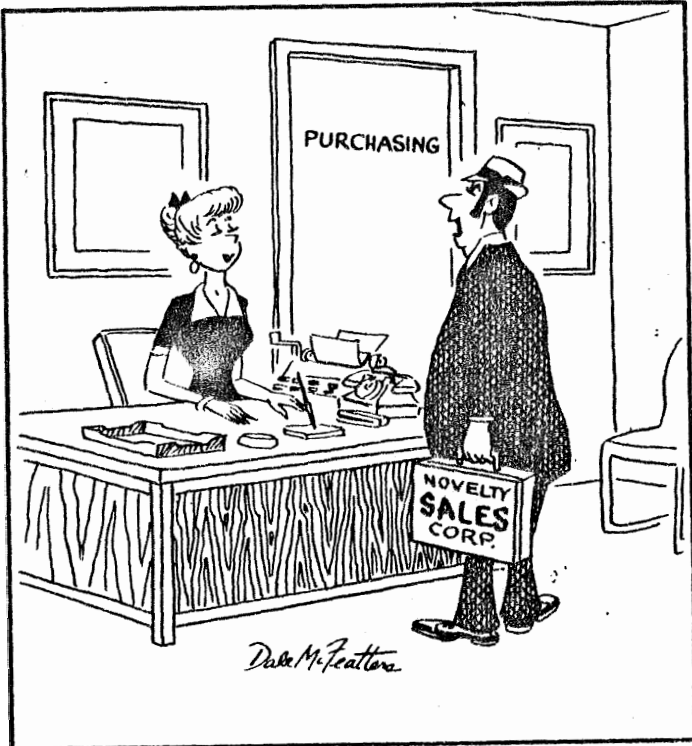


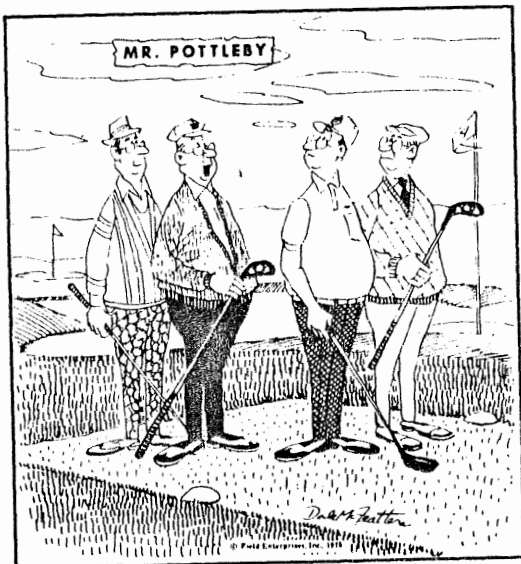
"THEY'RE TWO WAYS ABOUT IT" NEWSLETTER

REPORTERS.....JUANITA LAKE - 10M
HELEN KEENE - 10S

APPROVING EDITOR.....CAROLE UTLEY - 10S



"Is it important? Well, it won't solve the Middle East problem, whip inflation or handle the energy crisis, but it'll help hold down my job."



"Mind if we play through, Fetlock? Just got word my plant's on fire."

BIRTHDAYS.....

W. R. SKELLEY - 7/30
PAT GRIFFIN - 8/14
JAN ENGLISH - 8/25
ELISE SMITH - 8/29

The Legal Department has undergone several changes within the last couples of weeks.

Al Celio was promoted from Associate House Counsel to Director of the Legal Department. Al recently completed his first anniversary with the Company on July 18.

Howard Solomon joined the Plans two months ago as Associate House Counsel. You may have seen Howard's story in the last issue of the Mini-Profile.

Sharon Jones was promoted a few weeks ago as Secretary to Howard. Sharon has been with Blue Cross and Blue Shield since June, 1973 at which time she was a CBE student at N.B. Forrest High School. Sharon worked in Blue Shield Claims for five years prior to her promotion. Sharon was past Treasurer of the Employees in 1977; Profile Reporter for the 18th Floor; and coordinated the 1977 Kitchen Arts Contest. Sharon has lived in Jacksonville for 9 years and thinks it has the potential to become another one of the "BIG CITIES". Sharon has a wide variety of hobbies which includes reading, cooking, disco dancing, playing the piano and enjoys music of all types.

Congratulations to Al, and welcome Howard and Sharon.

1. Blessed is the Secretary who learneth early that her pay above a certain point will be roughly in direct proportion to her influence on people. The wise woman heedeth this but the fool passeth on to frustration.
2. Blessed is the Secretary who learneth that people craveth to be treated as "somebody". The wise heedeth this also and gaineth much therefrom.
3. Blessed is the Secretary who giveth all co-workers a square deal in all things whatsoever, but woe unto her who giveth it not!
4. Blessed is the Secretary who is wise to the fact that others thirsteth for the cool waters of friendship and kindness and rejoiceth much when they receiveth them.
5. Blessed is the Secretary who hath character -- whose word is her bond, who doth right as she seeth right -- come Hell or high water! She maketh the Golden Rule a guide to her daily conduct -- much to her own advantage.
6. Blessed is the Secretary who knoweth the meaning of loyalty to her boss and company -- all up and down the line. The boss will praise her for it.
7. Blessed is the Secretary who developeth herself. Others shall honor her with promotion.
8. Blessed is the Secretary who avoideth a fight unless it is for justice. She shall avoid it then if possible. As a last resort she shall gird her loins and slug mightily. Bosses tell their employees of her and will speak proudly of her after she is gone.
9. Blessed is the Secretary who is big enough to apologize to any human being she hath wronged.
10. Blessed is the Secretary who shunneth expedience as a plague, and who joineth not cliques, but dependeth on merit for advancement, and who promoteth others in the eyes of the boss.
11. Blessed is the Secretary who pursueth not success so ambitiously that she faileth to get happiness out of the adventure of living. Such a woman getteth happiness out of the ordinary things in life and giveth much happiness to others.
12. Blessed is the Secretary who taketh not herself too seriously, who keepeth her sense of humor, who laugheth often, even to and at herself, and who expecteth not too much of herself or others. She shall not enter the psychopathic ward during all the days of her life.

-author unknown-