

# Corporate Directory

2007



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association



## Our Mission

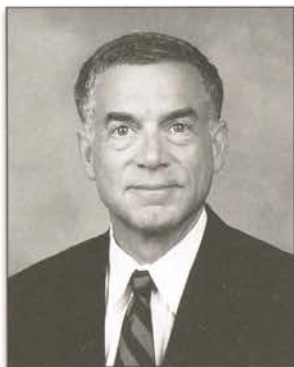
We believe Blue Cross and Blue Shield of Florida has a unique role in advancing the health and well-being of Florida's citizens. While all successful companies must focus on meeting customer needs, our corporate beliefs call for a much greater commitment to the public good. Our purpose requires working for public policy that enables an excellent, efficient health system; affordable products and services; and protection for as many Floridians as possible. It also demands that our programs support the delivery of high-quality care. Through our products, employee relations, political influence and community involvement, we consistently attempt to make a constructive contribution to the well-being of our customers and all Floridians.

A financially-strong, independent, policyholder-owned parent company is most conducive to pursuing our community-driven, customer-focused mission. This allows us the flexibility to use various structures, as appropriate, for entities under the parent.

## Our Vision

A company focused primarily on the health industry, delivering value through an array of meaningful choices.

## Chairman and Chief Executive Officer



**Robert I. Lufrano, M.D.**  
*(Anne)*

Chairman and Chief Executive Officer

Tel 904.905.6567

Fax 904.905.0800

[bob.lufrano@bcbsfl.com](mailto:bob.lufrano@bcbsfl.com)

Dr. Lufrano was appointed President and Chief Operating Officer in April 2002. He was elected to the Board in September 2002. He was appointed Chief Executive Officer and was elected Chairman of the Board, effective February 1, 2004.

## Lead Director



**Gonzalo F. Valdes-Fauli**

Chairman

Broadspan Capital, LLC  
1111 Crandon Boulevard, Apt. B1008  
Key Biscayne 33149

Tel 305.361.3651  
Fax 305.361.0399  
gonzalovf@bellsouth.net

Mr. Valdes-Fauli has served on the Board since September 1995 and serves as an ex-officio member of all committees. Mr. Valdes-Fauli was designated Lead Director in September 2006.



## DuBose Ausley

*(Sallie)*

Attorney  
Ausley & McMullen  
P. O. Box 391  
Tallahassee 32302

Tel 850.425.5433  
Fax 850.222.7560  
dausley@ausley.com

**Member:** Board Governance & Nominating and Personnel & Compensation Committees. Mr. Ausley has served on the Board since July 1982.



## Robert M. Beall, II

*(Aldona)*

Executive Chairman  
Beall's Inc.  
P. O. Box 9285  
Bradenton 34206-9285

Tel 941.744.4233  
Fax 941.749.7926  
rmb@beallsinc.com

**Member:** Board Governance & Nominating and Personnel & Compensation Committees. Mr. Beall has served on the Board since September 1994.



## Henry H. Beckwith

*(Madeleine)*

Senior Vice President  
W. W. Gay Mechanical Contractors, Inc.  
524 Stockton Street  
Jacksonville 32204

Tel 904.394.7920  
Fax 904.389.4901  
hbeckwithsr@wwgmc.com

**Member:** Audit & Compliance and Finance Committees. Also serves as Chairman of the HOI Board (BCBSF's HMO subsidiary). Mr. Beckwith has served on the Board since May 1986.



## Catherine P. Bessant

*(John Clay)*

Global Treasury Services President  
Bank of America Corporation  
100 N. Tryon Street  
Mail Code: NC1-007-57-17  
Charlotte, NC 28255

Tel 704.387.4985  
Fax 704.386.9990  
cathy.bessant@bankofamerica.com

**Chair:** Personnel & Compensation Committee

**Member:** Board Governance & Nominating Committee. Ms. Bessant has served on the Board since September 2001.



**Edward L. Boykin**  
*(Ileana)*

Certified Public Accountant  
HC 71 Box 52  
Clayton, OK 74536

5417 Avenal Drive  
Lutz, FL 33558

Tel 918.569.4794 (OK)  
Tel 813.948.1730 (FL)  
ed.boykin@gmail.com

**Chair:** Audit & Compliance Committee

**Member:** Finance Committee

Mr. Boykin has served on the Board since July 1982.



**Leerie T. Jenkins, Jr.**  
*(Norma)*

Chairman and Chief Executive Officer  
Reynolds, Smith and Hills, Inc.  
10748 Deerwood Park Boulevard, S.  
Jacksonville 32256-0597

Tel 904.256.2100  
Fax 904.256.2503  
leerie.jenkins@rsandh.com

**Member:** Board Governance &  
Nominating and Personnel &  
Compensation Committees.

Mr. Jenkins has served on the Board since September 2006.





## **Tracy A. Leinbach**

Retired Chief Financial Officer  
Ryder System, Inc.  
4011 Hardie Road  
Miami 33133

Tel 305.669.8982  
taleinbach@aol.com

**Chair:** Finance Committee

**Member:** Audit & Compliance  
Committee. Ms. Leinbach has served  
on the Board since September 2004.



## **John B. Ramil**

*(Naida)*

President and Chief Operating Officer  
TECO Energy, Inc.  
702 N. Franklin Street, 3rd Floor  
Tampa 33602

Tel 813.228.4453  
Fax 813.228.4290  
jbramil@tecoenergy.com

**Member:** Audit & Compliance  
and Finance Committees. Mr. Ramil  
has served on the Board since  
September 2006.



**Frank P. Scruggs, Jr.**  
*(Floydette – “Skip”)*

Attorney  
923 Hyacinth Drive  
Delray Beach 33483  
Tel 561.272.0705  
Fax 561.272.4541  
fscruggs@bellsouth.net

**Chair:** Board Governance &  
Nominating Committee

**Member:** Personnel &  
Compensation Committee.  
Mr. Scruggs has served on the  
Board since September 1995.



**Barbara S. Thomas**

Retired Chief Executive Officer  
Ocean Spray Cranberries, Inc.  
Six Belleview Boulevard, Unit 207  
Belleair 33756

Tel 727.447.6321  
bsthomas0049@earthlink.com

**Member:** Audit & Compliance and  
Finance Committees. Ms. Thomas  
has served on the Board since  
September 2004.

## Director Emeritus



**Yank D. Coble, Jr., M.D.**  
*(Shereth)*

Endocrinologist; Past President,  
American Medical Association;  
Past President,  
World Medical Association  
329 Ponte Vedra Boulevard  
Ponte Vedra Beach 32082

Tel 904.285-5053  
ycoble@aace.com

Dr. Coble has served on the Board  
since May 1994.

### **Board Emeritus**

Effective July 23, 2001

## Honorary Chairman Emeritus



**Michael Cascone, Jr.**  
*(Elizabeth)*

Retired Chairman and Chief Executive  
Officer, Blue Cross and Blue Shield  
of Florida, Inc.

8022 James Island Trail  
Jacksonville 32256

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mcascone@bellsouth.net



**R. Chris Doerr**

*(Stephanie)*

Executive Vice President,  
Chief Administrative Officer  
and Chief Financial Officer

Tel 904.905.8042

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**Jeannette W. Ekh**

*(Erik)*

Senior Vice President and  
Chief Information Officer

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**L. Joseph (Joe) Grantham**  
*(Peggy)*

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Corporate Strategy and  
Chief Strategy Officer

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**Barbara H. Hunter**  
*(Lewis)*

Vice President,  
Organization Effectiveness  
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## **Cyrus (Russ) M. Jollivette**

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## **Charles (Charlie) S. Joseph** *(Anne)*

Senior Vice President,  
General Counsel and  
Corporate Secretary

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**Arnold (Duke) Livermore**  
*(Laura)*

Executive Vice President,  
Business Operations

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**Fred V. Ryder, Jr.**  
*(Cassandra)*

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Corporate Development  
and Strategy

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**Nickolas (Nick) E. Stam**  
*(Alixé)*

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Local Presence and Cultural  
Competence/Diversity Systems

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**Robert (Bob) E. Wall**  
*(Silvana)*

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Human Services Group and  
Chief Human Resources Officer

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## Our Company

Blue Cross and Blue Shield of Florida (BCBSF) is a leader in Florida's health industry. BCBSF and its subsidiaries serve more than 8.6 million people. Since 1944, the company has been dedicated to meeting the diverse needs of all those it serves by offering an array of meaningful choices. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Florida, BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of 39 independent Blue Cross and Blue Shield companies. For more information concerning BCBSF, please see its Web site at [www.bcbsfl.com](http://www.bcbsfl.com).

*June 2007*



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An Independent Licensee of the  
Blue Cross and Blue Shield Association

Blue Cross and Blue Shield of Florida, Inc.  
P. O. Box 60729  
Jacksonville, FL 32236-0729