

2003 Annual Retiree Event  
Tuesday, December 9, 2003  
6:00-8:00 p.m.

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|-------------|--|
| 6:10 – 6:15 | Welcome Remarks – Bob Sebok                  |
| 6:15 – 6:20 | In-Memoriam and Invocation – Henry Zittrower |
| 6:20 – 7:10 | Dinner                                       |
| 7:10 – 7:15 | United Way Update – Bob Sebok                |
| 7:15 – 7:35 | Historical Presentation – Michael Kucsak     |
| 7:35 – 7:40 | Closing Remarks – Mike Cascone               |

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**Michael Cascone, Jr.**  
**Remarks for the**  
**2003 BCBSF Retirees' Dinner**  
**Tuesday, December 9, 2003**

- Bob, thank you for those kind words. I'm proud to be here with all of you tonight. I have shared such wonderful experiences and friendships with so many of you during the past 35 years.
- I won't say it "seems like yesterday" that I was a young man walking through the door for the first time, but I will say that "time does fly" when you're doing something that you love to do.
- Next year, our company is going to celebrate its 60<sup>th</sup> anniversary! We've come a long way from 1944 when the Florida Hospital Service Corporation, which later became Blue Cross of Florida, began operations in a small office in Jacksonville with a staff of four.

- While I don't think we've got anyone here tonight who goes back quite *that* far, it is our long-time employees – our retirees – that have laid the groundwork and made it possible for our company to be so successful today.
- We owe you all a debt of gratitude for your contribution in making Blue Cross and Blue Shield of Florida a leader in our industry.
- None of our competitors has earned the trust of more than 6 million Floridians. We have earned that trust because of the dedication and loyalty that each of you brought to the job everyday. Our current employees now carry that standard forward.
- This year we are proud of and encouraged by the many successes we achieved in an environment that was complex and challenging. I'd like to share just a few highlights with you:

- Our 2003 financial results were the best in the company's history and represent our 15<sup>th</sup> consecutive year of positive financial performance.
- We grew our membership in Health Business by more than 75,000 members, bringing us to a 28% share of the Florida market.
- *Diversity Inc.* Magazine, the premier publication for diversity, recognized our progress and commitment to diversity in its "Top 50 Companies for Diversity" edition.
- We introduced BlueOptions, our next-generation product portfolio, to more segments of the market.
- And, we continued to strengthen our community leadership through our commitment to United Way, employee volunteerism, our corporate philanthropy and our *Blue Foundation for a Healthy Florida* grants.

- Our progress and success is the result of a team effort – not just year to year but decade to decade. As our company begins to celebrate our 60<sup>th</sup> anniversary, we want to acknowledge that our employees – past and present – are truly our most valuable asset.
- We especially want our retirees to know how much we appreciate their years of service.
- Because sometimes heartfelt words alone just aren't enough to express the depth of one's appreciation, the Board of Directors and Management of the company have put together a special award for all of our retirees. You'll be receiving this <sup>small</sup> expression of our gratitude in the mail soon after the first of the year. ??

— United Way <sup>in the few</sup>

- As I get ready to retire next month, I want to say that I look forward to remaining part of the Blue Cross family as a retiree.
- I know I will be leaving the company in good hands. Just as all of you, I plan to follow the legacy you have set in

place. I have worked hard, done my job to the best of my abilities, and now plan to enjoy every minute of my retirement.

- In closing, let me wish you and your families a holiday season that brings peace and joy, and may your New Year be filled with many blessings.
- Thank you, and good night everybody.