



# INTER OFFICE MEMO

**TO:** BILL AREHART

**AT:** 15T

**DATE** 1/7/87

**FROM:** Ed O'Neil

**AT:** VP Group Marketing

**SUBJECT:** MARKETING PROMOTION - JIM WALLACE

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 Jim Wallace as the Gainesville District Director.

Jim is a fifteen year BCBSF veteran beginning his BCBSF career in Medicare in 1972. Since then, Jim has held various positions within the company. He has been a part of the Marketing Team for over nine years. His first five years in Marketing were in the management of the Direct Pay Products for both the under and over 65 lines of business.

In his most recent assignment, Jim has been the District Manager for the Gainesville Office. He has been a three time member of the President's Council.

Please join me in congratulating Jim on his new assignment.

EO/ag

Distribution: A-E

*Ed O'Neil*