



# INTER OFFICE MEMO

**TO:** BILL AREHART

**AT:** 15T

**DATE** 1/7/87

**FROM:** Ed O'Neil

**AT:** VP Group Marketing

**SUBJECT:** MARKETING PROMOTION - TODD TORGERSEN

Marketing recently reorganized in order to be more responsive to the marketplace. Local Group is a part of this reorganization and is now Group Marketing.

Group Marketing provides the marketing presence to integrate Blue Cross and Blue Shield's diverse programs at a local level. To accomplish this, seven district markets have been formed. A District Director will be responsible for each district and improving Blue Cross and Blue Shield's local position in that district. It is my pleasure to announce the promotion of Todd Torgersen as the Tallahassee District Director.

Todd joined BCBSF in June, 1981 as a Sales Representative in Tampa. In February, 1982, Todd was promoted to Senior Sales Representative. He was then promoted to Account Executive in Gainesville in November, 1982. Todd has had an outstanding sales record since joining BCBSF. He has been a three time member of the President's Council.

Todd holds a Bachelor's Degree in Marketing from Florida State University and has also obtained his CHC designation.

Please join me in congratulating Todd on his new assignment.

EO/ag

Distribution: A-E

*Ed O'Neil*