

Items Donated to Corporate Archives
Please be sure this form accompanies your donation.

Your Name Bob Fetzer Phone _____

Department & Division _____
(If current employee)
Office Address: _____
(or home address if retired)

BRIEF Description of materials donated

- (Example: 1. Sales Bulletins from 1985-90
2. Pictures from Annual Management Awards Dinners – 1980
3. Copies of Profiles from 1987 and 1991
4. Videos of Annual Toys for Tots Talent Show – 1983-85)
5. Gavel from???)

"NEWS OF THE BLUES" - APRIL THROUGH JULY 1960 JULY 1957
BADGES - BS 25TH ANNIVERSARY, "TAKE A CLOSER LOOK", "BET"
"MEGA FOUR", FCIA "THINK / PACKAGE TENTH ANNIVERSARY",
JACK HERBERT RETIREMENT 1979.
5 YEAR CLUB MEMBERSHIP CARD • BUILDING DEDICATION COINS 1974
BCBS LAPEL PINS, 900 DAYS / 5 YRS, BS 5 YRS, BSC 15 YRS,
OLYMPICS PIN 1992.

Notes: (Please describe the significance of any items you think would be helpful. We may call you for details): _____

We will keep only one copy of most items included in the collection. If we already have the items you donate do you want us to return them to you? Yes No, you may dispose of the items

We cannot guarantee that all items you donate will become part of the permanent collection. If it is determined that we will not keep the items you donate do you want us to return them to you? Yes No – you may dispose of the items

Processing all these items may take some months. Please be patient.

Send materials to:
Margie Pace
Business Research Information Center-DCC100-1
U.S. Mail Address: 4800 Deerwood Campus Parkway
Jacksonville, FL 32246

NOTE: Please put the BRIC on distribution for standard research reports, white papers, studies, etc. done in your departments. Just add us to your distributions lists – remember – history is ongoing!!

Hope you CAN use some of these items
GOOD LUCK,
Bob

Corporate Archives Project Begins at BCBSFL

1956

H.A. Schroder, our Executive Director, wrote a letter of appreciation to Jesse Zim in the Miami Office in honor of his retirement. He praised him for his dedication and years of service to the company. He was looking at a picture of Jesse when he wrote:

"I have a picture before me that will become a permanent part of the Blue Cross-Blue Shield **archives**, for it represents such an important part of the development and growth of Blue Cross and Blue Shield in Florida."

2000

I'm very pleased to announce that **we now have** an official "Blue Cross and Blue Shield of Florida Archives" – a place for Mr. Zim's legacy to live on and where Mr. Schroder's wise words will now come to life!

At Mr. Cascone's request the Business Research Information Center and the Corporate Communications Division will work together to build the Blue Cross Blue Shield of Florida Corporate Archives.

Work on this project began this summer by capturing "Oral Histories" on video from former Board members and Officers. The Business Research Information is currently beginning to collect historical documents, photos and memorabilia. We are building a database of digitized photos which can be searched by individual names, dates, and events. We are also in the planning stages of a searchable database of press releases from the past. During 2001 we will collect items from the past 60 years, develop a cataloging scheme and preserve items using archival standards.

If you have items you would like to donate please call me at 905-5344 or drop them off at the Business Research Information Center (BRIC). We're located on the first floor of this building (DCC100-1) – down the carpeted hallway near the elevators. A form is attached to include with your donations.

We are very excited about preserving our company's heritage, understanding our accomplishments and appreciating those who contributed to making BCBSF a strong and successful company! BCBSF's history is a unique corporate asset. An archives is the tool for capitalizing on this asset so that current employees can gain a sense of BCBSF that is larger than their own immediate experience.

Next year's retiree dinner will celebrate our new Archives and Oral History Project with an evening spent enjoying stories and photos from the past using today's technology to bring them to life. !

*Margie Pace, Manager
Business Research Information Center*