofs: Winners from the 10th annual H.A. Schroder golf tournament; and gavel club graduates. Photo Dates: 1979, and 10/23/1979. Newsletter Issue: Profile 12/1979
- Proofs: Winners in BCBS's annual Arts & Crafts show. Photo Date: 1979. Newsletter Issue: Profile 12/1979
- Proofs: Employees view entries in BCBS's Annual Arts & Crafts show. Photo Date: 1979. Newsletter Issue: Profile 12/1979
- Proofs: Portraits of employees (from left) John Kennett and Robert Wittenmyer; an employee receives a glaucoma test; and Kate Weeks and Tina Henault pose with Christmas ornaments going on display in BCBS's library. Photo Dates: 1979. Newsletter Issue: Profile 12/1979 & 1/1980
- Photograph: Employees who completed a Programming Development course pose together. Pictured (row 1, from left): Belinda McCoy, Sunny Morris, Janet Maier, Lynda Dedmon, Karen Ausum, Deborah Rodgers, Diane Dunnagan (row 2) Kay Allen, Mary Ann Legan, Phyllis Hickman, Scott Ausum, Diane Acree, Phil Sikora, Cliff Richardson, Lonnie Holton, Peggy Steiner, Pam Williams, and Dennis Carlos. Photo Date: 1979. Newsletter Issue: Profile 1/1980
- Photograph: Tony Staten poses with photographs of his on display in BCBS's Corporate Library. Photo Date: 12/1979. Newsletter Issue: Profile 1/1980
- Photograph: Children who were part of an Employees Club kid's bowling league pose together. Pictured (row 1, from left) Marcey Victorio, Denise Godbold, Timmy Dexterhouse, Terri Burney, Sharon Robinson, Neal Sellers (row 2) John Welson, Cindy Stevens, Steve Andrin, Chris Andrin, Sherri Roberts, Cameron Corbitt, Chris Ray, Betsy Branson (row 3) Tanya Burney, Jeffrey Koder, Rhonda Haney, Terri Drust, Iris Nicholson, Missy Young, and Kelly Robinson. Photo Date: 12/15/1979. Newsletter Issue: Profile 1/1980
- Photograph: A member of the Florida Society for the Prevention of Blindness gives a glaucoma screening exam to a BCBS employee. Photo Date: 1979. Newsletter Issue: Profile 1/1980
- Photograph: Ollie Howell, Odis Powell, and John Garner present Margaret Gunter with gifts for 20 years of service. Photo Date: 1979. Newsletter Issue: Profile 1/1980
- Photograph: Harland Bradford, Betty Collins, and Jack McAbee present Dot Brooks with gifts for 15 years of service. Photo Date: 1979. Newsletter Issue: Profile 1/1980
- Photograph: Ronald T. Hanson of the Florida Hospital Research and Education Foundation presents Middleton Mustian, Blue Cross board member and president of Tallahassee Memorial Regional Medical Center, with the foundation's award of merit; and Hanson presents incoming Florida Hospital Association president and Blue Cross board director Ned Wilford with a plaque. Photo Date: 10/29/1979. Newsletter Issue: Profile 1/1980
- Proofs: Portraits of employees (from left) Tom Roberts, Carl Demery, Bob Elliott, Olis Garber, William Hetzel, Marvin Zima, and John Garner; and Margaret Gunter receiving

gifts for 20 years of service. Photo Dates: 12/4/1979 and 1979. Newsletter Issue: Profile 1/1980

- Proofs: Portraits of employee Gary Brown; and employees participate in a CPR training class. Photo Dates: 1979 and 11/1979. Newsletter Issues: Profile 12/1979 and Profile 1/1980
- Proofs: Employees who completed a Programming Development course pose together. Photo Date: 1979. Newsletter Issue: Profile 1/1980
- Proofs: Portraits of employees (from top left) Harvey J. Matoren, George A. Brown, John M. Sullivan, and Tom McGeehan; and Tony Staten poses with his artwork on display in BCBS's Corporate Library. Photo Date: 12/1979. Newsletter Issue: Profile 1/1980
- Photograph: New Employees Club officers (from left) Thelma Cullipher, Don Boyle, Valarie Dexterhouse, and Kubi Kyles. Photo Date: 12/21/1979. Newsletter Issue: Profile 2/1980
- Photograph: Outgoing Employees Club officers (from left) Connie Levitt, Linda Duncan, and JoAnna Hayden. Photo Date: 12/21/1979. Newsletter Issue: Profile 2/1980
- Photograph: Several employees' children participate in the Employees Club 5th annual Variety Show. Photo Date: 12/15/1979. Newsletter Issue: Profile 2/1980
- Photograph: Employees participate in Employees Club 5th annual Variety Show. Photo Date: 12/15/1979. Newsletter Issue: Profile 2/1980
- Photograph: Sharon Brown, Mary Cassady, and Ed Keiser pose with Christmas gifts they and other employees in the Manual Systems and Methods departments collected to give to a needy family. Photo Date: 12/1979. Newsletter Issue: Profile 2/1980
- Photograph: Centralized Inquiries employees (from left) Ollie Dees, Mary K. Smith, Bobbye Gilmore, Vicki Glenn, Sally Butler, and Patti Mosley pose next to their department's door decorated for Christmas, part of a company-wide contest. Photo Date: 12/1979. Newsletter Issue: Profile 2/1980
- Photograph: 5th grade students from King's Trail Elementary visit BCBS's Riverside office to sing Christmas Carols. Photo Date: 12/18/1979. Newsletter Issue: Profile 2/1980

Folder 616: Company Newsletter Photos 1980

- Photograph: Jim Doherty (right) presents certificates to employees who completed an AOC training class. Pictured (from left) George Chambliss, Jr., Rosetta Clark, James Kelly, Diane Caron, Delores Chester, Lawrence Craig, and Diane Dunnagan. Photo Date: 1980. Newsletter Issue: Profile 2/1980
- Photograph: Supervisors are given awards by Andy DePirro and Laura Rountree (right) for their help with training classes. Pictured (from left): Angie Cullimore, Juanita Simmons, Virginia Portillo, and Winnie Lai. Photo Date: 1980. Newsletter Issue: Profile 2/1980
- Photograph: Leanne King, Jackie Baxter, Susan Lamb, Laura Rountree, Andy DePirro, Wende Sparkman, Debbie Andria, and Linda Cribb are shown together as Lamb and Sparkman receive outstanding trainee awards from Rountree and DePirro. Photo Date: 1980. Newsletter Issue: Profile 2/1980

- Photograph: Portrait of employee Ned Wilford. Photo Date: 1980. Newsletter Issue: Profile 2/1980
- Proofs: Employees who completed an AOC training class pose together. Photo Date: 1980. Newsletter Issue: Profile 2/1980
- Proofs: Portraits of employees (from top left) James Shaw, Linda Duncan, Jeff Clyatt, Ned Wilford, and Thelma Hall Williams; employees who completed an AOC training class pose together; Alvin Battle poses with his photography on display in BCBS's Corporate Library; and unknown images of employees. Photo Dates: 1980. Newsletter Issue: Profile 2/1980 and Profile 4/1980
- Photograph: BCBS employees celebrate the consolidation of Blue Cross of Florida and Blue Shield of Florida from two separate corporations into a single one. Pictured (from left): Evie Branson, Dan Lewis, Bill Varnell, and Marvin Zima. Photo Date: 7/1/1980. Newsletter Issue: Profile 7/1980
- Photograph: Ed Sellers from BCBS's National Association in Chicago addresses management personnel at BCBS's Riverside office. Photo Date: 6/16/1980. Newsletter Issue: Profile 7/1980
- Photograph: Paul von Ebers from BCBS's National Association in Chicago addresses management personnel at BCBS's Riverside office. Photo Date: 6/16/1980. Newsletter Issue: Profile 7/1980
- Photograph: Mike Wood shakes hands with G. Emerson Tully after he received gifts for 20 years of service. Photo Date: 5/30/1980. Newsletter Issue: Profile 7/1980
- Photograph: Men's second place winners in the 3rd annual BCBS Regional Softball Tournament (row 1, from left) Elaine Weathers, Dave Kleba, Jan Walker, Kevin Hursey, Mike Carroll, Jeff Barnhill, Mario Rubio (row 2) John Brannon, Rolie Sayward, Jim Hammond, Russell Moore, Phil Sikora, Travis Walker, Jim Gray, Mike Myers, and Randy Weathers. Photo Date: 1980. Newsletter Issue: Profile 7/1980
- Photograph: Women's second place winners in the 3rd annual BCBS Regional Softball Tournament (row 1, from left) Debbie Wood, Melodye Raulerson, Georgette Isenhower, Lisa Gentry, Susan Ritch, George Ragan, (row 2) Dee Wetmore, Pam Griffin, Connie Levitt, Linda Odom, Joan Cagle, and Susan Benoit. Photo Date: 1980. Newsletter Issue: Profile 7/1980
- Photograph: Individual winners in the winter mixed bowling league (from left) Scott Ausum, Shelia Ausum, Dianne Davis, Carol Blanton, and Rolie Sayward. Photo Date: 5/31/1980. Newsletter Issue: Profile 7/1980
- Photograph: Second place winners in the winter mixed bowling league (from left) Sheila Ausum, Scott Ausum, and Kathy Cavanagh. Photo Date: 5/31/1980. Newsletter Issue: Profile 7/1980
- Photograph: BCBS employees who were installed as officers of the Jacksonville chapter of the American Institute of Industrial Engineers pose with the chapter's banner. Pictured (from left): George Ragan, Larry Reynolds, Bob McGeary, Charlie Council, Butch Peck, and Ray Bowering. Photo Date: 5/13/1980. Newsletter Issue: Profile 7/1980
- Photograph: John L. Bentley, Odis Powell, and Bill Hetzel present John Williamson with gifts for 25 years of service. Photo Date: 5/13/1980. Newsletter Issue: Profile 7/1980

- Photograph: Employees participate in a voter registration drive at BCBS's Riverside office. Photo Date: 6/16/1980. Newsletter Issue: Profile 8/1980

Folder 617: Company Newsletter Photos 1982

- Photograph: Jim Spears of the Heidelberg Corporation (left) assists BCBS press operators Andy Green and John Winslow in operating the company's new Heidelberg printing press; and a close-up of Andy Green and John Winslow operating the printing press. Photo Date: 1/1982. Newsletter Issue: Profile 1/1982
- Photograph: Employees operate a printing machine. Photo Date: 1982. Newsletter Issue: Profile 1/1982
- Photograph: Bill Flaherty and Governor Bob Graham shake hands at the opening of the Capital Health Plan in Tallahassee, BCBS's first associated HMO. Photo Date: 6/1/1982. Newsletter Issue: Profile 6/1982
- Photograph: Bill Flaherty and Governor Bob Graham shake hands at the opening of the Capital Health Plan in Tallahassee, BCBS's first associated HMO. Photo Date: 6/1/1982. Newsletter Issue: Profile 6/1982
- Photograph: Bill Flaherty and Governor Bob Graham speak at the opening of the Capital Health Plan in Tallahassee, BCBS's first associated HMO. Photo Date: 6/1/1982. Newsletter Issue: Profile 6/1982
- Photograph: Insurance Commissioner Bill Gunter speaks at the opening of the Capital Health Plan in Tallahassee, BCBS's first associated HMO. Photo Date: 6/1/1982. Newsletter Issue: Profile 6/1982
- Photograph: Insurance Commissioner Bill Gunter speaks at the opening of the Capital Health Plan in Tallahassee, BCBS's first associated HMO. Photo Date: 6/1/1982. Newsletter Issue: Profile 6/1982
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- Photograph: Governor Bob Graham speaks at the opening of the Capital Health Plan in Tallahassee, BCBS's first associated HMO. Photo Date: 6/1/1982. Newsletter Issue: Profile 6/1982
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- Photograph: Governor Bob Graham speaks at the opening of the Capital Health Plan in Tallahassee, BCBS's first associated HMO. Photo Date: 6/1/1982. Newsletter Issue: Profile 6/1982
- Photograph: Bob Pralle, Vice President of Sales, is shown in his office. Photo Date: 1982. Newsletter Issue: Profile 7-8/1982
- Photograph: Dan Lewis, senior vice president of operations, is shown in his office. Photo Date: 1982. Newsletter Issue: Profile 7-8/1982
- Photograph: State Representative Tom Gustafson, chairman of the Insurance Committee of the Florida House of Representatives, speaks during a visit to BCBS's Riverside office. Photo Date: 7/19/1982. Newsletter Issue: Profile 7-8/1982
- Photograph: Ted Hedrick, Director of Customer Service, at his desk. Photo Date: 1982. Newsletter Issue: Profile 7-8/1982
- Photograph: U.S. Congressman Charles Bennett speaks during a visit to BCBS's Riverside office. Photo Date: 6/30/1982. Newsletter Issue: Profile 7-8/1982
- Photograph: Employees participate in a visit to the Cerebral Palsy Center, a United Way agency. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Photograph: Employees participate in a visit to Pinecastle, a United Way agency. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Photograph: Employees participate in a visit to Pinecastle, a United Way agency. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Photograph: Employees participate in a visit to Pinecastle, a United Way agency. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Photograph: Employees participate in a visit to a United Way agency. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Photograph: Employees participate in a visit to The Speech and Hearing Center, a United Way agency. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Photograph: Employees participate in a visit to The Speech and Hearing Center, a United Way agency. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Photograph: An unknown individual at a United Way agency. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Photograph: Employees participate in a visit to Pinecastle, a United Way agency (left); and employees ride a bus together on their way to visit various United Way agencies (right). Photo Dates: 1982. Newsletter Issue: Profile 9-10/1982
- Proofs: Employees participate in visits to various United Way agencies. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
- Proofs: Employees participate in visits to various United Way agencies. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982
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- Proofs: Employees participate in visits to various United Way agencies. Photo Date: 1982. Newsletter Issue: Profile 9-10/1982

Folder 618: Company Newsletter Photos 1983

- Photograph: BCBS employees John Slye and Mike Hightower (left) are shown with outside consultants Harry Landrum and Vince Rio (right) outside the capitol building in Tallahassee. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Members of the legislature are shown inside the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Members of the legislature are shown inside the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Insurance Commissioner Bill Gunter speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Insurance Commissioner Bill Gunter speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
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- Photograph: Insurance Commissioner Bill Gunter speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: An unknown member of the legislature speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: An unknown member of the legislature speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Unknown members of the legislature are shown during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: An unknown member of the legislature speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Vince Rio speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Vince Rio speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Vince Rio speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983

- Photograph: An unknown member of the legislature speaks during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: Unknown members of the legislature are shown during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983
- Photograph: A large chart comparing Florida Blue Cross membership with other states is shown during a legislative session in the Florida Senate chamber. Photo Date: 1983. Newsletter Issue: Profile 3/1983

Folder 619: Company Newsletter Photos 1987

- Photograph: Olympian and hockey player Mike Eruzione speaks at BCBS's Employee Appreciation Day, a kickoff celebration for the company's sponsorship of the 1988 U.S. Olympic Team. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: Don Hearn and Dee Anderson are shown at BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: Fred Gaudios and Mary Moore run with the Olympic torch during BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: Employees line up to watch the festivities at BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: Russell Holycross, Donna Sluder, Don Bergman, and Tim Brown are shown at BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: Robert McCaffrey (left) and other employees serve lunch at BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: BCBS's Employee Appreciation Day; and Fred Gaudios and Mary Moore run with the Olympic torch. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: Employees watch festivities from under a tent at BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: Several employees and Bill Flaherty are shown eating at BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Photograph: Several employees are shown eating lunch at BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Proofs: Employees participate in BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Proofs: Employees participate in BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Proofs: Employees participate in BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Proofs: Employees participate in BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987
- Proofs: Employees participate in BCBS's Employee Appreciation Day. Photo Date: 6/4/1987. Newsletter Issue: Profile 6/22/1987

Folder 620: Company Newsletter Photos 1991

- Photograph: BCBS Employees run in a race during the company's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Portrait of employee Michael R. Johnson. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: A clown applies face paint to a young girl during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: An unknown female employee poses with a young girl holding a balloon during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: An unknown male employee poses with a young girl during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: A group of employees pose together during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: A family poses together holding American flags and balloons during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: A family poses together during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Employees and family participate in a 1-mile Fun Walk during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Two children pose with balloons during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Walkers and runners pose together during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: A male employee participates in a race during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: A group of girls pose together during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: A family poses together during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Two female employees participating in a race pose together during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: A male and female employee participating in the 1-mile Fun Walk pose together during BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: BCBS Health Industry analyst Sharon Wise. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: employees being recognized for superior customer service pose together during a celebratory luncheon. Pictured (seated, from L): Ethel George, Nancy Holton, Sheri Dubois, Gidget Parker (standing, from L): Eddie Torres, Laura Gerry, Bob Vance, Alice Lee, Clinton Law, Lynell Richardson, Paul Chapman, Joanne Nesmith, Lillian Felton, Linda Murray, Sherri Mikell, Horace Fisher, Ruby Cooley, Matthew Stuckey. Photo Date: 1991. Newsletter Issue: Profile 4/1991

- Photograph: Creative Services employees Vickie Robie and Roger Morton are shown together. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Skip Housh, William Flaherty congratulate Nita Cockerham for being regional employee of the quarter. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Christopher Holt (left) and Osborn Murray (right) hold T-shirts they received from Reagan Soots (center) for outstanding customer service. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Tim Lyons participates in the American Cancer Society's "Workout to Beat Cancer" fundraiser along with a number of other BCBS employees. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Fred Gatlin (left) presents Danny Levine with the Materials Management Department's Employee of the Year award. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: John L. Bentley (left) presents Gail Lattimore with the Purchasing and Travel Department's Employee of the Year award. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Lanny Felder (left) presents Elaina Godwin with the Real Estate and Facilities Planning Department's Employee of the Year award. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Lanny Felder (left) presents Angie Fiedler with the Real Estate and Facilities Planning department's Employee of the Quarter award. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: Company executives speak at BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: An employee poses with her young children at BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991
- Photograph: An employee eats with her children at BCBS's Day of Champions celebration. Photo Date: 1991. Newsletter Issue: Profile 4/1991

Folder 621: Company Newsletter 1992

- Photograph: BCBSF Medicare Fraud Supervisor Duane Carter holds an award he received from the Inspector General for his assistance on various fraud cases. Photo Date: 1992. Newsletter Issue: 10/30/1992

Folder 622: Company Newsletter Photos 1993

- Photograph: Congressman Jim Bacchus tours BCBS's Riverside office and shakes hands with an employee. Photo Date: 1993. Newsletter Issue: 6/25/1993
- Photograph: Congressman Jim Bacchus tours BCBS's Riverside office and views industrial equipment. Photo Date: 1993. Newsletter Issue: 6/25/1993
- Photograph: (From left) Tim Lyons, Rafael Michael Felton, Joni Boren, and Ralph Puhlmann pose together at Jacksonville's first "Walk for Hope," a culminating event of AIDS Awareness Week. Photo Date: 1993. Newsletter Issue: 6/25/1993

- Photograph: Doctors Jonathan H. Wood and Thomas M. Irwin sit next to each other at a dinner in their honor, for their 29 combined years of service to BCBSF. Photo Date: 1993. Newsletter Issue: 6/25/1993
- Photograph: Employees' Club volunteers and Ernie Brodsky (right), Vice President, Northeast Region, delivering canned goods to Second Harvest Food Bank of Northeast Florida, as part of the company's "Freedom From Hunger" food drive. Photo Date: 7/8/1993. Newsletter Issue: 8/30/1993
- Photograph: Two employees give another employee information about BCBS's annual United Way campaign. Photo Date: 1993. Newsletter Issue: Profile 10/11/1993
- Photograph: BCBS Medicare employees are shown at a celebratory meeting after receiving perfect scores from the Health Care Financing Administration. Photo Date: 12/1993. Newsletter Issue: Profile 1/25/1994

Folder 623: Company Newsletter Photos 1994

- Photograph: Two female employees are shown in a cubicle. Photo Date: 1994. Newsletter Issue: Profile 5/27/1994
- Photograph: An unknown female and young child participate in an American Red Cross "Learn to Swim" class sponsored by BCBS. Photo Date: 1994. Newsletter Issue: 7/26/1994
- Photograph: Portrait of BCBS 1994-95 United Way campaign chairman Tony Hubbard. Photo Date: 7/21/1994. Newsletter Issue: 8/24/1994
- Photograph: A female employee serves food to individuals seated at a table as part of BCBS's United Way Day of Caring. Photo Date: 7/21/1994. Newsletter Issue: 8/24/1994
- Proofs: Employees participate in BCBS's United Way Day of Caring. Photo Date: 7/21/1994. Newsletter Issue: 8/24/1994
- Proofs: Employees participate in BCBS's United Way Day of Caring. Photo Date: 7/21/1994. Newsletter Issue: 8/24/1994
- Proofs: Employees participate in BCBS's United Way Day of Caring. Photo Date: 7/21/1994. Newsletter Issue: 8/24/1994
- Proofs: Employees participate in BCBS's United Way Day of Caring. Photo Date: 7/21/1994. Newsletter Issue: 8/24/1994

Folder 624: Company Newsletter Photos 2001

- Proofs: Employee Maria Propenza holds her baby daughter Priscilla after being helped by BCBS's Healthy Addition program during her pregnancy. Photo Date: 2001. Newsletter Issue: Perspectives Fall 2001
- Proofs: Employee Maria Propenza holds her baby daughter Priscilla after being helped by BCBS's Healthy Addition program during her pregnancy. Photo Date: 2001. Newsletter Issue: Perspectives Fall 2001
- Proofs: Employee Maria Propenza holds her baby daughter Priscilla after being helped by BCBS's Healthy Addition program during her pregnancy. Photo Date: 2001. Newsletter Issue: Perspectives Fall 2001

Folder 625: Company Newsletter Photos 2002

- Photograph: George Lewis (left) and Frank Javato (right) volunteer together at the St. Francis Soup Kitchen. Photo Date: 2002. Newsletter Issue: Perspectives Spring 2002
- Photograph: Frank Javato (left) and George Lewis (right) volunteer together at the St. Francis Soup Kitchen. Photo Date: 2002. Newsletter Issue: Perspectives Spring 2002
- Photograph: Frank Javato (left) and George Lewis (right) volunteer together at the St. Francis Soup Kitchen. Photo Date: 2002. Newsletter Issue: Perspectives Spring 2002

Folder 626: Company Newsletter Photos, issue unknown, 4/1973 to 1/1978

- Photograph: (from left) Bill Altenberg, Sonny Winslow, and J. W. Herbert pose together in Herbert's office. Photo Date: 4/25/1973
- Photograph: J. W. Herbert and Sonny Winslow shake hands. Photo Date: 4/25/1973
- Proofs: A number of unknown individuals are shown at the Jacksonville Airport. Photo Date: 6/29/1975
- Photograph: Dick Meyers, right, shakes hands with an unknown man at the Jacksonville Airport, while another unknown man stands on the left. Photo Date: 6/30/1975
- Proofs: Dick Meyers and unknown individuals are shown together at the Jacksonville Airport. Photo Date: 6/30/1975
- Photograph: W. J. Stansell, left, presents Mel Snead and other unknown employees with awards. Photo Date: 8/10/1976
- Proofs: W. J. Stansell, left, presents Mel Snead and other unknown employees with awards. Photo Date: 8/10/1976
- Photograph: Portraits of an unknown female employee. Photo Date: 9/1/1976
- Proofs: Eugene O'Brien leads a meeting at BCBS's Riverside office. Photo Date: 10/29/1976
- Photograph: A group of unknown employees meet around a table at BCBS's Riverside office. Photo Date: 6/22/1977
- Photograph: A group of unknown employees meet around a table at BCBS's Riverside office. Photo Date: 6/22/1977
- Photograph: Portraits of an unknown male employee. Photo Date: 1/1/1978

Folder 627: Company Newsletter Photos, issue unknown, date unknown

- Photograph: Employees dance at a company party
- Photograph: Two unknown male individuals
- Photograph: Barbara Davis (left) and an unknown male employee (right) shake hands with a Goodwill representative in front of BCBS's Riverside office
- Photograph: Mel Snead (right) and unknown individuals eat dinner at an event
- Photograph: Mel Snead (left) and two unknown women are shown at a greeting table at an event
- Photograph: Two unknown individuals seated on a bench
- Photograph: Four unknown individuals seated at a table
- Photograph: Two unknown male employees play golf
- Photograph: An unknown male employee plays golf

- Photograph: Two unknown female employees play tennis
- Photograph: Unknown members of a BCBS softball team
- Photograph: Portrait of employee Marjane Cloke
- Photograph: Three unknown female employees lead a class at BCBS's Riverside office
- Photograph: Employees in athletic wear listen to a talk at BCBS's Riverside office
- Photograph: Unknown individuals deliver a talk to employees at BCBS's Riverside office
- Photograph: A large group of employees and family sit at an event at BCBS's Riverside office
- Photograph: An unknown individual speaks to a group of employees at an external event
- Photograph: W. J. Stansell (left) speaks at an external event, next to Tom Stallworth, H. A. Schroder, and J. W. Herbert
- Photograph: Employees and family skate at a skating rink
- Photograph: Two unknown employees seated on a charter bus
- Photograph: Two unknown children seated on a charter bus
- Photograph: An unknown employee and her child walk near charter buses lined up outside BCBS's Riverside office
- Photograph: An unknown individual speaking at a podium
- Photograph: Vince Rio (left) speaks to three unknown individuals
- Photograph: An unknown employee is shown behind the desk of the gift shop at BCBS's Riverside office
- Photograph: The gift shop at BCBS's Riverside office
- Photograph: Stock image of characters at Disney World
- Photograph: Stock image of the electrical light parade at Disney World
- Photograph: Stock image of the Pirates of the Caribbean ride at Disney World
- Photograph: Stock image of a seal
- Photograph: A group of unknown employees pose with wrapped Christmas presents and donated canned goods
- Proofs: Employees attend an Employees Club sponsored fashion show at BCBS's Riverside office
- Proofs: An unknown male employee at a desk holding a BCBS manual; and three unknown female employees pose with trophies
- Proofs: Portraits of two unknown female employees and Edwina Thornton
- Proofs: Portraits of employees (from top left) Clara Adamson, Mike Bristow, Joe Lee, Pat Ainsley, Suzanne Sutton, Maxine Thomas, Bob Riggs, Gail Franz, Bill Varnell, and Dan Whitehead
- Proofs: Portraits of seven unknown employees
- Proofs: Carole Utley receives a plaque and flowers from Dave Mancini and several unknown employees
- Proofs: A typewriter at a desk

- Proofs: An unknown female employee poses with two other unknown female employees and with an unknown male employee; and portraits of employee Don McNutt
- Proofs: Employees signing up to donate blood and donating blood with the Jacksonville Blood Bank
- Proofs: Unknown employees play golf at the Hyde Park golf course
- Proofs: Unknown employees play golf at Inlet Beach golf course

Box 73: Building and Construction photos, 1956-1982, date unknown

Folder 628: Building and Construction photos 1956

- Photograph: BCBS board room

Folder 629: Building and Construction photos 1964

- Photograph: Close-up of Dave Mancini's office cubicle, including his desk, bulletin board, typewriter, phone, and various papers. Photo Date: 6/4/1964

Folder 630: Building and Construction photos 1966

- Photograph: A house next to BCBS's old two story office building is shown being torn down. Photo Date: 12/30/1966

Folder 631: Building and Construction photos 1967

- Photograph: A construction sign next to BCBS's Riverside office announces a 10-story building addition, and the companies affiliated with it, including Daniel Construction Co., Saxelbye and Powell, Smith Hardaker & Huddleston, and W. L. Tribble & Associates. Photo Date: 1/4/1967
- Photograph: (From left) H. A. Schroder, Frank Kelly, and W. Dean Steward are shown in hardhats and reviewing building plans in front of the construction site of BCBS's 10-story addition to its Riverside office.
- Photograph: Construction workers build a section of wall during construction of the 10-story addition to BCBS's Riverside office. Photo Date: 8/3/1967

Folder 632: Building and Construction photos 1968

- Photograph: The recently completed 10-story addition to BCBS's Riverside office is shown lit-up at night. Photo Date: 3/12/1968; 2 copies
- Photograph: BCBS's original two-story office building is shown with the recently completed 10-story addition shown just behind it. Photo date 3/13/1968; 3 copies
- Photograph: Shot of the recently completed 10-story addition to BCBS's Riverside office. Photo Date 4/23/1968; 2 copies
- Photograph: Shot of the recently completed 10-story addition to BCBS's Riverside office. Photo Date 4/23/1968; 2 copies
- Photograph: A model of BCBS's expanded Riverside office complex is shown, including a planned 20-story addition, 2 copies

Folder 633: Building and Construction photos 1970

- Photograph: An overhead view shows construction at BCBS's Riverside office as work begins on a new 20-story addition and parking garage. Photo Date 2/8/1970
- Photograph: Construction workers are shown working on the early stages of a new parking garage at BCBS's Riverside office. Photo Date: 3/1970

Folder 634: Building and Construction photos 1971

- Photograph: A backhoe operator digs through a pile of dirt next to BCBS's Riverside office during construction of a 20-story addition. Photo Date: 8/4/1971

Folder 635: Building and Construction photos 1972

- Photograph: The partially constructed 20-story addition to BCBS's Riverside office is shown behind the original two-story building and recent 10-story addition.

Folder 636: Building and Construction photos 1973

- Photograph: BCBS's recent 10 and 20-story additions are seen behind its original two-story office building as it is demolished. Photo Date: 10/1973
- Photograph: A close-up of the entrance to BCBS's new 20-story addition to its Riverside office is shown. Photo Date: 12/28/1973

Folder 637: Building and Construction photos 1975

- Photograph: BCBS's Riverside office is seen from across the St. Johns River
- Photograph: BCBS's Riverside office is seen from across the St. Johns River

Folder 638: Building and Construction photos 1982

- Group Photographs: Collection of 27 images of a crane outside of BCBS's Riverside office, and of various crane operators and workers assisting with loading and hoisting equipment to the building's rooftop

Folder 639: Building and Construction photos, date unknown

- Photograph: The first independent office building built by BCBS, located at 532 Riverside Avenue in Jacksonville, is shown. The office opened in 1951
- Photograph: The first independent office building built by BCBS, located at 532 Riverside Avenue in Jacksonville, is shown. The office opened in 1951
- Negative: The first independent office building built by BCBS, located at 532 Riverside Avenue in Jacksonville, is shown. The office opened in 1951
- Photograph: The back entrance of BCBS's first independent office is shown; 2 copies
- Photograph: A cutout of H. A. Schroder holding a large roll of paper is shown pasted over an image of the back entrance of BCBS's first independent office building
- Photograph: A close-up of the back entrance to BCBS's first independent office building is shown
- Photograph: The lobby of the back entrance to BCBS's first independent office building is shown

- Photograph: A construction worker builds a section of wall as part of an addition to BCBS's Riverside office
- Photograph: A construction worker walks over steel beams that are part of an addition to BCBS's Riverside office
- Photograph: A Blue Cross logo sign is hoisted by a crane to the top of BCBS's Riverside office building
- Photograph: BCBS's original two-story office building is shown with the recently constructed 10-story addition behind it
- Photograph: A close-up of the Blue Shield logo on a wall; 2 copies
- Photograph: A close-up of the Blue Cross logo on a wall; 2 copies
- Photograph: A model of BCBS's expanded Riverside office complex is shown, including a planned 20-story addition; 2 copies
- Photograph: A model of BCBS's expanded Riverside office complex is shown, including a planned 20-story addition
- Photograph: Construction work on BCBS's Riverside office complex, including a 20-story addition, is shown
- Photograph: Construction of a 20-story addition to BCBS's Riverside office is shown
- Photograph: Construction work on BCBS's Riverside office courtyard is shown
- Photograph: An overhead view by air shows BCBS's Riverside office, with the St. Johns River in the background
- Photograph: An overhead view by air shows downtown Jacksonville, including buildings, the St. Johns River, and bridges
- Group Photographs: Collection of 22 images that show close-up angled views and shots from across the St. Johns River of BCBS's Riverside office buildings
- Group photographs: Collection of 7 images and 11 negatives of BCBS's Riverside office, as well as the St. Johns River and other downtown area office buildings.
- Photograph: A building sign for one of BCBS's offices is shown, 2 copies

Folder 640: Company Executives and Board Members 1956

- Photograph: BCBS FL Executive Director H. A. Schroder (left) shakes hands with BCBS FL President C. Dewitt Miller

Folder 641: Company Executives and Board Members 1959

- Photograph: Blue Cross of FL president C. Dewitt Miller (left) and board member Dr. Edward Jelks (right) receive an annual certificate of approval from the American Hospital Association

Folder 642: Company Executives and Board Members 1962

- Photograph: BCBS Association President Walter McNerny
- Photograph: Blue Cross board members seated at a table during a meeting. President C. Dewitt Miller and Executive Director H. A. Schroder are at the far end of the table

Folder 643: Company Executives and Board Members 1965

- Photograph: BCBS FL President C. DeWitt Miller (right) shakes hands with Blue Cross of Florida's millionth member Loy Crumbley (left)

Folder 644: Company Executives and Board Members 1968

- Photograph: BCBS FL President H. A. Schroder at his desk
- Photograph: BCBS FL President H. A. Schroder and Vice President J. W. Herbert in Schroder's office
- Photograph: BCBS FL Vice President J. W. Herbert at his desk, 2 copies
- Photograph: BCBS FL Vice President J. W. Herbert at his desk, 2 copies
- Photograph: Sister Loretto Mary, BCBS FL board member, speaking at an event
- Photograph: BCBS Association President Walter McNerny speaking at an event, 2 copies

Folder 645: Company Executives and Board Members 1969

- Photograph: BCBS FL Vice President J. W. Herbert at his desk
- Proofs: Portrait of BCBS FL Vice President J. W. Herbert
- Photograph: Portrait of BCBS FL President H. A. Schroder
- Photograph: Portrait of BCBS FL President H. A. Schroder, 2 copies

Folder 646: Company Executives and Board Members 1970

- Photograph: Portrait of BCBS FL President J. W. Herbert, 2 copies
- Photograph: Portrait of BCBS FL President J. W. Herbert

Folder 647: Company Executives and Board Members 1973

- Photograph: Portrait of Blue Cross of FL board member W. R. Hancock

Folder 648: Company Executives and Board Members 1974

- Photograph: Portrait of Blue Shield of FL board member and chairman Dr. Joseph Matthews, 2 copies

Folder 649: Company Executives and Board Members 1976

- Photograph: BCBS President J. W. Herbert (right) and William Flaherty (second from right) at a Medicare contractor conference
- Photograph: BCBS President J. W. Herbert playing golf

Folder 650: Company Executives and Board Members 1979

- Photograph: William Flaherty, BCBS President J. W. Herbert, and Blue Shield board member Joseph Matthews at Herbert's retirement party

Folder 651: Company Executives and Board Members 1983

- Photograph: Portrait of Printing and Office Services manager John L. Bentley

Folder 652: Company Executives and Board Members 1985

- Group Photographs: Collection of 19 portraits of BCBS FL Senior Vice President Robert McCaffrey
- Photograph: Portrait of Actuarial and Underwriting Division manager Judy Discenza, 2 copies
- Group Photographs: Collection of 20 portraits of Senior Vice President of HMO's Harvey Matoren
- Photograph: Portrait of Senior Vice President of HMO's Harvey Matoren, 2 copies

Folder 653: Company Executives and Board Members, date unknown

- Photograph: Portrait of Blue Cross president C. Dewitt Miller
- Photograph: (From left) An unknown individual, J. W. Herbert, C. Dewitt Miller, and Jack Monohan, Executive Director of the Florida Hospital Association are shown in front of a TV camera at a studio while Herbert holds a film reel
- Photograph: Blue Cross of FL president C. Dewitt Miller
- Photograph: Blue Cross of FL president C. Dewitt Miller
- Photograph: Blue Cross of FL president C. Dewitt Miller, 2 copies
- Photograph: Portrait of J. W. Herbert, 2 copies
- Photograph: J. W. Herbert in his office
- Photograph: BCBS employees Charlie Webb and George Lewis (left), and Russell Carson and Dan Lewis (right) are shown with Ned Parish, president of the BCBS National Association, and Congressman Paul Rogers (center)
- Photograph: Vice President of Public Affairs John Slye
- Photograph: Larry Payne
- Photograph: James Hulsey
- Photograph: Senior Vice President of HMO's Harvey Matoren
- Photograph: Portrait of BCBS FL president and CEO William Flaherty
- Photograph: Chairman of the board Dr. G. Emerson Tully, 2 copies
- Photograph: Portrait of Blue Shield board member Charles Hayes
- Photograph: Portrait of Blue Shield board member Charles Hayes
- Photograph: Portrait of Blue Shield board member Lewis Doman, 2 copies
- Photograph: Portrait of Blue Shield board member Dr. Joseph Matthews
- Photograph: Portrait of Blue Shield board member Dr. Joseph Matthews
- Photograph: Portrait of Blue Shield board member Dr. Thomas Bartley
- Photograph: Portrait of Blue Shield board member Dr. Thomas Bartley
- Photograph: Portrait of Blue Shield board member Wallace Mathes, Jr.
- Photograph: Portrait of Blue Shield board president William Flaherty
- Photograph: Portrait of Blue Cross board member Robert Besserer
- Photograph: Portrait of an unknown board member
- Photograph: Portrait of Blue Shield board member Var Heyl
- Photograph: Portrait of Blue Shield board member John Turner
- Photograph: Portrait of Blue Shield board member Dr. Anthony Vento
- Photograph: Portrait of an unknown Blue Shield board member

- Photograph: Portrait of Blue Shield board member Dr. Irving Essrig
- Photograph: Portrait of Blue Shield board member Dr. Raymond Fitzpatrick
- Photograph: Portrait of Blue Cross honorary board member and previous board chairman Frank Kelly
- Photograph: Portrait of Blue Cross board member Roy Armstrong
- Photograph: Portrait of Blue Cross board member John Wymer, Jr.
- Photograph: Portrait of Blue Cross board member Ben Wilson
- Photograph: Portrait of Blue Shield board member Dr. W. Dean Steward
- Photograph: Portrait of Blue Shield board member David Giordano
- Photograph: Portrait of Blue Cross board member Harry Bower
- Photograph: Portrait of Blue Cross board member Clifford Beasley
- Photograph: Portrait of Blue Cross board vice-chairman Pat Groner
- Photograph: Portrait of Blue Shield board member Dr. John Carlson
- Photograph: Portrait of Blue Cross and Blue Shield board member Ned Wilford
- Photograph: Portrait of Blue Cross and Blue Shield board member Dr. John Kilpatrick
- Photograph: Portrait of Blue Cross board chairman W. R. Hancock
- Photograph: Portrait of Blue Cross board president J. W. Herbert
- Photograph: Portrait of Blue Cross honorary board member H. A. Schroder
- Photograph: Portrait of an unknown board member
- Photograph: Portrait of board member James Shaw, Jr.
- Photograph: William Flaherty speaks at an event, as J. W. Herbert (left) and W. J. Stansell (right) sit behind him
- Photograph: J. W. Herbert (left) and William Flaherty (right) shake hands
- Photograph: William Flaherty (left) shakes hands with an unknown individual (right)
- Photograph: William Flaherty (left) shakes hands with an unknown individual (right) as Dave Mancini (center) looks on
- Photograph: G. Emerson Tully speaks at a BCBS board meeting next to William Flaherty
- Photograph: John Wymer (left) accepts a plaque from an unknown board member at a BCBS board meeting
- Photograph: John Wymer (left) accepts a plaque from an unknown board member at a BCBS board meeting
- Photograph: John Wymer reads a plaque he received at a BCBS board meeting
- Photograph: W. R. Hancock (right) presents a gift to John Wymer (left) at a BCBS board meeting
- Photograph: John Wymer (left) and W. R. Hancock look at a silver platter given to Wymer at a BCBS board meeting
- Photograph: An unknown board member speaks at a BCBS board meeting
- Photograph: G. Emerson Tully in his office
- Photograph: An unknown BCBS board member speaks at a meeting
- Photograph: W. J. Stansell (left) and G. Emerson Tully (right) at a BCBS board meeting
- Photograph: Portrait of Vice President of Program Safeguards at First Coast Service Options Pat Ainsely

- Photograph: Portrait of Bruce Davidson
- Photograph: Portrait of W. Charles Scott
- Photograph: Portrait of Bob Sebok
- Photograph: Portrait of Senior Vice President Bruce Bagni
- Photograph: Portrait of Senior Vice President Larry Payne
- Photograph: Portrait of BCBS CEO Michael Cascone
- Photograph: Michael Cascone (right) presents Thelma Cullipher with a commemorative gift, next to an unknown employee
- Photograph: Portrait of West Coast Regional Vice President Dudley Medheim
- Photograph: Portrait of Burt Polacek
- Photograph: Portrait of Blue Cross board member Robert Evans
- Photograph: Portrait of Blue Cross board member Allen Lastinger, Jr.
- Photograph: Portrait of Blue Cross board member Jan Luytjes, Ph.D.
- Photograph: Portrait of Blue Cross board member Ernest Nott, Jr.
- Photograph: Portrait of Blue Cross board member Edward Proefke
- Photograph: Portrait of Blue Cross board member Robert Sheen
- Photograph: Portrait of Blue Cross board member Sherwood Smith
- Photograph: Portrait of Blue Cross board member J. Robert Sweat, Jr.
- Photograph: Portrait of Blue Cross board member Claude Weeks
- Photograph: Portrait of Blue Cross board member Michael Wood
- Photograph: Portrait of Blue Cross board member Frederick Youngblood

Box 74: Promotional Photos 1965, date unknown

Commemorative Events and Outings 1954-1966

Other Employee and Workplace Photos 1951-1969

Folder 654: Promotional Photos 1965

- Group Photographs: Collection of 6 images and 82 proofs used in the BCBS brochure "Career Opportunity With Florida Blue Cross and Blue Shield," depicting a young man recently employed by BCBS FL as a salesman in various office and home scenarios

Folder 655: Promotional Photos, date unknown

- Photograph: Promotional image with a physician seated with a woman at a table
- Photograph: Promotional image with a woman next to a girl in a hospital bed handing her Blue Cross card to a nurse
- Photograph: Promotional image with a nurse taking a young girl's blood pressure
- Photograph: Promotional image with a nurse with a Blue Cross card seated next to a physician
- Photograph: Promotional image with a nurse next to a man in a hospital bed holding a Blue Cross card
- Photograph: Promotional image with a man next to a time card machine showing his Blue Cross card to a nurse
- Photograph: Promotional image with two manual laborers, with one displaying his Blue Cross card to the other

- Photograph: Promotional image with two men standing in front of machinery, one displaying his Blue Cross card to the other
- Photograph: Promotional image with two men with work gear and tool belts, one displaying his Blue Cross card to the other
- Photograph: Promotional image with a woman displaying a card to a man in an open office area
- Photograph: Promotional image with a woman taking her Blue Cross Blue Shield card out of her purse
- Photograph: Promotional image with a man kneeling next to man in a hospital bed
- Photograph: Promotional image with two cab drivers, one displaying his Blue Shield card to the other
- Photograph: Promotional image with a man showing his Blue Shield card to another man
- Photograph: Promotional image with a policeman showing his Blue Shield card to another policeman, 2 copies
- Photograph: Promotional image with a woman and a nurse standing over a man in a hospital bed
- Photograph: Promotional image with a man holding a toolbox and wearing a tool belt
- Photograph: Promotional image with a taxicab driver standing next to his car
- Photograph: Promotional image with a man preparing food in an industrial kitchen
- Photograph: Promotional image showing an optometrist performing an eye exam on a young girl
- Photograph: Promotional image showing J. W. Herbert seated next to a variety of common items with price tags
- Photograph: Promotional image showing medical staff standing over a man in a hospital bed, one taking his blood pressure, the other setting up equipment
- Photograph: Promotional image showing medical staff performing an operation
- Photograph: Promotional image showing a man reading a book in front of a book shelf
- Photograph: Promotional image showing a number of Blue Cross and Blue Shield's brochures and newsletters
- Photograph: Promotional image showing a man standing in front of a blown-up printout of a Blue Cross membership card
- Photograph: Promotional image showing a man standing in front of a blown-up printout of a Blue Cross membership card on a studio set
- Proofs: Promotional images depicting various individuals, including an elderly man in outdoor wear with a fishing rod, a man in a suit with a briefcase, a woman holding hands with two girls, a man in a tie and dress shirt holding blueprints and a T-square, and a man in a suit with a briefcase.
- Negatives: Promotional images of hospital staff performing various tasks, including reviewing X-rays, performing diagnostic tests, assisting patients, and looking into a microscope
- Negatives: Promotional images of hospital staff and EMS staff assisting patients, performing operations, and performing diagnostic tests

- Group Photographs: Collection of 8 images and 16 negatives of BCBS FL TV and billboard advertisements for its HMO, Health Options
- Group Photographs: Collection of 51 images and 101 negatives of a BCBS promotional campaign for group health insurance, featuring a middle-aged man in glasses in various office and home scenarios

Folder 656: Commemorative Events and Outings 1954

- Photograph: Employees and guests are shown at Blue Cross' 10th anniversary dinner at the George Washington Hotel in Jacksonville. Photo Date: 7/2/1954
- Photograph: (from left) C. Dewitt Miller, U.S. Senator J. Lister Hill, and H. A. Schroder pose together at Blue Cross' 10th anniversary dinner at the George Washington Hotel in Jacksonville. Photo Date: 7/2/1954

Folder 657: Commemorative Events and Outings 1962

- Photograph: Employees at a company dinner at BCBS's Riverside office. Pictured (from left): Jack Baker, Edwina Thornton, J. W. Herbert, John Brothers, Tom Stallworth, Sara Sloterbeek, an unknown individual, and Marion Fisher. Photo Date: 5/1962

Folder 658: Commemorative Events and Outings 1966

- Photograph: Guests at a retirement dinner for C. Dewitt Miller are seated around tables at the Roosevelt Hotel in Jacksonville. Photo Date: 11/16/1966
- Photograph: Sherwood Smith, president of the Florida Hospital Association, speaks at C. Dewitt Miller's retirement dinner. Photo Date: 11/16/1966
- Photograph: John Stage speaks at C. Dewitt Miller's retirement dinner, next to Pat Groner. Photo Date: 11/16/1966
- Photograph: John Stage speaks at C. Dewitt Miller's retirement dinner, in between Miller (left) and Pat Groner (right). Photo Date: 11/16/1966
- Photograph: Pat Groner speaks at C. Dewitt Miller's retirement dinner. Photo Date: 11/16/1966
- Photograph: Pat Groner speaks at C. Dewitt Miller's retirement dinner. Photo Date: 11/16/1966
- Photograph: C. Dewitt Miller speaks at his retirement dinner. Photo Date: 11/16/1966
- Photograph: C. Dewitt Miller speaks at his retirement dinner. Photo Date: 11/16/1966
- Photograph: C. Dewitt Miller receives a gift from Frank Kelly at his retirement dinner. Photo Date: 11/16/1966
- Photograph: C. Dewitt Miller's daughter and son-in-law, Mrs. and Dr. Eugene L. Griffin, are shown at his retirement dinner. Photo Date: 11/16/1966
- Photograph: (from left) H. A. Schroder, Mrs. Edward Jelks, and H. Plant Osborne are shown at C. Dewitt Miller's retirement dinner. Photo Date: 11/16/1966
- Photograph: (from left) C. Dewitt Miller, Mrs. Miller, and Broward Williams, state Insurance Commissioner, are shown at Miller's retirement dinner. Photo Date: 11/16/1966, 2 copies

- Proofs: Guests and speakers at C. Dewitt Miller's retirement dinner. Photo Date: 11/16/1966
- Proofs: Guests and speakers at C. Dewitt Miller's retirement dinner. Photo Date: 11/16/1966
- Proofs: Guests and speakers at C. Dewitt Miller's retirement dinner. Photo Date: 11/16/1966

Folder 659: Other employee and workplace photos 1951

- Photograph: Employees are shown at their desks in Blue Cross and Blue Shield's recently opened two-story office building on Riverside Avenue. Photo Date: 1951
- Photograph: Employees are shown in Blue Cross and Blue Shield of Florida's recently opened two-story office building on Riverside Avenue; inscription on the photo's back says "Machine Acct Data Processing." Photo Date: 1951

Folder 660: Other employee and workplace photos 1961

- Photograph: An employee processes a Blue Shield claims check. Photo Date: 7/3/1961

Folder 661: Other employee and workplace photos 1968

- Photograph: Blue Cross and Blue Shield of Florida's employees in the company's Medicare Part B claims processing division are shown at their desks. Photo Date: 3/20/1968

Folder 662: Other employee and workplace photos 1969

- Photograph: Individuals participating in the Blue Cross Blue Shield Health Care Institute are shown together. Pictured: (row 1, from left) Charles Gamester, Richard Claar, D. R. Randolph, James Champer, Jack Nicely, Bernice Stearns, Dale Keller, Robert Russell, Robert Haskins, Mel Snead (row 2, from left) Ira Sharenow, Chester Dembrowski, Robert Morris, John Herbert, Jr., John Putnam, Joseph Rhea, Robert Ethridge, Jack Bond (row 3, from left) Paul Bash, Richard Fitzgerald, James Goodwin, Harry Anderson, Layne Crow, Otton Gaus, Donald Fitzpatrick, (row 4, from left) Stacey Sheley, John Griffith (director), Richard Carter, W. D. Croxford, Lawrence Cheek, Raymond Sullivan, William Orner, Jr., and James Packard

Box 75: Commemorative Events and Outings 1976-2001

- Group photographs: Collection of 18 images of a Christmas party at BCBS's Riverside office. Date: 1976
- Group photographs: Collection of 6 images of a retirement celebration for BCBS employee Mel Snead at an unknown venue. Also shown is Snead's wife, and fellow BCBS employee Dan Whitehead. Date: 1979
- Group photographs: Collection of 4 images of a BCBS Christmas party at an unknown venue. Date: 1980
- Group photographs: Collection of 17 images of a BCBS Halloween party at an unknown individual's home. Date: 10/30/1981

- Group photographs: Collection of 16 images of a Christmas party at one of BCBS's offices. Date: 1981
- Group photographs: Collection of 8 images of a costume party at one of BCBS's offices. Date: 7/1982
- Group photographs: Collection of 20 images of a Christmas party at one of BCBS's offices. Date: 12/1985
- Group photographs: Collection of 37 images of a BCBS employee and family member cookout, which was part of a company-sponsored trip to Six Flags of Georgia. Date: 1987
- Group photographs: Collection of 13 images of a Christmas party at one of BCBS's offices. Date: 1987
- Group photographs: Collection of 24 images of an unknown BCBS awards event at the Jacksonville Omni Hotel. Date: 1990
- Group negatives: Collection of 167 negatives of BCBS employees at an event titled "An Evening at Southfork." Date: 3/20/1993
- Group photographs: Collection of 53 images from the Childbirth Education Association's awards ceremony, at which BCBS FL was given its corporate citizen award. Images 1-12, 25-37, 40-41, and 44-53 show U.S. Congresswoman Pat Schroeder, and images 16-24, 38, 43-45, 47-48, and 52 show U.S. Congresswoman Tillie Fowler. Date: 3/22/1993
- Group photographs: Collection of 64 images and 68 negatives of BCBS's employee open house at the newly opened Deerwood Campus. Date: 11/8/1997
- Group photographs: Collection of 78 images and 76 negatives of BCBS's Deerwood Campus dedication dinner. Date: 11/13/1997
- Group photographs: Two images of a BCBS sponsored celebration at the Lee County Mosquito Control Department in Fort Myers, FL to commemorate the department's 40th anniversary as a BCBS customer. BCBS VP of the Central Geographic Business Unit Don Van Dyke is pictured speaking. Date: 1998
- Group photographs: Collection of 61 images of a retirement party at BCBS's Deerwood Campus for an employee named Carl. Date: 8/30/2001
- Group photographs: Collection of 3 images of a BCBS Mardi Gras-themed marketing event. Date: 9/26/2001
- Group photographs: Collection of 99 images of a BCBS Christmas party for retirees. Date: 12/13/2001

Box 76: Commemorative Events and Outings 2002-2003, date unknown

- Group photographs: Collection of 116 images of a BCBS Christmas party for retirees. Date: 12/5/2002
- Group photographs: Collection of 135 images of a BCBS Christmas party for retirees. Date: 12/9/2003
- Group photographs: Collection of 5 images of BCBS employees at a dinner at an unknown venue, including Mel Snead, Bill Hubbard, and several unidentified individuals. Date: unknown
- Group photographs: Collection of 15 images of a BCBS Christmas party at an unknown individual's home. Date: unknown

- Group photographs: Collection of 24 images of a BCBS costume party and celebration in its corporate library at the company's Riverside office. Date: unknown
- Group photographs: Collection of 27 images and 68 negatives of an unidentified company party on the patio of BCBS's Riverside office. Date: unknown
- Group photographs: Collection of 45 images of an unidentified BCBS party at an unidentified venue. Images 39-44 include guest Ira M. Koger, former chairman of the Florida Arts Council. Date: unknown
- Group photographs: Collection of 17 images of employees at a BCBS Christmas party who assisted with the company's corporate archives project, including Marilou Watson, Michael Kucsak, Joe Girouex, and an unknown individual. Date: unknown

Box 77: Charitable Initiatives 1987-1989

- Group photographs: Collection of 132 images and 17 negatives of BCBS's Corporate Cup golf tournament, which raised money for U.S. Olympic teams. Date: 1987
- Group photographs: Collection of 64 images of BCBS's "The Great American Swim Raiser," which raised money for U.S. Olympic teams. Date: 12/5/1987
- Group photographs: Collection of 132 images of BCBS's Olympic Citizens Tour, a bike ride through St. Petersburg, FL that raised money for U.S. Olympic teams. Date: 3/5/1988
- Photograph: BCBS employees who participated in the March of Dimes "Walk America" fundraiser pose together. Date: 4/15/1989

Box 78: Charitable Initiatives 1990-1992

- Group photographs: Collection of 16 images of BCBS's annual Toys for Tots variety show, sponsored by the BCBS Employees' Club. Date: 12/1990
- Photograph: BCBS employees who participated in the March of Dimes "Walk America" fundraiser pose together, 2 copies. Date: 1991
- Group photographs: Collection of 240 images out of a total of 425 of BCBS's annual Toys for Tots variety show, sponsored by the BCBS Employees' Club. Date: 12/1992

Box 79: Charitable Initiatives 1992-2002

- Group photographs: Collection of 185 images out of a total of 425 of BCBS's annual Toys for Tots variety show, sponsored by the BCBS Employees' Club. Date: 12/1992
- Group photographs: Collection of 6 images of the Blue Foundation's presentation of a donation check to MaliVai Washington Kids Foundation. Date: 12/19/2001
- Group photographs: Collection of 17 images of of The Blue Foundation's presentation of donation checks to PACE Center for Girls of Pinellas County and Gulf Coast Community Care. Date: 1/24/2002

Box 80: Charitable Initiatives 2002-2003

- Group photographs: Collection of 99 images of Blue Foundation committee members meeting to determine which grant applications to approve. Date: 5/2002
- Group photographs: Collection of 26 images of The Blue Foundation's presentation of a donation check to FSU School of Nursing. Date: 5/9/2002

- Group photographs: Collection of 10 images of The Blue Foundation's presentation of a donation check to Mission House Jax Beach. Date: 7/15/2002
- Group photographs: Collection of 6 images of The Blue Foundation's presentation of a donation check to the Northeast Florida Pediatric Society. Date: 7/15/2002
- Group photographs: Collection of 2 images of The Blue Foundation's presentation of a donation check to Pleasant Place in Gainesville. Date: 7/16/2002
- Group photographs: Collection of 4 images of The Blue Foundation's presentation of a donation check to the Acorn Clinic of Alachua County. Date: 7/16/2002
- Group photographs: Collection of 13 images of The Blue Foundation's presentation of a donation check to Experience Works in Ocala. Date: 7/16/2002
- Group photographs: Collection of 7 images of The Blue Foundation's presentation of a donation check to Columbia County Senior Services. Date: 7/17/2002
- Group photographs: Collection of 6 images of The Blue Foundation's presentation of a donation check to Elderly Interest Fund in Ft. Lauderdale. Date: 7/18/2002
- Group photographs: Collection of 10 images of The Blue Foundation's presentation of a donation check to Hispanic Health Initiatives in Orlando. Date: 7/23/2002
- Group photographs: Collection of 12 images and 24 negatives of The Blue Foundation's presentation of a donation check to Senior Friendship Centers in Sarasota. Date: 7/25/2002
- Group photographs: Collection of 4 images of The Blue Foundation's presentation of a donation check to We Care Network in Tallahassee. Date: 2/4/2003
- Photograph: Image of The Blue Foundation's presentation of a donation check to Family Central, Inc. Date: 4/2/2003
- Group photographs: Collection of 31 images of The Blue Foundation's presentation of a donation check to Volunteers in Medicine clinic in Jacksonville. Date: 6/20/2003
- Group photographs: Collection of 8 images of the Volunteers in Medicine grand opening celebration. Date: 2003
- Group photographs: Collection of 6 images from BCBS's annual Day of Caring employee volunteer event. Date: 2003

Box 81: Other Employee and Workplace Photos, 1975-1998

- Group photographs: Collection of 5 images of several BCBS employees, including Ann Singleton, Debbie Weisman, Marilyn Cooney, Joanne Cook, Josie Gents, Victor Herbert, and Jeanette Sutton. Date: 12/1975
- Group photographs: Collection of 8 images of a BCBS office fishing party. Date: 9/1977
- Group photographs: Collection of 6 images of a baby shower for a BCBS employee named Alice. Date: 5/14/1981
- Group photographs: Collection of 4 images of several BCBS employees, including Jackie Kinnamon, Barbara Davis, Phyllis McGovern, Jackie McKenzie, and Randie Conley. Date: 5/1981
- Photograph: Group image of the graduates of BCBS's Management Development I Program 3/16-5/12/1993

- Photograph: Group image of the graduates of BCBS's Management Development I Program 3/29-6/24/1993
- Photograph: Group image of the graduates of BCBS's Management Development I Program 10/5-12/1/1993
- Photograph: Group image of the graduates of BCBS's Management Development I Program 10/6-12/2/1993
- Photograph: Group image of the graduates of BCBS's Management Development I Program 10/7-12/3/1993
- Photograph: Group image of the graduates of BCBS's Management Development I Program 10/10-12/3/1993
- Photograph: Group image of the graduates of BCBS's Management Development I Program 10/13-12/9/1993
- Photograph: Group image of the graduates of BCBS's Management Development I Program 2/8-3/30/1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 2/2-4/15/1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 2/14-4/22/1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 2/23-4/29/1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 4/20-6/9/1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 4/19-6/15-1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 6/23-8/11/1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 6/28-8/26/1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 9/20-11/8/1994
- Photograph: Group image of the graduates of BCBS's Management Development II Program 11/18/1994
- Photograph: Group image of the graduates of BCBS's Management Development II Program 10/12-12/16/1994
- Photograph: Group image of the graduates of BCBS's Management Development I Program 3/7-4/12/1995
- Photograph: Group image of the graduates of BCBS's Management Development I Program 5/4-6/9/1995
- Photograph: Group image of the graduates of BCBS's Management Development I Program 11/9-12/15/1995
- Photograph: Group image of the graduates of BCBS's Management Development II Program 1/9-3/14/1996

- Photograph: Group image of the graduates of BCBS's Management Development I Program 3/6-4/18/1996
- Photograph: Group image of the graduates of BCBS's Management Development II Program 4/23-6/20/1996
- Photograph: Group image of the graduates of BCBS's Management Development I Program 10/2-11/20/1996
- Photograph: Group image of the graduates of BCBS's Management Development I Program 4/1-4/30/1997, 2 copies
- Photograph: Group image of the graduates of BCBS's Management Development I Program 5/1-5/30/1997
- Photograph: Group image of the graduates of BCBS's Management Development II Program 4/16-6/20/1997
- Photograph: Group image of the graduates of BCBS's Management Development I Program 6/3-7/2/1997
- Photograph: Group image of the graduates of BCBS's Management Development II Program 5/7-7/24/1997
- Photograph: Group image of the graduates of BCBS's Management Development I Program 7/1-7/30-1997
- Photograph: Group image of the graduates of BCBS's Management Development II Program 6/4-8/15/1997
- Photograph: Group image of the graduates of BCBS's Management Development II Program 7/16-9/19/1997
- Photograph: Group image of the graduates of BCBS's Management Development I Program 9/30-10/30-1997
- Photograph: Group image of the graduates of BCBS's Management Development I Program 10/21-11/19/1997
- Photograph: Group image of the graduates of BCBS's Management Development I Program 10/14-11/19/1997
- Photograph: Group image of the graduates of BCBS's Management Development II Program 10/15-12/5/1997
- Photograph: Group image of the graduates of BCBS's Management Development II Program 10/1-12/5/1997
- Photograph: Group image of the graduates of BCBS's Management Development II Program 10/1-12/5/1997
- Group photographs: Collection of 36 images and 37 negatives of protesters demonstrating outside BCBS's Riverside office regarding the company's changes to Medicare skin cancer screening policies. Date: 9/1997
- Group photographs: Collection of 7 images of several BCBS employees moving from their Freedom Commerce Center offices to the newly opened Deerwood Campus Complex. Date: 1997
- Group photographs: Collection of 15 images of BCBS employees moving into the new Business Research Information Center at the newly opened Deerwood Campus Complex, along with images of the new space. Date: 1997

- Group photographs: Collection of 10 images of several unidentified BCBS employees enjoying drinks and food at a Mexican restaurant. Date: 1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 2/4-3/6/1998
- Photograph: Group image of the graduates of BCBS's Management Development II Program 2/24-3/27/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 3/18-4/17/1998
- Photograph: Group image of the graduates of BCBS's Management Development II Program 3/31-5/15/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 4/22-5/22/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 5/20-7/17/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 6/3-7/9/1998
- Photograph: Group image of the graduates of BCBS's Management Development II Program 6/16-7/17/1998
- Photograph: Group image of the graduates of BCBS's Management Development II Program 6/23-7/24/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 7/10-8/7/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 8/19-9/18/1998
- Photograph: Group image of the graduates of BCBS's Management Development II Program 8/4-9/25/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 9/30-10/30/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 8/6-10/24/1998
- Photograph: Group image of the graduates of BCBS's Management Development II Program 10/6-11/6/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 11/11-12/18/1998
- Photograph: Group image of the graduates of BCBS's Management Development I Program 11/18-12/18/1998

Box 82: Other Employee and Workplace Photos 1999-2001, date unknown

- Photograph: Group image of the graduates of BCBS's Management Development I Program 3/9-4/15/1999
- Photograph: Group image of the graduates of BCBS's Management Development II Program 3/16-4/29/1999

- Photograph: Group image of the graduates of BCBS's Management Development I Program 8/23-10/13/1999
- Group photographs: Collection of 24 images of various BCBS employees in their cubicles and work spaces at the Deerwood Campus Complex. Date: 1999
- Group photographs: Collection of 19 images of BCBS United Way chairmen for the company's 2001 fundraising campaign. Date: 1/29/2001
- Photograph: An unidentified BCBS female employee standing in front of a river. Date: 6/25/2002
- Photograph: Employees are seen at their desks in an office area of BCBS's original two-story office building on Riverside Avenue. Date: unknown
- Photograph: Mail room employees are seen at their desks in BCBS's original two-story office building on Riverside Avenue. Date: unknown
- Photograph: Two employees review building plans in an office area of BCBS's original two-story office building as movers lift a desk in the background. Date: unknown
- Photograph: Individuals are seen in the lobby area of BCBS's office building on Riverside Avenue. Date: unknown
- Photograph: Several unidentified men stand in an office area. Date: unknown
- Photograph: Warehouses and ships are seen along the St. Johns River in front of the Mathews Bridge. Date: unknown
- Photograph: Portrait of an unknown BCBS executive seated at his desk. Date: unknown
- Group photographs: Collection of 11 images of several unidentified BCBS employees eating at a restaurant. Date: unknown
- Group photographs: Collection of 4 images of several BCBS employees at an unidentified event in BCBS's corporate library at the Deerwood Campus. Date: unknown
- Group photographs: Collection of 9 images of a series of BCBS Nexis training sessions. Date: unknown
- Group photographs: Collection of 9 images of 11 BCBS employees in a meeting, including Cyril Blavo, Greg Gross, Wendy Gross, Lisa Simpson, Kristi Krueger, and Susan Towler. Date: unknown
- Group photographs: Collection of 36 images of a graduation and training sessions for a Management Development I Program. Date: unknown
- Group photographs: Collection of 32 images of unidentified groups of Management Development Program graduates. Date: unknown
- Photograph: Image of an American Lung visual display funded by BCBS FL. Date: unknown
- Photograph: Image of unidentified high school or college students working at a BCBS office. Date: unknown
- Photograph: Bill Flaherty shakes hands with an unknown individual, next to a Capital Health Plan sign. Date: unknown
- Photograph: Two unidentified individuals at an unknown event. Date: unknown
- Negatives: Collection of 119 negatives of various BCBS warehouse employees. Date: unknown

- Negatives: Collection of 70 negatives of employees in office cubicles, group shots, and in meetings. Date: unknown
- Negatives: Collection of 16 images of buildings and street scenes in Chicago. Date: unknown
- Negatives: Collection of 9 images of several BCBS employees in an office. Date: unknown

Box 83: Slides, date unknown

- Collection of 141 slides showing unknown employees at their desks and in various workspaces, titled "Customer Service."
- Collection of 149 slides showing unknown employees at their desks and in various workspaces, titled "Claims."

Box 84: Slides 1980, date unknown

- Collection of 34 slides of portraits of unknown employees, and employees shown in groups in various office settings
- Collection of 86 slides commemorating employee Bill Snyder's retirement, which show historical images of BCBSF employees and workspaces from the 1940's through the 1970's
- Collection of 19 slides showing the interior of one of BCBSF's offices, and various unknown employees
- Collection of 66 slides for a presentation for BCBSF's Merit Salary Program. Date: 1980
- Collection of 34 slides showing BCBSF's Corporate Library, including librarian Bill Condon, and several unknown employees

Miscellaneous Media

Box 85: Microfilm tape 1969-1980

- Med. Division Claims Committee Minutes 1969-1973
- Med. Division Claims Committee Minutes 1974-1976
- Med. Division Claims Committee Minutes 1977-1978
- Claims Committee Minutes 1/1979-12/1979

Box 86: 16mm film reel and accessories, 1966-1974, date unknown

- "Follow The Leader," 16mm color comp. print, MGS Services, date unknown
- Follow The Leader discussion guide, 1966
- Packing slip, MGS Services, 6/20/1974

Box 87: Reel to reel tape, 1968

- Interview with H. A. Schroder regarding Blue Cross history, 6/18/1968

Box 88: Reel to reel tape, 1968

- Interviews regarding Blue Cross history: Dr. Edward Jelks, 6/27/1968; W. A. Naller, 9/12/1968; H. P. Osborne, 9/14/1968; Sister Loretto Mary, 10/3/1968; Walter C. Jones, 10/9/1968

Box 89: Reel to reel tape, 1968

- Interview with Walter C. Jones regarding Blue Cross and Blue Shield history, 10/9/1968

Box 90: Reel to reel tape, 1968

- Interview with Sister Loretto Mary regarding Blue Cross and Blue Shield history, 10/3/1968

Memorabilia

Awards, Certificates, and Plaques

Box 91: Awards, Certificates, and Plaques 1968

- Florida Hospital Association to Donald M. Schroder for Outstanding Service as President, 1968

Box 92: Awards, Certificates, and Plaques 1979

- Blue Cross and Blue Shield 50th Anniversary, 1979

Box 93: Awards, Certificates, and Plaques 1983

- Blue Cross and Blue Shield of Florida Corporate Library, 1983
- Florida Association of Domestic Insurance Companies: Service Award, W.E. Flaherty, 1983

Box 94: Awards, Certificates, and Plaques 1989

- March of Dimes Walk America – In Appreciation to Blue Cross Blue Shield, 1989
- The Florida Council of 100/Florida Tax Watch Inc., plaque to W. E. Flaherty, 1989

Box 95: Awards, Certificates, and Plaques 1989 cont.

- U.S. Marine Corps Certificate of Appreciation for Blue Cross Blue Shield of Florida Employees Club for Support of Toys for Tots, 1989

Box 96: Awards, Certificates, and Plaques 1990

- Jacksonville Downtown Lions Club – In Appreciation to Blue Cross Blue Shield Employees Association, 1990

Box 97: Awards, Certificates, and Plaques 1991

- March of Dimes Silver Award to BCBS, 1991
- March of Dimes 1st Place Most Participation Award to BCBS, 1991
- March of Dimes Achievement Award to BCBS, 1991

Box 98: Awards, Certificates, and Plaques 1991 cont.

- Walk America T-Shirt Contest – Best Campaign Portrayal, 1991

- BCBS Employee's Club Volunteer Service Award, 1991

Box 99: Awards, Certificates, and Plaques 1992

- March of Dimes Night Walk on the Beach – In Appreciation to Blue Cross Blue Shield, 1992

Box 100: Awards, Certificates, and Plaques 1998

- United Way Award to Blue Cross Blue Shield of Florida – Charter Corporate Partner in Caring, 1998
- Florida Department of Insurance – Third Party Administrator Certificate of Authority issued to First Coast Service Options, Inc., 1998

Box 101: Awards, Certificates, and Plaques 2005

- NFL YET Leadership Award, to BCBSF, 2005

Box 102: Awards, Certificates, and Plaques 2006

- United Way Award to Blue Cross Blue Shield of Florida – 2005 Leadership Award, 2006

Box 103: Awards, Certificates, and Plaques 2008

- Blue Foundation of Florida Contribution Thank You, 2008

Box 104: Awards, Certificates, and Plaques 2010

- Feeding South Florida grateful acknowledgement to The Blue Foundation for a Healthy Florida, 2010

Box 105: Awards, Certificates, and Plaques 2010 cont.

- Hispanic Health Initiatives Inc., Humanitarian Excellence Award to the Blue Foundation for a Healthy Florida, 2010

Box 106: Awards, Certificates, and Plaques 2012

- United Way 2011 Corporate Engagement Award to Florida Blue, 2012

Box 107: Awards, Certificates, and Plaques 2012 cont.

- Healthy Jacksonville Heart of the Community Award Organizational Leadership 2012, to Blue Cross Blue Shield of Florida Foundation, 2012

Box 108: Awards, Certificates, and Plaques 2012 cont.

- City of Hialeah Certificate of Appreciation to Blue Cross Blue Shield of Florida Foundation, 2012

Box 109: Awards, Certificates, and Plaques 2014

- United Way Community Champions Circle of Honor Bronze Award to Florida Blue, 2014

Box 110: Awards, Certificates, and Plaques 2015

- United Way Award to Florida Blue for its Contributions to the 2015 Campaign, 2015
- United Way Leadership Circle Award to Florida Blue for its Contributions Exceeding \$2,000,000

Box 111: Awards, Certificates, and Plaques, date unknown

- Viva United Way plaque to Blue Cross Blue Shield Florida and its Employees, date unknown
- Weight Watchers of Northeast Florida and Southeast Georgia, Inc., in recognition to the Employees Club and the Employees of Blue Cross Blue Shield, Inc., date unknown

Large Prints and Framed Items

Box 112: Large Prints and Framed Items 1967-1968, date unknown

- Collection of 9 images showing the progression of construction work on the 10-story addition to BCBS's Riverside office, including its completion, from 2/1967 to 1/1968 (2 copies)
- Collection of 7 images of aerial shots of BCBS's Riverside office complex and the surrounding neighborhood, date unknown

Box 113: Large Prints and Framed Items 1968

- Framed photograph: (From left) Walter McNerny, H. A. Schroder, and an unknown individual are shown with an IBM 2260 monitor

Box 114: Large Prints and Framed Items 1970

- Framed Resolution: Blue Cross of Florida board resolution honoring Edward Jelks, MD, on his retirement
- Framed Resolution: Blue Shield of Florida board resolution honoring Edward Jelks, MD, on his retirement

Box 115: Large Prints and Framed Items 1975

- Framed photograph: Blue Cross of Florida board members, 2 copies

Box 116: Large Prints and Framed Items 1992

- Photograph on poster: Aerial image of the Deerwood Park area of Jacksonville

Box 117: Large Prints and Framed Items 1994

- Photograph on poster: Aerial image of the Deerwook Park area of Jacksonville

Box 118: Large Prints and Framed Items 1994 cont.

- Framed report: Commemorative BCBSFL 1993 Annual Report, displayed next to the logo "Blue Cross & Blue Shield, 50 Years, 1944-1994"

Box 119: Large Prints and Framed Items 1996

- Photograph series on poster: Construction and aerial images of BCBS's Deerwood Campus Complex

Box 120: Large Prints and Framed Items 2001

- Organizational Chart: BCBS FL subsidiary and affiliate organizational chart as of 7/9/2001

Box 121: Large Prints and Framed Items 2013

- Framed print: Commemorative print showing Ponce de Leon and a woman in Seminole dress, with the words "Viva Florida, 1513-2013," in honor of the state's 500th anniversary

Box 122: Large Prints and Framed Items, date unknown

- Photograph on poster: Aerial image of BCBS's Deerwood Campus Complex and surrounding woods

Box 123: Large Prints and Framed Items, date unknown

- Framed Painting: Oil portrait of Edward Jelks, MD, founding Blue Shield of Florida board member

Signs and Banners

Box 124: Signs and Banners, date unknown

- Vinyl banner with Blue Cross Blue Shield of Florida logo, date unknown

Box 125: Signs and Banners, date unknown

- Felt banner with Blue Cross Blue Shield of Florida logo, date unknown

Box 126: Signs and Banners, date unknown

- Felt banner with Blue Cross Blue Shield of Florida logo, date unknown

Box 127: Signs and Banners, date unknown

- Blue Cross Member Hospital Sign, date unknown
- Employee names and titles sign, date unknown

Box 128: Signs and Banners, date unknown

- Vinyl banner with logo and text: Blue Cross and Blue Shield of Florida Employees' Club
- Vinyl banner with logo and text: Blue Cross and Blue Shield of Florida 50th Anniversary 1944-1994

Souvenirs and Miscellaneous Objects

Box 129: Buttons, Pins, Medallions, and other Souvenirs 1961-2014, date unknown

Tray 1:

- Blue Cross lapel pin, date unknown
- Blue Cross and Blue Shield lapel pin, date unknown

- Blue Shield 5 year service lapel pin, date unknown
- Blue Cross 15 year service lapel pin, date unknown
- Blue Cross and Blue Shield 5 year service lapel pin, date unknown
- Blue Cross 5 year service lapel pin, date unknown
- Blue Cross 10 year service lapel pin, date unknown
- Silver checkmark '71 lapel pin, 1971
- Blue Cross and Blue Shield 1988 Olympics pin, 1988
- Blue Cross and Blue Shield 1992 Olympics pin, 1992
- Blue Cross and Blue Shield 2000 Olympics pin, 2000
- Blue Cross and Blue Shield Team USA 2000 Olympics pin, 2000
- H. A. Schroder retirement commemorative medallion, 1970
- Blue Cross of Florida and Blue Shield of Florida building dedication medallion, 1974, 3 copies
- Blue Cross logo button, date unknown, 2 copies
- Blue Cross and Blue Shield of Florida "Say No To Drugs" button, date unknown
- Florida Blue "Florida Classic" 2014 medallion
- Florida Combined Insurance 10th anniversary button and ribbon, 1975

Tray 2:

- Blue Cross and Blue Shield "Schroder Day – 25 Years" button, 1961
- J. W. Herbert "Best Wishes on Your Retirement" button, 1979, 2 copies
- Direct Sales button, 1985
- Florida Health PAC "Team '88" button, 1988
- "I'm Doing My Part Through Florida Health PAC" button, 1990
- Blue Cross and Blue Shield "Organization Survey" button, 1992
- BCBSF "Y2K Subject Matter Expert" button, date unknown
- Blue Cross and Blue Shield of Florida "I'm Taking a Closer Look" button, date unknown, 2 copies
- Blue Cross and Blue Shield of Florida "I Gave. They Pedaled." button, date unknown
- Blue Cross and Blue Shield of Florida "I Adopted a Winner" button, date unknown
- "All Of Us Helping Each Of Us" button, date unknown
- "I Respond Best to The Basic Principles" button, date unknown
- Blue Cross and Blue Shield of Florida "I Like Mike" button, date unknown

Tray 3:

- Blue Shield of Florida 25th anniversary button and ribbon, 1971, 3 copies
- Blue Cross of Florida 25th anniversary button and ribbon, 1969, 2 copies
- "I've Got Blue Ribbon Benefits" button and ribbon, date unknown

Tray 4:

- Nameplate, Mel C. Snead, Vice President, 1972
- Nameplate, Mel C. Snead, Vice President – Institutional Affairs, 1977

- 50th Anniversary pen and box, 1994
- Letter Opener, “Rhapsody in Blue: A Retirement Tribute to William E. Flaherty,” 1998, two copies
- Metal membership card and stand, Bob Fetzer, Blue Cross-Blue Shield 5 Year Club, date unknown

Box 130: Stickers, Paperweights, and other Souvenirs, 1968-2005, date unknown

Tray 5:

- Blue Cross and Blue Shield of Florida “Take A Closer Look” six inch ruler with plastic case, date unknown, 2 copies
- Blue Cross and Blue Shield of Florida “Take A Closer Look” bumper sticker, date unknown, 2 copies
- Blue Cross and Blue Shield logo bumper sticker, date unknown
- Blue Cross Blue Shield of Florida hologram sticker, date unknown

Tray 6:

- Blue Cross and Blue Shield of Florida acrylic paperweight with miniature sample Personal Health Report, 2005
- Blue Cross of California circular glass paperweight, date unknown
- Blue Cross and Blue Shield of Florida puzzle cube paperweight, date unknown
- Blue Cross and Blue Shield of Florida “How can Blue help you?” brochure card and button, date unknown
- Blue Cross and Blue Shield of Florida manual counter, date unknown
- Blue Community Champions “I Volunteer and Make a Difference” card and metal bookmark, date unknown

Tray 7:

- Blue Cross – Blue Shield building dedication pen holder, 1968
- Blue Cross of Florida and Blue Shield of Florida acrylic paperweight with building dedication medallion, 1974, 2 copies
- Blue Cross and Blue Shield 1988 Olympics luggage tag
- Blue Cross and Blue Shield 1992 Olympics luggage tag
- Blue Cross and Blue Shield of Florida “A Retirement Tribute To William E. Flaherty” metal bookmark, 1998

Box 131: Commemorative Souvenirs and other Objects, 1997-2005, date unknown

Tray 8:

- Blue Cross and Blue Shield of Florida “Hygiene Heros” gift pack with foam puzzle, booklet, and crayon, 2005
- “The Power of You – The Power of Blue” plastic mug, date unknown
- Blue Cross and Blue Shield logo-shaped t-shirt pack, date unknown
- Blue Cross and Blue Shield of Florida Advantage65 Life File pack, with brochure, information form, stickers, and metal tag, date unknown

Tray 9:

- “A Retirement Tribute to William E. Flaherty” napkin, 2 copies
- Deerwood Campus Complex building dedication medallion, 1997
- Deerwood Campus Complex building dedication miniature shovel, 1997, 2 copies
- “Blue skies smooth sailing – A Tribute to William E. Flaherty” acrylic paperweight with gold sailboat, 1998, 2 copies

Box 132: Commemorative Souvenirs and other Objects, 1998, date unknown

Tray 10:

- “Blue Moon: A Retirement Tribute to William E. Flaherty” commemorative wine glasses, 1998, 2 copies
- Ceramic tooth-shaped mug, date unknown

Tray 11:

- Blue Cross and Blue Shield of Florida Health Options acrylic paperweight with miniature sample letter to the members of Principal Health Care of Florida, 1998
- Corked glass bottle with sand and First Coast Service Options “Full Sail Ahead” celebration invite, 1998

Box 133: Miscellaneous Objects, 1998-1993

- Guestbook: BCBS FL employees’ Club Awards Banquet, 1988-1993

Box 134: Miscellaneous Objects, 2005

- BCBS FL Police vs. Firefighters Charity Boxing belt, 2005

Box 135: Miscellaneous Objects, date unknown

- Scrapbook by Mel Snead, former BCBS FL employee and Vice President of Institutional Affairs, date unknown

Box 136: Miscellaneous Objects, date unknown

- Metal Blue Cross symbol

Box 137: Miscellaneous Objects, date unknown

- Metal Blue Shield symbol

Box 138: Miscellaneous Objects, date unknown

- Florida Blue logo t-shirt, date unknown

Box 139: Miscellaneous Objects, date unknown

- Handheld slide viewer and package: CliniSanitas: A Guidewell Sanitas Medical Center, date unknown