

# HEADLINES



OF INTEREST TO BLUE CROSS & BLUE SHIELD PERSONNEL



November 29, 1978



## William E. Flaherty Named New President of Florida Blue Cross and Blue Shield

Delaware Blue Cross and Blue Shield Plan President, William E. Flaherty, has been named the new president of Blue Cross and Blue Shield of Florida. He was president of the Delaware Plan for three and a half years and a former Executive Vice President of Blue Cross of Michigan.

He will succeed J. W. Herbert, president of the Florida Plans since 1970, who will be retiring after 33 years total service with Blue Cross and Blue Shield Plans in Florida and Chicago. Mr. Flaherty will assume the presidency of the Florida Plans on January 15, 1979.

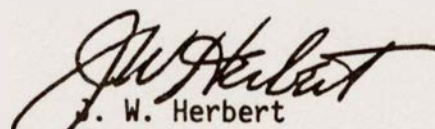
Mr. Flaherty began his career in business research with the J. L. Hudson Division of Dayton-Hudson Corporation. He was later involved in sales forecasting with Chrysler Corporation, and in 1961 he joined Blue Shield of Michigan as Manager of Marketing Research. The following year he joined Blue Cross of Michigan as Sales Manager for district offices, and later was promoted successively to General Sales Manager, Director of Corporate Planning and Employee Relations, and Vice President, Administration. He then moved to the presidency of the Delaware Blue Cross and Blue Shield Plan in March, 1975.

Married and the father of five children, Mr. Flaherty received a B.A. degree and has taken extensive graduate work in Economics at Wayne State University. He also has worked with the Industrial Relations Center of the University of Chicago since 1963 in the areas of management and organization development.

His community activities in Delaware included the Wilmington Rotary Club, the United Way and the Statewide Health Coordinating Council. In Detroit, he was a member of the Boards of Red Cross, Wayne County Catholic Social Services, and Budget Review Committee of United Community Services, and Marygrove College.

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A MESSAGE FROM MR. HERBERT: This information is being released to all local and daily newspapers throughout the state. Management wanted you to have this official notice before going to the public. -- I feel sure that you will give your whole-hearted support and cooperation to Mr. Flaherty as he assumes his new endeavors and responsibilities.

  
J. W. Herbert  
President