



AMERICAN CANCER SOCIETY
**CEOs AGAINST CANCER FLORIDA CHAPTER
2015 ANNUAL MEETING**

WEDNESDAY, OCTOBER 28, 2015



YOUR CEOS AGAINST CANCER INITIATIVE

MORE THAN 400 MEMBERS AND 17 STATE AND REGION-BASED CHAPTERS of the American Cancer Society CEOs Against Cancer initiative represent a powerful network that includes the most prominent names in business today. The companies led by these chief executives employ and impact more than 6.5 million workers across the United States. Members bring the passion, expertise, and resources needed to find, prevent, treat, and cure this disease, which costs the US \$216 billion each year and is the leading cause of death among working-age adults.

BENEFITS OF MEMBERSHIP

- Enhance your brand image through collaboration and increased visibility with the American Cancer Society, an organization with 96 percent aided brand awareness. American Cancer Society Brand Tracker Study, 2013.
- Increase awareness and understanding of evidence-based strategies to reduce workforce cancer risk and associated costs.
- Learn about the economic and community impact of cancer in the US and globally.
- Learn about international, nationwide, and community strategies to engage in cancer prevention and early detection.
- Learn from companies already using effective strategies to combat the effects of cancer with their own employee population.
- Gain access to American Cancer Society tools and information necessary to implement company-specific cancer prevention and early detection strategies.
- Increase productivity through the reduction of absenteeism, and improve employee morale.



AGENDA

3:00 p.m. **Arrivals and Networking**

3:20 p.m. **Welcome**

Ralph DeVitto, Executive Vice President
and Florida Division Operating Officer,
American Cancer Society, Inc.

3:30 p.m. **State of the Florida Chapter**

Pat Geraghty, Chairman of the Board and CEO,
GuideWell Mutual Holding Corporation,
Florida Blue and GuideWell Group, Inc.

3:45 p.m. **Florida's Tobacco Tax Campaign**

Chris W. Hansen, President, American Cancer Society
Cancer Action NetworkSM (ACS CAN)

4:15 p.m. **Saving More Lives: The American Cancer Society's
Role in Eliminating Cancer as a Major Public
Health Problem**

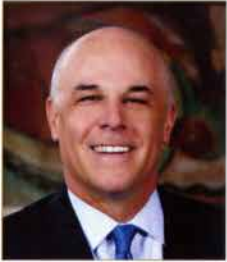
Gary Reedy, Chief Executive Officer,
American Cancer Society, Inc.

4:45 p.m. **2016 Chapter Leadership and Closing Comments**

Pat Geraghty, Chairman of the Board and CEO,
GuideWell Mutual Holding Corporation,
Florida Blue and GuideWell Group, Inc.

5:00 p.m. **Meeting Concludes**

PRESENTERS AND SPEAKERS



PATRICK "PAT" GERAGHTY

Chairman of the Board and CEO, GuideWell Mutual Holding Corporation, Florida Blue and GuideWell Group, Inc.

PAT GERAGHTY is chairman of the board of directors and CEO of GuideWell and Florida Blue. GuideWell is a mutual holding company and is a family of forward-thinking companies focused on transforming health care. The holding company includes Florida Blue, GuideWell Connect, GuideWell Health, and GuideWell Source.

Florida Blue is the state's largest health plan serving more than seven million people in Florida and providing Medicare payment services to beneficiaries across 12 other states and three US jurisdictions. Pat is leading a transformation at Florida Blue from insurance company to health solutions company with a strong health, wellness, and prevention orientation. Florida Blue is a featured business case at Harvard Business School in their current curriculum.

Throughout his career, Pat has been active in community and professional organizations. He is a board member for a diverse group of organizations, including the National Institute of Health Care Management, Sanford-Burnham Prebys Medical Discovery Institute, Pardee Rand Graduate School, America's Health Insurance Plans, the Oliver Wyman Innovation Center Advisory Board, and the MaliVai Washington Youth Foundation.

Pat has also received many awards from the community. He received the 2013 Humanitarian of the Year Award from Kappa Alpha Psi, the American Values Award from the North Florida Council Boy Scouts of America, The Jefferson Award for Public Service at BCBSMN, the 2012 Game Changer Award from Politic365, The Ultimate CEO Award from Jacksonville Business Journal, Voice of Equality Award by Equality Florida, The Seven Seals Award, which is the highest civilian honor in support of the National Guard and the Reserves, and the Gold Standard from the CEO Roundtable on Cancer in support of the American Cancer Society with BCBSMN and Florida Blue.

In 2014, Pat was named Floridian of the Year by *Florida Trend* magazine for his outstanding leadership, and was inducted into the First Coast Business Hall of Fame by the Florida Council on Economic Education.



GARY M. REEDY
Chief Executive Officer,
American Cancer Society, Inc.

GARY REEDY has served as the CEO of the American Cancer Society since April 2015. Prior to his appointment, he served as a volunteer leader of the organization, where his focus on collaboration and results, and his drive to create the best American Cancer Society possible, helped transform the organization into one able to better deliver on its lifesaving mission.

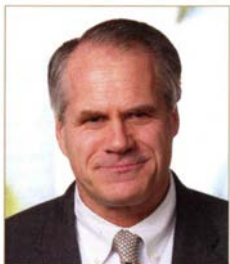
Gary has an outstanding history with the Society, having served as chair of the organization's volunteer Board of Directors and as chair of the American Cancer Society Cancer Action NetworkSM (ACS CAN) Board. He also led the Board's advisory committee on transformation, a pivotal role for the organization's recent restructuring work. He first joined the Society in 2000 as a member of the Board of Trustees of the former American Cancer Society Foundation. In recognition of his service, Gary was elected as an Honorary Life Member of the Society in 2014.

Prior to taking the helm of the Society, Gary had a distinguished 37-year career as a health care business and advocacy leader, most recently as worldwide vice president, government affairs and policy, at Johnson & Johnson, where he spearheaded initiatives to influence global health policy. He previously devoted over 25 years of his career to the business side of the industry, including senior leadership positions with SmithKline Beecham, Centocor, and Johnson & Johnson. During his tenure at Johnson & Johnson, Gary served as president of Ortho Biotech, a Johnson & Johnson company with annual revenues of more than \$3 billion.

Gary's nonprofit experience includes current board appointments for the Campaign for Tobacco-Free Kids, the Tobacco-Free Kids Action Fund, and Emory & Henry College. He previously served on the C-Change board of directors and was a charter member of the CEO Roundtable on Cancer.

As the Society's top staff executive, Reedy provides leadership for Society volunteers and staff, marshalling their talent and enthusiasm toward the eradication of cancer. He leads the strategic direction and overall management of the organization with a \$900 million annual budget, 2.5 million volunteers, 6,000 staff, and 11 geographic divisions. He works with the Society's Board of Directors to establish the organization's vision, and drive revenue and impact to achieve its lifesaving mission.

PRESENTERS AND SPEAKERS



CHRIS W. HANSEN
President,
American Cancer Society
Cancer Action Network (ACS CAN)

CHRIS HANSEN is the president of the American Cancer Society Cancer Action NetworkSM (ACS CAN), the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society. As president, he leads an organization of more than 250 staff in Washington, DC, and across the country in support of laws and policies that help people fight cancer and advance the Society's mission.

Chris is a seasoned nonprofit and corporate leader with more than 40 years of Washington experience. He joined ACS CAN in June 2010 after serving as the president and chief executive officer of the American Electronics Association at a pivotal time for that organization, leading its successful transformation in a 2009 merger with several other technology groups to form Tech America, the nation's largest association representing all segments of the high-tech industry. Chris served as the new organization's chief executive officer before becoming CEO emeritus and president of the association's 501c3 affiliate, TechAmerica Foundation.

Prior to his tenure in the technology field, Chris served in senior leadership positions at AARP from 2002 to 2007. As group executive officer, state and national initiatives, he directed all federal, state, and grassroots advocacy initiatives nationwide and managed more than 50 AARP offices and 750 staff in Washington, DC, and across the nation.

Chris also has more than 15 years of experience with the Boeing Company, where he led all federal, state, and international government relations and served as a corporate officer and executive council member. His earlier experience includes management roles in the congressional affairs group at General Dynamics.

Chris holds an undergraduate degree in political science from the University of Denver and a master's from the American Graduate School of International Management. He has held a number of leadership roles in professional organizations, including the US Council for International Business, the National Aeronautics Association, the National Bureau of Asian Research, and the Individual Investors Committee of the New York Stock Exchange. He is also active in philanthropic organizations such as the Wolf Trap Foundation.



RALPH DEVITTO
Executive Vice President and
Florida Division Operating Officer,
American Cancer Society, Inc.

RALPH DEVITTO is the executive vice president and operating officer of the American Cancer Society's Florida Division and ACS Puerto Rico, Inc. As executive vice president and operating officer, Ralph is the senior-most staff executive, driving development and implementation of the Society's mission and income strategies across Florida, and engaging corporate executives, high-level donors, and leadership volunteers in furthering the fight against cancer.

Ralph assumed his current role as executive vice president in 2009, but has a long career of service with the American Cancer Society, first as vice president for government relations in 1996, then as senior vice president for advocacy and public policy in 2001 and chief operating officer in 2002. For more than 18 years, Ralph has combined his passion for the fight against cancer with his leadership skills in order to guide the Florida Division to success.

Under Ralph's leadership, the Division has focused on areas that have the greatest impact in the fight against cancer, paving the way for the creation and implementation of innovative programs, such as the Laureate Society, which have since been implemented nationwide. In 2013, the Florida Division served more than 35,000 cancer patients and caregivers; engaged over 151,000 volunteers to support community-based programs; and raised more than \$36 million to help more people stay well, get well, find cures, and fight back against cancer. During Ralph's tenure with the Society, the Florida Division has successfully advocated for major state programs to fund cancer research, led efforts to pass constitutional amendments to ensure clean indoor air and to fully fund Florida's youth tobacco education, and led the charge to raise the state's cigarette tax by \$1. Florida's Department of Health continues to rely on Ralph's guidance on tobacco-related issues, serving on their Tobacco Education and Use Prevention Advisory Council. Ralph also serves on the council's policy subcommittee.

Teamwork is a word that Ralph lives by, citing it as a key to the Division's success. As such, Ralph models cross-functional collaboration by serving on some of the Society's nationwide initiatives and workgroups: Co-Lead of the Enterprise Innovation Team, Change Champion Lead, and Lead of the Relay Diversity Team.

Ralph has a bachelor's degree from Florida State University and recently received a certificate in nonprofit management through the Kellogg Executive Schoiar Program at Northwestern University.

PARTNERING FOR SUCCESS

THANK YOU FOR CHOOSING THE AMERICAN CANCER SOCIETY.

This year, more than 1.6 million Americans will hear the words, "You have cancer." It is likely that each of us has either helped a loved one, friend, or colleague after a cancer diagnosis, or even heard these words, ourselves.

HELP US BUILD A HEALTHIER TOMORROW.

We've all been touched by cancer. That's why we do what we do. Only by working together can we finish the fight faster. Plus, we can help improve the lives of your employees and help you make a meaningful impact in communities around the world.

When you partner with the American Cancer Society, you get solutions for your business needs, enhancements to your company's community involvement strategies, improved employee health and wellness, and increased customer loyalty and brand relevance.

No single organization does more in the fight against cancer. Our mission is fueled by people and organizations around the globe who share our passion to make a difference in the lives of others and help finish the fight. From grassroots community events to corporate giving, our lifesaving work would not be possible without supporters like you.

SAVING LIVES

THE POWER OF OUR RESEARCH*



CONFIRMED
CIGARETTE
SMOKING IS
LINKED TO
LUNG CANCER



HELPED
DRAMATICALLY
INCREASE
THE FIVE-YEAR
SURVIVAL RATE
OF **CHILDHOOD
LEUKEMIA**
TO 85 PERCENT



SHOWED
OBESITY IS
LINKED TO
**MULTIPLE
CANCERS**

*THE AMERICAN CANCER SOCIETY HAS CONTRIBUTED TO NEARLY EVERY MAJOR CANCER BREAKTHROUGH IN RECENT HISTORY.

THE POWER OF OUR BRAND

HIGHLY TRUSTED SOURCE OF CANCER INFORMATION**

BEST BRAND IMAGE*

MOST HIGHLY VALUED NONPROFIT BRAND*

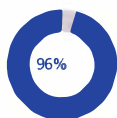
MOST RELEVANT TO CONSUMERS*

*2013 AMERICAN CANCER SOCIETY BLINDED CONSUMER BRAND TRACKING STUDY.

**ONE MILLION PEOPLE PER YEAR CALL THE AMERICAN CANCER SOCIETY, AND 45 MILLION VISIT CANCER.ORG, FOR UP-TO-DATE INFORMATION ABOUT CANCER IN GENERAL, OR ABOUT A DIAGNOSIS THEY OR A LOVED ONE HAS RECEIVED.

UNDENIABLE GLOBAL BRAND STRENGTH

- ▶ LARGEST VOLUNTARY PUBLIC HEALTH ORGANIZATION IN THE UNITED STATES
- ▶ HIGHLY TRUSTED SOURCE OF INFORMATION, ACROSS A VARIETY OF CANCER-RELATED TOPICS, AMONG PATIENTS, SURVIVORS AND CAREGIVERS*



96% AIDED BRAND AWARENESS*



1 IN 2 CONSIDER US THE LEADER IN THE CANCER SPACE – MOST RELEVANT TO CONSUMERS, BEST BRAND IMAGE, AND MOST HIGHLY VALUED HEALTH NONPROFIT BRAND*

*American Cancer Society Brand Tracker Study, 2013



HELPED SHOW THAT MAMMOGRAMS WERE SAFE AND EFFECTIVE AT FINDING **BREAST CANCER** EARLY



HELPED DEVELOP THE PROSTATE-SPECIFIC ANTIGEN (PSA) SCREENING TEST FOR **PROSTATE CANCER** AND HELPED CREATE HORMONAL THERAPY



FUNDED CUTTING-EDGE RESEARCHERS, 47 OF WHOM HAVE GONE ON TO WIN THE **NOBEL PRIZE**

THANK YOU

for your commitment to help us finish the fight against cancer faster!

GENERAL MEMBERSHIP

ROBERT HILL

Acosta Sales and Marketing

REMEDIOS DIAZ-OLIVER

All American Containers

BRIAN KEELEY

Baptist Health South Florida / Miami Cancer Institute

STEVE MASON

BayCare Health System

JERRY FEDELE

Boca Raton Regional Hospital

CHARLIE TOMM

Brumos Automotive

TONY JENKINS

Florida Blue, Central Florida

DARNELL SMITH

Florida Blue, North Florida

PENNY SHAFFER

Florida Blue, South Florida

DAVID PIZZO

Florida Blue, Tampa Bay

BRAD PRECHTL

Florida Cancer Specialists

LARS HOUMANN

Florida Hospital

ROSLYN CLARK ARTIS

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Florida State College at Jacksonville

JEFF BAK

Health Plan Holdings

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Moffitt Cancer Center

TAMER YOUSSEF

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