



## INTER-OFFICE MEMORANDUM

*Office of President and Chief Operating Officer*

TO: All Employees

DATE: 8/04/97

FROM: Michael Cascone, Jr. 

SUBJECT: ORGANIZATION ANNOUNCEMENT

We are pleased to announce the following officer appointments in Operations, effective July 17, 1997.

Jean Hull has been selected to fill the position of Vice President, Central GBU Operations. In this role, Jean will have overall management responsibility for meeting the service needs of our customers in Central Florida, including customer service, claims processing, and related functions. Located in Jacksonville, Jean will be coordinating activities in multiple locations while working directly with the Central GBU to achieve the business objectives of that unit.

Jean began her career with BCBSF in 1983, as a planning analyst in the Information Operations Division. In 1984, she moved to Private Business, where she held positions in Customer Relations and Direct Market Operations Support. Transferring to the Marketing Division in 1989, Jean has held positions in Senior Markets, Direct Response Sales, and most recently, Marketing Information Management. As Director of Marketing Information Management, she was accountable for database marketing activities and systems for BCBSF's group and consumer markets and the Marketing Information Technology initiative. Prior to BCBSF, Jean was with the Jacksonville Chamber of Commerce, the Greenville County (South Carolina) Government, and Harvard University. She holds a BA degree in English, from Georgia State University, and a Masters in Business Administration from Jacksonville University.

Darnell Smith is promoted to Vice President of National Account Operations and Corporate Membership and Billing. In his new role, Darnell will be responsible for all nationally focused customers. This role includes accountability for FEP, NASCO, ITS, and National/Corporate Operations. As Vice President of the National Business Unit, he will provide leadership and direction to employees who perform all facets of customer service, ranging from front-end mail processing to telephone service to coordination of benefits. Additionally, he has corporate accountability for enrollment and billing of all group products.

Darnell came to BCBSF in 1989 from the Maxwell House Coffee Company, where he held the position of Supervisor/Electrical Engineer. During his tenure at BCBSF, he has held several management positions in Group Membership and Billing, including Supervisor, Delinquency Manager, and Director. In April 1997, he assumed accountability for FEP, NASCO, ITS, and National/Corporate Operations. A graduate of Florida State University, Darnell holds a BS degree in Electrical Engineering.

Both Jean and Darnell will report to Larry Payne, Senior Vice President of Operations. Please join me in congratulating them on their promotions. We look forward to their contributions and to the long-term growth and success of our business.

MC/LLP:jer/maw