



BlueCross BlueShield
of Florida

An Independent Licensee of the
Blue Cross and Blue Shield Association

10/1/03

Michael.

Attached is some info. About
Bobby Lass. He has a large
note book of memorabilia if
you'd like to see it.

Marilyn
x51428



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Claims and Membership Assistance: (904) 354-3331
All Other Departments: (904) 791-6111

December 11, 1989

Dear Mr. Cassady,

My family and I would like to extend a very warm thank you to the Company for supporting the employees and their families in times of need.

I received a Thanksgiving basket from a particular department with Blue Cross and Blue Shield. The area that gave us the basket requested to give the basket and gift certificate to me in person. It was a very warm feeling in my heart knowing that the same people I work with are so caring and concerned. It is a wonderful feeling to know that I am a part of a Company that contributes to the needs of others. I can not put into words what this basket has meant to me and my family. With all the deepest appreciation in the world, we thank you.

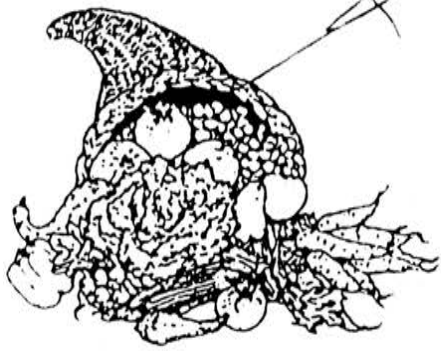
I would like to extend a special thank you to Bobby Ross. Bobby has been such a blessing to me. He has been very dedicated to the arrangement of us receiving the baskets. I had a personal battle arise in my life and, at the time, it was requested that my family and I receive the basket. I didn't want people to know because, at this time, I could not handle their talking. Bobby, being the gentleman that he is, said nothing. Bobby has taken a few minutes to really see in my heart. To Bobby, I'm not just another basket. Whomever selected Bobby to head this community service through Blue Cross and Blue Shield selected the right person. Bobby is a very thoughtful, considerate, and caring person. To Bobby Ross, thank you.

Sincerely,

Lynn Gregory and Family
Lynn Gregory and Family

cc: Bobby Ross

Thank you



Spotlight



Well, it's that time of year again. The refrigerator has been strategically packed to accommodate the overabundance of groceries... yep, it's Thanksgiving. Only, as we all know, not all families are fortunate enough to have an overabundance of groceries. I'm sure you all know what I'm getting at - the annual Thanksgiving Drive. For those of you who don't know what it's about, let me give you a brief summary. FEP control Clerk Bobby Ross initiated the program in 1985 to enable less fortunate families in Jacksonville to partake in a holiday feast they would not otherwise have been able to enjoy. Boxes are placed throughout each floor for all Jacksonville BCBS buildings. These boxes are to be filled with non-perishable items and grocery gift certificates. Last year Bobby's efforts brought in a total of 10,879 items which helped 189 families. To date Bobby has collected 44,879 items helping feed more than 758 families! This year we have been made aware that there is a special need for baby food and formula, powdered milk and canned meats. Take some initiative: plan a menu for your unit and have each person bring part of it, creating one complete Thanksgiving Meal, or come up with some other type of team goal just get involved! Remember - Thanksgiving starts the season of giving and like the slogan says "A gift of food is a gift of Love".

Arleen L. Parbs

When you come to the "Toys for Tots" show this year, feel free to expect talent and beauty. You won't be disappointed, because FEP's own Rosetta Blackman is in the lineup. She's once again lending her admirable dancing skills to the cause of a merrier Christmas for Jacksonville's underprivileged.

Rosetta's been with Blue Cross for six years, maintaining a level of job effectiveness that was legendary back in 1986 among us temps who came in to work on the Medicare Crossover pilot. Rosetta was the only BC employee assigned to the program. She received a special commendation from Larry Payne for her work on that project, having processed an average of 900 items daily while maintaining a perfect quality rating for the entire eight months that the test ran.

"A positive mind outweighs a negative mind any day, strive to be the best you can be."

Bobby Ross

Rosetta is now in our Customer Service Department where she is helping to conduct another pilot study. This time, it's an experiment in knowledge based functioning. In addition to covering her regular telephone work, she is doing reopens, suspense, and acting as back-up TA for her area.

Rosetta is very happy with FEP and intends to stay for a long time. She presently attends Jones College

where she is pursuing a marketing degree. She hopes to return this experience to the department by ultimately working as an FEP Marketing Representative.

Says Rosetta, "you should stay in one place and perfect yourself in that line of work. It's no good to be continually moving from one department to another, always training and re-training."

Rosetta is married to a sixteen-year navy man. Her hobbies include dance, swimming, tennis, modeling, and (according to her husband) being a Military Wife. Her words to the wise:

"A positive mind outweighs a negative mind any day, strive to be the best you can be."

You can witness the fruits of Rosetta's own striving if you attend the Toys for Tots show on December 14th and 15th. She, Nancy Brackett and Catherine Robinson will be doing a tribute to Janet Jackson, performing Rosetta's own choreography to three of Ms. Jackson's songs: "Escapade", "Alright" and "State of the World." She is also to be featured, dancing with Tracey Douglas, in Cathy Passarella's rendition of "Dreams" by Fleetwood Mac.

We're just pleased and proud as can be that Rosetta is with us, and wish her all the luck in the world for a happy and successful future.



'Blanket Man' covers homeless with care



"Blanket Man" Bobby Ross (right), who once was homeless himself, gives blankets that he

collected to Trinity Rescue Mission workers Milton Neal (left) and Jesse Isaac.

— M. Jack Luedke/staff

This is the second of five profiles of people who embody the spirit of the holidays.

By Francis X. Donnelly

Staff writer

A homeless man stiffened as Bobby Ross approached. A cold wind sliced through the dusk at downtown Jacksonville's Hemming Plaza.

The transient, settled on a concrete slab, was fighting the frigid air with an elaborate cloak of rags and newspapers. He began to take it apart in preparation of leaving.

However, Ross, 35, dressed in a suit and tie, wasn't in the plaza last week to trust anyone. He was there to help. He handed the old man a blanket.

It just as easily could have been Ross trying to find a warm spot.

Once, for a few nights, it actually was.

"When people are down and out, they usually give up," Ross said. "My main message is: Don't give up. As long as you have a helping hand, you can make it." Ross' helping hand came from Bethel Baptist Institutional Church. Reared by his physically disabled mother, Ross and his brother grew up poor.

The family depended on Bethel Baptist and social agencies for handouts. It was charity that the

**A spirit of
GIVING**

(See BLANKET, Page A-8)



**Blue Cross
Blue Shield**
of Florida


Federal Employee Program Medical Operations

certifies that

Bobby Ross

**Is an Honorary Member of the Medical Operations Team
for his contributions to the FEP Health Fair**

VOLUNTEER




Mary L. Fry

Mary L. Fry, RN Manager

E. Gallegos

Ed Gallegos, Director

June 14, 1999



Litton

Kelly