



Heart Walk®

Welcome to the First Coast Leadership Breakfast

March 19, 2013

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Heart-Healthy Menu

Pompano Beach Frittata

Sanford Frittata


Sweet Potato Hash

Florida Citrus Salad

Low-Fat Mini Cranberry Muffins

Build your own Oatmeal Bar

Beverage Station

This is where my  **is.**



Agenda

- | | |
|------------------|-----------------------------------------------------------------------|
| 7:30- 8:00 a.m. | Arrival of Guests and Networking |
| 8:00 – 8:10 a.m. | Introduction
Gene Wexler, WOKV
Opening Remarks |
| 8:10-8:11 a.m. | Introduction
Pat Geraghty, CEO, Florida Blue |
| 8:10 -8:20 a.m. | Survivor Story
Mel Gottlieb, CEO, Gottlieb & Associates
Remarks |
| 8:20 – 8:40 a.m. | The State of Healthcare
Pat Geraghty, CEO, Florida Blue
Remarks |
| 8:40 – 8:55 a.m. | Heart Walk
Gene Wexler, WOKV
Remarks |
| 8:55- 9:00 a.m. | Closing
Pat Geraghty, CEO, Florida Blue
Remarks |
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First Coast Heart Walk Chairperson

Pat Geraghty, CEO
Florida Blue

First Coast Heart Walk Executive Leadership Team

Mark Anderson, CAO
UF & Shands Jacksonville

Steve Auld, Senior VP
Auld & White Constructors

Doug Baer, President & CEO
Brooks Rehabilitation

Bob Brigham, CAO
Mayo Clinic

Moody Chisholm, President & CEO
St. Vincent's Healthcare

Jim Eaton, VP Healthcare Div.
The Haskell Company

Earnie Franklin, President & CEO
Incepture

Mark LaBorde, President
Aetna

Jim O'Loughlin, President & CEO
Memorial Hospital

Terri Poster-Taylor, Dir. of Oper.
IPC-The Hospitalist Company

Terry West, President & CEO
VyStar Credit Union

Ed White, President
Auld & White Constructors