



# INTER OFFICE MEMO

**TO:** BILL AREHART  
**FROM:** William H. Reed  
**SUBJECT:** BARRY E. NOORIGIAN

**AT:** 15T  
**AT:** Vice President, Major Accounts

**DATE** 1/22/87

I am pleased to announce as part of the realignment of the Marketing Division, the appointment of Barry E. Noorigian, CLU, ChFC, to the position of Director, Major Accounts. Barry, who has been working within the organization of Blue Cross/Blue Shield since June, 1975, joined the Florida Plan in February of 1983, as District Manager of the Orlando office.

More recently, he was Regional Sales Director for the Southern Region and in that capacity he is recognized for his outstanding performance in retention, new sales, and development.

In his new role, he will be responsible for the managing and marketing of Private Accounts over 500 lives. Please join me in welcoming Barry, his sense of achievement, commitment and humor, to his new position; and more importantly, his wife Linda and their four children to Jacksonville.

WHR/eg

Distribution A - C