



Performance Analysis SEP 26 1986

INTER OFFICE MEMO

TO: KAREN HUBER AT: 14T DATE 9/26/86
FROM: William H. Reed AT: Vice President, National
& Special Markets
SUBJECT: ORGANIZATION ANNOUNCEMENT

The Marketing Division has been analyzing its current structure to determine if it best serves the needs of a dramatically changing marketplace. These studies are being worked in conjunction with the Market Segment Team's activity as well as Strategic Planning.

During the early phases of the analysis process the Federal Employee Program (FEP) was identified as being an important existing market, with significant growth potential in Florida. Therefore, because of its importance and the critical timing required to meet the 1986 Open Season demand, it is appropriate we announce the following personnel changes which will assist us in maximizing our penetration of this market.

Effective Immediately:

Robert H. Endriss is appointed Director, FEP and Key Accounts. Bob will be responsible for developing the needed strategies and directing the day to day activities related to attaining the corporate results for this important market. Bob will continue to be responsible for the ongoing servicing of IBM, General Electric, Westinghouse and AT&T in our Key Account area, and for developing our Health and Welfare market activity.

Joseph C. McGurrin is named Manager, FEP Sales. Joe will have responsibility for FEP field sales as well as NARFE (National Association of Retired Federal Employees) related activity.

Marilou Watson, FEP Coordinator,

William Snyder Account Executive, FEP Miami, and Joe McGurrin will report directly to Bob.

This department will continue to report to Mr. Raymond G. Massicotte, Director of National Accounts and FEP.

Your continued support of this group is appreciated.

WHR/eg

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