

**United Way of Northeast Florida**  
**Leadership Forum**  
Hosted By Michael Cascone and  
**BLUE CROSS AND BLUE SHIELD OF FLORIDA**  
4800 Deerwood Campus Parkway  
Building 100 - 8<sup>th</sup> Floor

**COMMITMENT FORM**

**MEETING DATES**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

<u>Meeting</u>	<u>Date</u>	<u>Time and Place</u>
First Meeting	Thursday, June 1	8:00 AM - BCBSF
Second Meeting	Friday, June 9	8:00 AM - BCBSF

- Yes, I will attend Thursday, June 1.**
- Yes, I will attend Friday, June 9.**
- Sorry, I am unable to attend either.
- Please call, I would like more information on developing our Leadership Giving campaign.

**Please fax to the attention of Julie Sykes at 390-3251**

Thank you.



May , 2000

Dear :

I would like to invite you to join a select group to participate in an exciting opportunity, challenging you to become part of the rich history of leadership throughout Northeast Florida.

At Blue Cross Blue Shield of Florida, being a good corporate citizen is part of our vision and strategic goals. Partnering with United Way is the primary way we choose to fulfill that vision. Last year, we had a record-breaking year in our United Way campaign, and we are now the largest employee campaign in Northeast Florida. This success was due in large part to the emphasis we placed on cultivating leadership givers (givers of \$1,000 and above).

I firmly believe that many more companies could reach their giving potential and help strengthen our community if more focus were placed on reaching these potential givers. At a time when giving to the health and human service sector has been declining (even in this economy), our employees demonstrated their commitment to each other and to our community by increasing their leadership contributions.

While I know we don't have all the answers, I'd like to share with you what worked for us. **Please join me on the morning of June 1<sup>st</sup> or June 9<sup>th</sup> at 8:00 AM in our executive dining room** to talk about our success and how your company can dramatically increase your campaign results.

Our success was due to three key issues that I feel confident you and I have in common:

- 1) We strongly believe that United Way provides the most efficient and effective opportunity for our company and employees to care for the community;
- 2) We want to be successful - and to be successful, means that we need to look closely at what does and does not work; realize our full growth potential; clearly define our desired outcomes; and make success a priority; and
- 3) We believe that to produce results we can be proud of, will require the support and involvement of top company executives.

Supporting a Leadership Giving campaign is a sure way to achieve this success.

I realize your time is valuable – this meeting will be 45 minutes at the most. Together, we can create a major impact in the area of Leadership Giving and strengthen our commitment to making a difference in our community through United Way.

Please RSVP to Julie Sykes, Leadership & Major Gifts Manager - United Way at 390-3253 by May 26<sup>th</sup> for either date. We are located at 4800 Deerwood Campus Parkway, Building 100 - 8<sup>th</sup> floor. I look forward to seeing you on June 1<sup>st</sup> or June 9<sup>th</sup>.

Sincerely,

Michael Cascone, Jr.  
CEO, Blue Cross Blue Shield of Florida

Attachment



Division	Account Name	CEO Name	Mailing Address	Mailing Address 2
FIRE	Alliance Mortgage Company	Mr. Robert M. Clements	8100 Nations Way	
Services	ALLTEL Information Services, Inc.	Mr. James Milligan	601 Riverside Avenue	
Nassau	Amelia Island Company/Plantation	Mr. Jack Healan, Jr.	PO Box 3000	
FIRE	American Heritage Life Insurance Company	Mr. T. O'Neal Douglas	1776 American Heritage Life Drive	
FIRE	AmSouth	Mr. Stewart Baker, III	51 West Bay Street	
Professionals	Arthur Anderson	Mr. Travis Storey	50 North Laura Street	Suite 2700
TCU	AT&T Call Servicing	Ms. Wilma Miller	1844 Cassat Avenue	
Small Business	ATS Services, Incorporated	Ms. Deborah Pass	10407 N. Centurian Parkway	
Services	Baptist Health System	Mr. Hugh Greene	800 Prudential Drive	
TCU	BellSouth	Mr. Jim McCollum	301 West Bay Street	Suite 1100 - 15 BBI BST
Services	Citibank Universal Card Services	Mr. Daniel DeMeo	7595 Baymeadows Way	
TCU	CitiStreet (Wellspring Resources)	Mr. James Murphy	8900 Freedom Commerce Parkway	
Professionals	City of Jacksonville - Public Works Department	Mr. Sam Mousa	220 East Bay Street	Room 1204
Wholesale/Retail	Coggin Automotive Group	Mr. Luther Coggin	PO Box 16469	
TCU	Convergys Corporation	Ms. Monica M. Mehan	8000 Baymeadows Way	
TCU	Crowley American Transport, Incorporated	Mr. P. Elliott Burnside	9487 Regency Square Boulevard	
TCU	CSX	Mr. John Snow	500 Water Street	15th Floor
FIRE	Deloitte & Touche, LLP	Mr. Shermon C. Burgess	One Independent Square	Suite 2800
Small Business	Deutsche Bank Alex Brown	Mr. Gartrell Milam, III	200 West Forsyth Street	Suite 1520
Education	Duval County Public Schools	Mr. John C. Fryer, Jr.	1701 Prudential Drive	6th Floor
Wholesale	Enterprise Rent A Car	Mr. Robert Albrecht	4303 Atlantic Boulevard	
Professionals	Ernst & Young	Mr. Jack Smith	One Independent Square	Suite 1800
FIRE	Federal Reserve Bank of Atlanta	Mr. Robert J. Slack	800 Water Street	Post Office Box 929
FIRE	First Union National Bank	Mr. Bob Helms	225 Water Street	
FIRE	Florida Bank	Mr. Charles Hughes, Jr.	5210 Belfort Road	Suite 140
Education	Florida Community College at Jacksonville	Dr. Steven R. Wallace	501 N. State Street	
Cnstrctn/Mfg	Florida Rock Industries, Incorporated	Mr. John D. Baker, II	155 East 21st Sreet	
Professionals	Holland & Knight	Ms. Linda Connor Kane	50 North Laura Street	Suite 3900
FIRE	HomeSide Lending Inc.	Mr. Joe K. Pickett	7301 Baymeadows Way	
FIRE	InTuition, Inc.	Mr. David Graham	6420 Southpoint Parkway	
Services	Jacksonville Jaguars	Mr. Wayne Weaver	One Stadium Place	
FIRE	Jax Navy Federal Credit Union	Mr. Terry West	4441 Wesconnett Boulevard	
Wholesale/Retail	King Provision Corporation	Mr. David Stein	7735 Westside Industrial Drive	
Professionals	KPMG Pete Marwick	Mr. Larry Thoele	One Independent Drive	Suite 2700
TCU	Landstar System, Inc.	Mr. Jeff C. Crowe	13410 Sutton Park Drive South	
Services	Mayo Clinic Jacksonville/St. Luke's Hospital	Mr. Robert Walters	4500 San Pablo Road	



Division	Account Name	CEO Name	Mailing Address	Mailing Address 2
TCU	Media One	Ms. Linda Malloy	5934 Richard Street	
FIRE	Merrill Lynch Credit Corporation	Mr. Michael Johnston	4802 East Deer Lake Drive	
FIRE	Merrill Lynch Financial Data Services	Mr. William A. Bridy	4800 Deer Lake Drive East	
Wholesale/Retail	Miller Electric Company	Mr. Henry E. Autrey	2251 Rosselle Street	
Services	Modis Professional Services	Mr. Derek E. Dewan	1 Independent Drive	9th Floor
Professionals	Moseley, Warren, Pritchard & Parrish	Mr. James F. Moseley	501 West Bay Street	Suite 300-1887 Building
FIRE	NationsBank	Mr. Tim Laney	50 North Laura Street	
Professionals	PricewaterhouseCoopers LLP	Mr. John Strom	50 North Laura Street	Suite 3000
FIRE	Prudential Health Care	Mr. Frank Cobbin, Jr.	841 Prudential Drive	
FIRE	Prudential Insurance Company	Ms. Melody McDaid	701 San Marco Boulevard	18th Floor
Wholesale	Publix	Mr. Jesse L. Benton	9786 West Beaver Street	
Nassau	Rayonier, Inc.	Mr. Jack Kriesel	Foot of Gum Street	
FIRE	Regency Realty Corporation	Mr. Martin E. Stein, Jr.	121 West Forsyth Street	Suite 200
Professionals	Reynolds, Smith & Hills	Mr. Leerie Jenkins, Jr.	10215 Russell Sampson Rd.	
Professionals	Rogers, Towers, Bailey, Jones & Gay, P.A.	Mr. Allan Geiger	1301 Riverplace Boulevard	Suite 1500
Professionals	Scott-McRae Group, Inc	Mr. Walter A. McRae, Jr.	701 Fisk Street	Suite 200
Nassau	Smurfit-Stone Container	Mr. Warren Flenniken	North 8th Street	
TCU	Sprint		6225 Lake Gray Boulevard	Suite 2
Services	St. Vincent's Medical Center	Mr. John Maher	1301 Riverplace Boulevard	Suite 1700
FIRE	SunTrust Bank, North Florida, N.A.	Mr. John Schmitt	200 West Forsyth Street	
TCU	The Florida Times-Union	Mr. Carl N. Cannon	1 Riverside Avenue	
TCU	The Haskell Company	Mr. Preston Haskell	111 Riverside Avenue	
FIRE	The St. Joe Company	Mr. Peter Rummell	1650 Prudential Drive	Suite 400
TCU	United Parcel Service	Mr. John R. Barrett	4420 Imeson Road	
Wholesale/Retail	Winn Dixie Jacksonville Division	Mr. W.C. Calkins	5233 Commonwealth Avenue	
Wholesale/Retail	Winn Dixie Stores Headquarters	Mr. Larry May	5050 Edgewood Court	