

**Diversity
Week
2003**



**BlueCross BlueShield
of Florida**

An Independent Licensee of the
Blue Cross and Blue Shield Association



At BCBSF, we are dedicated to providing caring solutions for the people in our community. We have a responsibility to develop solutions designed for their diverse and ever-changing needs.

In order to better serve our community – our friends, our family and our

neighbors, we recognize that strengthening our cultural competencies will help us deliver upon our Promise. In essence, diversity is simply good business sense. It helps set our standards and define our goals. At BCBSF, we continue to embrace new opportunities in our workplace and marketplace to ensure cultural competence. We can achieve a competitive advantage through our employees, products and relationships.

BCBSF is proud to host its first annual Diversity Week October 13 - 17. The purpose of the week is to offer a diversity awareness and educational platform to recognize and celebrate employees' differences and similarities. The week's events and activities will revolve around a number of guest speakers and themes on culture, generational differences, race, ethnicity, gender, age, religion, disability, sexual orientation and communication styles.

Diversity Week fosters expanding a deeper learning and involvement at all levels within BCBSF. By engaging employees in the learning process, BCBSF will continue to strengthen its overall business infrastructure, increase accountability, enhance employee development, expand business relationships, strengthen community ties and become a more culturally competent organization.

"BCBSF believes in valuing and leveraging the richness of its employees, which is why we continue to build diversity into our workplace and business strategies. Everyone in our company must strive to create an environment of respect, trust and inclusion.

Participating in Diversity Week 2003 is an excellent way to learn about others, increase interpersonal skills and grow as a team."

Robert Lufrano, M.D.
President and COO
Blue Cross and Blue Shield of Florida

Monday		October 13	
7:30 am – 8:30 am	DCC	Coffee Chat with Your Leaders: “Meeting Our Members’ Needs Through A Diverse Workforce” Larry Payne, <i>Senior Vice President, Human Services Group</i> Melissa Rehfus, <i>Vice President, Customer Understanding and Competitive Intelligence</i> Darnell Smith, <i>Group Vice President, Health Business Operations</i>	
9:00 am – 11:00 am	ROC	Increasing Diversity Skills and Competencies <i>Facilitated by Tony Jenkins, BCBSF Director of Diversity</i> This workshop focuses on the need for companies to build skills and implement business strategies that reflect a changing marketplace. It examines other companies’ pitfalls and successes as it relates to embracing change. <i>Registration required.</i>	
9:00 am – 12:00 pm 1:30 pm – 4:30 pm	PEN	Global Beads <i>Facilitated by Baraz Samiian, BCBSF</i> During this workshop, participants use colored beads to reconstruct their personal and social worlds. Participants examine their perceptions of others and how we can benefit from the diversity around us. <i>Registration required.</i>	
9:00 am – 11:00 am 11:30 am – 1:00 pm 1:00 pm – 3:00 pm	TAM ROC TAM	Introduction to Diversity <i>ROC facilitated by Stephen Wilson, BCBSF</i> <i>TAM facilitated by Cal Jackson and Dorrinda Riley, BCBSF</i> This workshop explores definitions and dimensions of diversity and engages employees in several interactive exercises that focus on stereotypes and different communication styles. <i>Registration required.</i>	
10:00 am – 1:00 pm	DCC	Video: Eye of The Storm <i>Film discussion by Tanya Easterling and Michael Freeman</i> This film explores the nature of prejudice in a dramatic third-grade classroom experiment conducted in a small midwestern town. It demonstrates how quickly wholesome friendly school children, when divided into “superior” blue-eyed and “inferior” brown-eyed categories, can be infected with the ugly virus of discrimination. <i>Registration required.</i>	
11:30 am – 1:00 pm	ROC	Video: M.E.E.T. On Common Ground <i>Film discussion by Madge Haughton, BCBSF</i> This film explores how communication styles, stories and commonly used references can hurt or offend coworkers and negatively impact working relationships. <i>Registration required.</i>	
8:00 am – 9:00 am 12:00 pm – 1:00 pm 1:30 pm – 2:30 pm	WIP DCC ROC	Matt “Magic” Morgan As a deaf entertainer, Matt combines the arts of illusion, close-up magic and mime with a unique blend of humor and comedy. This is a must see magic show! <i>Registration required.</i>	
1:00 pm		Diversity Fact Contest	
1:00 pm – 2:00 pm	DCC 1-4	BCBSF Diversity Resource Center Open House Stop by and visit the new Diversity Resource Center! All materials are available to you as employees.	
2:00 pm – 5:00 pm	DCC	How Sexual Orientation Influences The Workplace and The Community <i>Facilitated by Tanya Easterling and Michael Freeman</i> Organizations face a great challenge in creating inclusive business practices, policies and procedures and recognizing the value of all employees and potential markets. This interactive session explores the facts, myths and difficult dialogue around sexual orientation and its relationship to business, each of us as people and the greater community. <i>Registration required.</i>	
7:00 pm – 9:00 pm	DCC Cafeteria	Film: Mr. Mom <i>Film discussion by Alicia Quiros and Dorrinda Riley, BCBSF</i> <i>Mr. Mom</i> is a lighthearted comedy showing the humorous side of traditional role reversal when Jack Butler (Michael Keaton) – a Detroit automobile engineer who is unexpectedly laid off from his job – finds himself doing housework and taking care of the kids. This film is rated PG. You are invited to bring your family to enjoy the movie and a light meal! An optional, facilitated discussion will immediately follow the movie. For sessions requiring registration, seats will be assigned on an RSVP basis. Please email the Diversity Week mailbox in Outlook to reserve your space beginning October 1.	

Tuesday		October 14	
7:30 am – 8:30 am	DCC	Coffee Chat with Your Leaders: “How Diversity Affects Our Community” Barbara Benevento, <i>Group Vice President, Diversified Business</i> Russ Jollivette, <i>Group Vice President, Public Affairs</i> Susan Towler, <i>Executive Director, The Blue Foundation for a Healthy Florida</i>	
8:00 am – 11:30 am	FCC	Inclusive Communication <i>Facilitated by Leslie Aguilar</i> This workshop is designed for leaders, trainers, group facilitators and communicators who wish to communicate more effectively within diverse settings. The goal of this workshop is to gain additional knowledge and skills for communicating in ways that are inclusive and respectful of all audience or team members. <i>Registration required.</i>	
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8:00 am – 10:00 am 11:45 am – 12:45 pm 1:30 pm – 2:30 pm	ROC WIP WIP	Introduction to Diversity <i>Facilitated by Cal Jackson, BCBSF</i> This workshop explores definitions and dimensions of diversity and engages employees in several interactive exercises that focus on stereotypes and different communication styles. <i>Registration required.</i>	
11:30 am – 1:00 pm	ROC	Video: <i>The Ugly Truth</i> <i>Film discussion by Stacy McDonald, BCBSF</i> This film explores how people unconsciously treat others and make decisions about them on the basis of physical appearance. <i>Registration required.</i>	
1:00 pm		Diversity Fact Contest	
1:30 pm – 5:00 pm	DCC	Inclusive Communication <i>Facilitated by Leslie Aguilar</i> This workshop is designed for leaders, trainers, group facilitators and communicators who wish to communicate more effectively within diverse settings. The goal of this workshop is to gain additional knowledge and skills for communicating in ways that are inclusive and respectful of all audience or team members.	
1:30 pm – 4:30 pm	DCC	Faith, Religion and The Workplace: How Does The Discussion Begin? <i>Facilitated by Tanya Easterling and Michael Freeman</i> As organizations move toward creating more inclusive strategic business initiatives, determining how issues of faith should be handled becomes a challenge. This interactive session explores the complexity of faith, the emotion that often surrounds its discussion and how organizations can begin creating a process of leveraging faith as a part of business diversity. <i>Registration required.</i>	
2:00 pm – 4:00 pm	ROC	Enterprise Diversity Strategy <i>Facilitated by Tony Jenkins, BCBSF Director of Diversity</i> This workshop presents BCBSF's Business Case for Diversity and the need for accountability in each business area. <i>Registration required.</i>	
6:30 pm – 9:00 pm	DCC <i>Cafeteria</i>	Film: <i>Philadelphia</i> <i>Film discussion by Dawn Ozanne and Widget Wilson, BCBSF</i> <i>Philadelphia</i> stars award-winning actor Tom Hanks as a gay lawyer named Andrew Beckett who is unjustly fired by his firm because he has AIDS. Lawyer Denzel Washington reluctantly takes Beckett's case and learns to overcome his misconceptions about the disease and gay people in general. This film is rated PG-13. You are invited to bring your family to enjoy the movie and a light meal! An optional, facilitated discussion will immediately follow the movie. For sessions requiring registration, seats will be assigned on an RSVP basis. Please email the <i>Diversity Week</i> mailbox in Outlook to reserve your space beginning October 1.	

Wednesday		October 15	
7:30 am – 8:30 am	DCC	Coffee Chat with Your Leaders: “Biggest Issues Facing Health Care” Robert Lufrano, M.D., <i>President and COO</i> Jane Rollinson, <i>Senior Vice President, Health Business and Enterprise Marketing, Chief Marketing Executive</i>	
7:30 am – 8:30 am 11:30 am – 12:30 pm	FCC DCC	Bridging The Generation Gap in Customer Service <i>Facilitated by Linda Plummer</i> Ever wonder why people older or younger than you think the way they do? Learn about the forces that shaped the four generations working today – Veterans, Baby Boomers, Generation X and Generation Y. This session helps to explain the social, political and economic forces that shaped each generation and to appreciate the unique contributions each generation brings to the workforce. <i>Registration required.</i>	
8:00 am – 11:00 am	ROC	Faith, Religion and The Workplace: How Does The Discussion Begin? <i>Film discussion by Tanya Easterling and Michael Freeman</i> As organizations move toward creating more inclusive strategic business initiatives, determining how issues of faith should be handled becomes a challenge. This interactive session explores the complexity of faith, the emotion that often surrounds its discussion and how organizations can begin creating a process of leveraging faith as a part of business diversity. <i>Registration required.</i>	
12:00 pm – 3:00 pm	ROC	Video: Eye of The Storm <i>Film discussion by Tanya Easterling and Michael Freeman</i> This film explores the nature of prejudice in a dramatic third-grade classroom experiment conducted in a small midwestern town. It demonstrates how quickly wholesome friendly school children, when divided into “superior” blue-eyed and “inferior” brown-eyed categories, can be infected with the ugly virus of discrimination. <i>Registration required.</i>	
1:00 pm		Diversity Fact Contest	
1:30 pm – 5:00 pm	DCC	Managing and Bridging The Generation Gap <i>Facilitated by Linda Plummer</i> This session will provide fresh insights and practical solutions for understanding generational differences, resolving conflicts and managing effectively in today’s age diverse workplace. This session not only includes profile descriptions of the four generations in the workplace but moves into in-depth discussions on Generation X and Y. <i>Registration required.</i>	
3:30 pm – 5:30 pm	ROC	Global Beads <i>Facilitated by Baraz Samiian, BCBSF</i> During this workshop, participants use colored beads to reconstruct their personal and social worlds. Participants examine their perceptions of others and how we can benefit from the diversity around us. <i>Registration required.</i>	
7:00 pm – 9:00 pm	DCC Cafeteria	Film: To Kill A Mockingbird <i>Film discussion by Cal Jackson, BCBSF</i> <i>To Kill a Mockingbird</i> is an American Classic based on a lawyer and single male named Finch, who is trying to raise his family in a small southern town during the Great Depression. He is appointed by the town’s local judge to defend a black man accused of raping a white woman. The film transports the audience into various communities and elicits dialogue on racial and socioeconomic relationships. This film is rated PG-13. You are invited to bring your family to enjoy the movie and a light meal! An optional, facilitated discussion will immediately follow the movie. For sessions requiring registration, seats will be assigned on an RSVP basis. Please email the Diversity Week mailbox in Outlook to reserve your space beginning October 1.	

Thursday		October 16	
7:30 am – 8:30 am	DCC	Coffee Chat with Your Leaders: “How Public Policy Influences The Future of Health Care” Bruce Bagni, <i>Senior Vice President, Public Affairs, General Counsel and Corporate Strategy</i> Randy Kammer, <i>Vice President, Regulatory Affairs and Public Policy</i> Nick Stam, <i>Group Vice President, Health Business</i>	
8:30 am – 12:00 pm	ORL	Inclusive Communication <i>Facilitated by Leslie Aguilar</i> This workshop is designed for leaders, trainers, group facilitators and communicators who wish to communicate more effectively within diverse settings. The goal of this workshop is to gain additional knowledge and skills for communicating in ways that are inclusive and respectful of all audience or team members. <i>Registration required.</i>	
8:30 am – 12:00 pm 1:00 pm – 4:30 pm	MIA MIA	Help Me Manage Diversity – Session 1 <i>Facilitated by Tanya Easterling and Michael Freeman (offered in Miami only)</i> This workshop is designed to explore ways we “get in the way” of creating an all-inclusive environment, tips for getting out of the way and tools for keeping diversity real, top-of-mind and part of everyday business. Please note: This workshop is a two-part series. Session 1 focuses on how we get in the way (personal), while Session 2 explores ways to get out of the way (interpersonal). Session 2 will be offered on Tuesday, December 2, from 8:30 am to 12:00 pm. You must be able to attend both sessions to sign up for this workshop. <i>Registration required.</i>	
8:30 am – 12:00 pm 1:15 pm – 4:45 pm	DCC DCC	Serving Diverse Health Care Customers <i>Facilitated by Lee Gardenswartz</i> Increasing diversity in our communities calls on health care organizations to serve members from many backgrounds and with an expanded set of needs, norms and references. This session provides an understanding about the differences among members and tools for providing top quality service to members of all backgrounds, needs and preferences. <i>Registration required.</i>	
8:30 am – 12:00 pm 1:15 pm – 4:45 pm	DCC DCC	Productive Interactions Across Cultures in Health Care Organizations: What You Don’t Know Can Hurt You! <i>Facilitated by Anita Rowe</i> Providing top quality service and culturally competent health care depends on clear communication and harmonious relationships with members and providers. When staff is culturally different from those they serve, there is a high risk of cultural faux pas, misunderstanding and dissatisfaction. This session helps staff develop the understanding and skills to interact effectively with diverse members and providers in order to give excellent service. <i>Registration required.</i>	
11:30 am – 1:00 pm	ROC	Video: The Ugly Truth <i>Film discussion by Stacy McDonald, BCBSF</i> This film explores how people unconsciously treat others and make decisions about them on the basis of physical appearance. <i>Registration required.</i>	
12:00 pm – 1:00 pm	DCC 101	Women in Leadership: Meet Delores Barr Weaver <i>Hosted by Delores Barr Weaver</i> Meet Delores Barr Weaver in a dynamic “Lunch-n-Learn” session as she discusses her role as a female leader in the Jacksonville community. <i>Registration required.</i>	
1:00 pm		Diversity Fact Contest	
7:00 pm – 9:00 pm	DCC Cafeteria	Film: My Big Fat Greek Wedding <i>Film discussion by Alisha Bernhart, Tina Cengic and Ang Pracher, BCBSF</i> <i>My Big Fat Greek Wedding</i> is a tale of Greek-American Toula whose family sees her as over the hill at 30. She falls for a warm-hearted man named Ian and then endures the outrage, doubt and ultimate acceptance of her deeply rooted, ethnically centered family. This film is rated PG. You are invited to bring your family to enjoy the movie and a light meal! An optional, facilitated discussion will immediately follow the movie. For sessions requiring registration, seats will be assigned on an RSVP basis. Please email the Diversity Week mailbox in Outlook to reserve your space beginning October 1.	

Friday		October 17	
7:30 am – 8:30 am	DCC	Coffee Chat with Your Leaders: “Balancing Professional and Personal Priorities” Michael Baxley, M.D., <i>Managing Medical Director</i> Joyce Kramzer, <i>Group Vice President, NGBU</i> Armando Luna, <i>Vice President, Corporate Marketing</i>	
8:30 am – 10:00 am	ORL	Increasing Diversity Skills and Competencies <i>Facilitated by Tony enkins, BCBSF Director of Diversity</i> This workshop focuses on the need for companies to build skills and implement business strategies that reflect a changing marketplace. It examines other companies’ pitfalls and successes as it relates to embracing change. <i>Registration required.</i>	
9:30 am – 1:30 pm	TAM	Help Me Manage Diversity – Session 1 <i>Facilitated by Tanya Easterling and Michael Freeman (offered in Tampa only)</i> This workshop is designed to explore ways we “get in the way” of creating an all-inclusive environment, tips for getting out of the way and tools for keeping diversity real, top-of-mind and part of everyday business. Please note: This workshop is a two-part series. Session 1 focuses on how we get in the way (personal), while Session 2 explores ways to get out of the way (interpersonal). Session 2 will be offered on Wednesday, December 3, from 8:30 am to 12:00 pm. You must be able to attend both sessions to sign up for this workshop. <i>Registration required.</i>	
11:00 am – 2:00 pm	DCC	Diversity Expo This event will feature a variety of internal and external organizations, including live performances, displays and fun hosted by Health Business Service Operations (HBSO). Feel free to stop by and visit the booths represented between DCC Buildings 100 and 300. The mammography unit and the blood mobile will also be present.	
12:00 pm – 1:00 pm	DCC Cafeteria	<i>Recycles</i> Performance Come see and hear this lively band in action! It’s a guaranteed treat! For sessions requiring registration, seats will be assigned on an RSVP basis. Please email the <i>Diversity Week</i> mailbox in Outlook to reserve your space beginning October 1.	
1:00 pm		Diversity Fact Contest	
		BCBSF Diversity Department Tony Jenkins Director of Diversity Shirley Golden Partners in Education for Business Success (PEBS) ext. 50406 Laura Palmer Diversity Week Communications and Community Outreach ext. 50067 Ang Pracher Mentoring Program ext. 54338 Kellie Rainka Team and Program Support ext. 50143 Dorrinda Riley Diversity Action Teams ext. 50511 Baraz Samiian Education and Training ext. 50091	



DIVERSITY WEEK CONTESTS

Diversity Fact Contest

Sponsored by the Women's Interactive Network (WIN)

WIN will post a diversity fact question on the scrolling marquee of the Diversity intranet site each day during Diversity Week. Simply click to the Diversity site's homepage and review the question. To answer the question, click directly on the marquee and email your answer to Kellie Rainka. The first twenty correct answers each day will receive prizes! Please note that new questions cannot be viewed until 1:00 pm each day.

Diversity Decorating Contest: A Four Generational Workplace

In celebration of BCBSF's first annual Diversity Week, the Diversity Department is hosting a diversity decorating contest for functional business areas. The contest will focus on generational differences and should depict dimensions of diversity that are characteristic of Generation Y, Generation X, Baby Boomers and Veterans. Participants should identify and explore these generations and creatively display their findings. Members of BCBSF's Diversity Council will evaluate each area based on three criteria:

1. Creativity
2. Research/Content
3. Participation

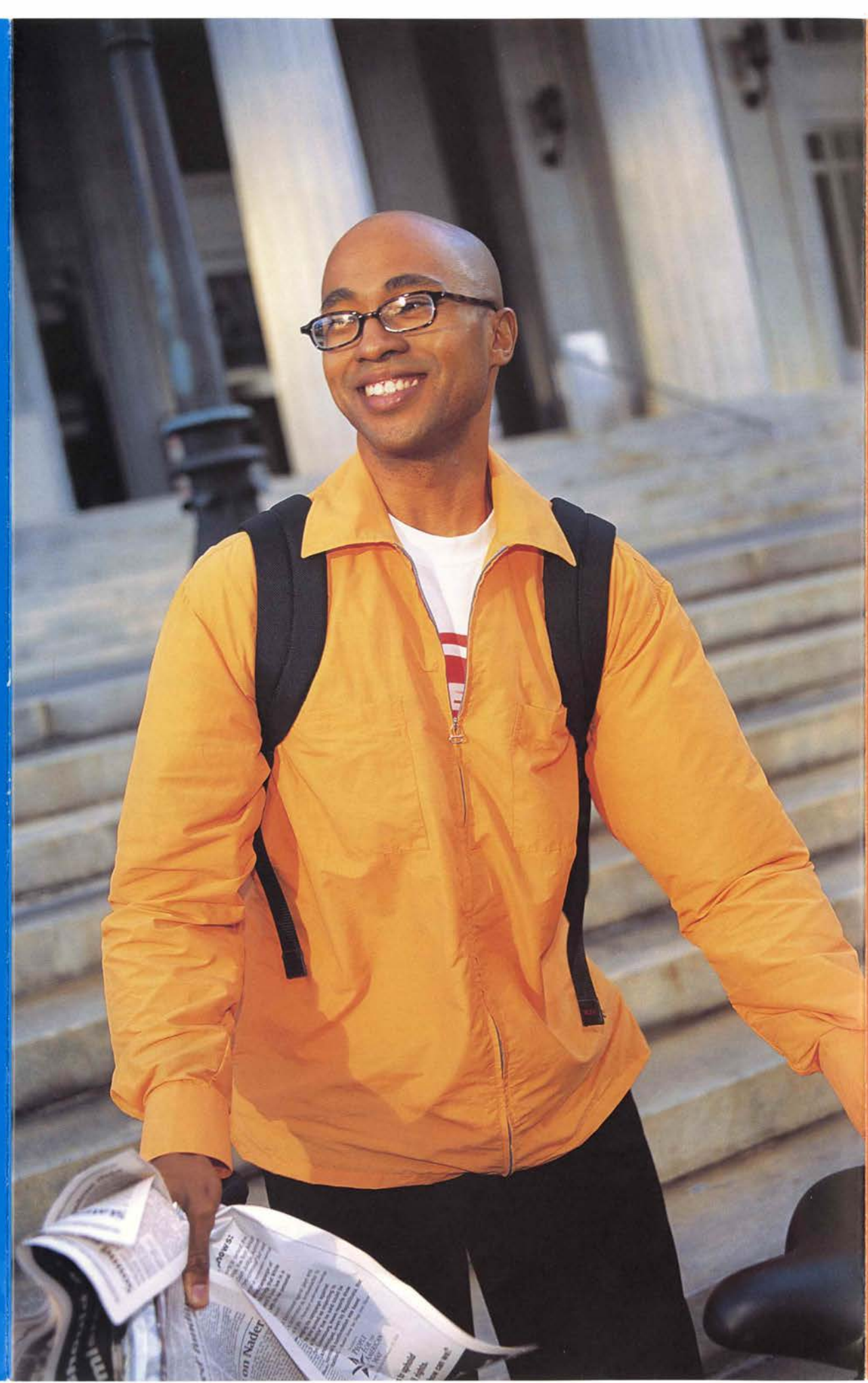
Due to the varying sizes of business areas, business units can have more than one team. However, teams must be 40 persons or fewer. All field offices are encouraged to participate. The Diversity Department will work to ensure judges are available in all sites. Winners will be announced in the October 24 edition of *Quick Connections* and prizes will be awarded following Diversity Week.

Interested areas must complete and submit a "Request for Judging" application with appropriate required signatures from a director or vice president of the area. The application will be available in the September 26 edition of *Quick Connections* or on the K drive at Hrd/Diversity/Diversity Council/Request for Judging Application. **Please send the application to Laura Palmer (HSG/DCC 1-4) via email or inter-office mail no later than Friday, October 3.** Participation for each area will be confirmed along with the time of judging no later than Friday, October 10.



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Guest Speakers

Leslie Aguilar

International Training and Development, LLC

Leslie is a speaker, author and workshop facilitator in the areas of diversity, multicultural competencies, communication and service success in a diverse world. Leslie has consulted with service organizations in five countries to help them tap into the strength of a diverse workforce and provide exceptional service for multicultural and international customers.

Tanya Easterling and Michael Freeman

National Conference for Community and Justice (NCCJ)

Tanya serves as Program Director for NCCJ and is responsible for the development, design and delivery of NCCJ's programming. Prior to joining NCCJ, Tanya worked with the Target Corporation as a critical member of their community relations team and Walt Disney World as a Diversity Specialist. Michael is the Executive Director of NCCJ and is responsible for the organization and business operations of the Greater Orlando regional office. Michael assists organizations in the evaluation of inclusive policies and practices. Prior to joining NCCJ, Michael served as a Manager of Diversity for Walt Disney World in Orlando.

Lee Gardenswartz and Anita Rowe

Gardenswartz & Rowe

Lee and Anita began helping organizations with diversity in 1977, working with the Los Angeles Unified School District to deal with the diversity challenges during mandatory integration. They have helped regional and national clients – GTE, Prudential, the IRS, UCLA, VA Medical Center and the State of California Department of Health Services – to build productive, cohesive work teams to create intercultural understanding and harmony.

Matthew Morgan

Under the stage name of 'Magic Morgan', Matthew has been invited to appear throughout the United States and abroad for his magic and comedy performances. Most recently, he received first place awards for his talents from the Society of U.S.A.-Canada Deaf Magicians (Hollywood, CA) in 1999 and the U.S. Deaf Magicians Society (Cedar Rapids, Iowa) in 2001. Matt is also the president of the U.S. Deaf Magicians Society.

Linda Plummer**Plummer & Associates**

Linda has over 20 years of experience in Human Resources, specializing in employment, employee relations, organizational development, executive coaching and training delivery. She has consulted with a variety of organizations including CitiStreet, CSX, AT&T, Hewlett-Packard, Baptist Hospital and the Towns of Palm Beach, Florida and Hilton Head Island, South Carolina.

Delores Barr Weaver**Co-Owner of the Jacksonville Jaguars**

Delores is a native of Columbus, Georgia and co-owner/partner of the Jaguars. She is committed to making a difference in her adopted hometown of Jacksonville by helping families and young people in the community lead self-sufficient, meaningful lives. Through the Weaver Family Foundation, she and her husband support the work of many local agencies addressing the problem of teen pregnancy, AIDS, increased male responsibility and domestic violence. She is a staunch supporter of the Betty Griffin House, Hubbard House, Quigley House and Planned Parenthood. Delores strives to help level the playing field for women and minorities and is dedicated to eliminating sexism, racism and classism from the hearts, minds and vocabulary of our society.

In addition to serving on the Board of Directors of many national charities, Delores also dedicates her time to numerous Governing Boards in the Jacksonville community, including the Jacksonville Community Foundation, USO Council, WJCT Public Broadcasting, Ritz Theatre and LaVilla Museum, Fresh Ministries and United Way of Northeast Florida. She serves on the local Advisory Boards of Ronald McDonald House and The Bridge of Northeast Florida as well as the Honorary Board of Dreams Come True and Edward Waters College Board of Visitors. She is also the Chair of the Delores Barr Weaver Golf Tournament, which benefits Jacksonville's affiliate of Habitat for Humanity called HabiJax.

Delores is a proud mother, grandmother and Jaguar fan. She attends every game and readily admits she is both nervous and excited on game day!

Women's Interactive Network (WIN)

BCBSF's Women's Interactive Network will host several speakers at various locations throughout the week. More information will be available in *Quick Connections* as Diversity Week gets closer.

