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View this week's topics

December 06, 2002

[Previous Story](#)
[View/Print all stories](#)
[Next Story](#)

Celebrating our history...

- [BCBSF's 'A' rating affirmed](#)
- [Make a note of it: new phone number for EDI Support](#)
- [FCSO to provide subcontracting services for 1-800-Medicare help line](#)
- [Voluntary Severance Program update](#)
- [THAT update](#)
- [Availity ForeHelp file now updated](#)
- [Two new MyBlueService enhancements](#)
- [WIN Lunch and Learn Sessions continue in December](#)
- [Successful](#)
- [Toys For Tots kicks off toy drives at BCBSF worksites](#)
- [Holiday safety — Did you know?](#)
- [Celebrating our history...](#)
- [What's your Blue IQ?](#)
- [Quote of the week](#)

Did you know BCBSF originally had offices in the historic St. James Building in Jacksonville? Now home to City Hall offices, the St. James Building occupies a full city block facing Hemming Plaza on Duval Street in downtown Jacksonville.



As we prepare to celebrate BCBSF's 60-year anniversary in 2004, the St. James Building will celebrate 90 years. As part of the St. James Building celebration, BCBSF was invited by the Jacksonville Historical Society to help decorate the windows with artifacts and remembrances of our own history.

The St. James Building was home to Blue Cross from 1944 to 1945 under the direction of then President W. E. "Ted" Arnold. While the Second World War continued in Europe another year would pass before Dr. Robinson would form Blue Shield. As the company grew, it transitioned through the Roberts Building and the Seminole Annex until it finally settled in what is now known as ROC (Riverside Office Complex) on Riverside Avenue in 1951. The property on Riverside was originally purchased for \$30,000.

BCBSF has grown through the years to occupy a dozen buildings in Jacksonville alone. With additional offices in Orlando, Miami, Tampa and Pensacola, BCBSF now has 29 locations housing employees throughout the state and two outside of Florida. And, on a daily basis, more than 9,400 employees provide services to more than 6 million Floridians.

Michael Kucsak, BCBSF Archivist and BRIC-based employee, prepared the BCBSF historical perspective in the windows of the St. James Building. He and the BRIC staff invite you to visit and view the display. Kucsak says, "Help us celebrate this milestone anniversary and enjoy the rich history of our company and our city."

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[Previous Story](#)
[Back to Top](#)
[Next Story](#)

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