Blue Cross Blue Shield of Florida

INTER OFFICE MEMO

TO: ALL EMPLOYEES AT: DATE 11/9/88

FROM: William E. Flaherty AT:

SUBJECT: STAFF ASSISTANT TO THE PRESIDENT

I am pleased to announce the appointment of Daniel J. Petrocella to the position of Staff Assistant to the President effective October 31, 1988. In this capacity, Dan will assist me with a wide range of analyses, preparatory work for strategy reviews, plans, programs and occasional research studies. As part of an orientation program over the next few months, Dan will be meeting and working with a number of our departments and divisions.

Prior to joining Blue Cross and Blue Shield of Florida, Dan attended the University of Michigan, where he received his M.B.A. from the School of Business Administration in May 1988, concentrating in finance and strategic planning, and his D.D.S. from the School of Dentistry in May 1983. From June 1983 to September 1986, he practiced dentistry in the United States Navy Dental Corps in California and Michigan.

Dan and his wife, Lisa, reside in Jacksonville. He can be reached at 791-6205.

Please join me in welcoming Dan to Blue Cross and Blue Shield and in lending him your support.

-- W. E. Flaherty

WEF/jr

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