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# INTER OFFICE MEMO

**TO:** All Employees **AT:** **DATE:** 4/19/83  
**FROM:** Robert F. Pralle **Office:** Vice President, Group Sales  
**SUBJECT:** ORGANIZATIONAL CHANGES

In an effort to meet our Marketing goals to move field personnel into the home office on a rotation basis, the following changes are being implemented:

- Don Stewart

Don Stewart has over 20 years experience with Blue Cross and Blue Shield organizations, and most recently has served as the Southern Regional Manager with Blue Cross and Blue Shield of Florida since 1980. He is now being rotated into the home office to fill the Marketing Division need for field experience in our internal operation. Initially Don will develop our Hospital Industry Marketing Program which will be a focused effort to meet this industry's needs.

- T. L. Johnson

T. L. Johnson is being rotated from his Tampa District Manager position into the Underwriting Department for a special development program. T. L. has been with Blue Cross and Blue Shield of Florida since 1975.

Additionally, I am pleased to inform you of the following promotion:

- Bob Sebok

Bob Sebok has been promoted to Southern Regional Manager from his Miami District Manager role effective immediately. Bob has a total of 16 years with the Blue Cross and Blue Shield Plans, including 14½ years with the Northwest Ohio Plan and he has served as the Miami District Manager since November, 1981.

Please join us in extending your support and cooperation to Don, Bob and T. L. in their new roles and responsibilities.

-- R. F. Pralle

RFP/da