



# INTER OFFICE MEMO

**TO:** ALL EMPLOYEES                      **AT:**    **DATE** 8/7/84  
**FROM:** Robert Pralle                      **AT:** Vice President of Sales  
**SUBJECT:** MANAGEMENT APPOINTMENT

I am extremely pleased to announce the appointment of Ed O'Neil to the position of Northern Regional Director in the Marketing Division, effective August 20, 1984.

As Northern Regional Director, Ed will be responsible for the development, implementation and coordination of all marketing plans and strategies in the Northern Region to successfully meet corporate goals. The Northern Region is comprised of 70 employees, 44 counties, and includes an existing group inventory of 67,690 contracts with a potential of 1,241,072 group contracts.

Ed has his Master's Degree from Northeastern University and is a member of the Fellow Society of Actuaries. Prior to joining Blue Cross & Blue Shield of Florida in September of 1983 as Associate Actuary, Ed held various management and actuarial positions with commercial group insurers. He also worked as a consultant for a national employee benefits firm.

Please join me in congratulating Ed on his appointment to the position of Northern Regional Director.

RP/cp