

**Blue Cross and Blue Shield of Florida Foundation  
Sapphire Awards and Symposium  
Schedule of Events**

**Thursday, February 21, 2012**

- 8:00 a.m. Registration and Marketplace Open
- 8:00 – 9:00 a.m. Breakfast
- 9:00 – 9:30 a.m. Welcome
- Susan B. Towler  
Vice President, Blue Cross and Blue Shield of Florida Foundation
- 9:30 – 11:30 a.m. Obesity Health Policy and Wellness Panel Presentation  
Moderator:
- Judith Rodriguez, Ph.D., Chair, Nutrition and Dietetics, University of North Florida
- Panelists
- Debbie I. Chang, VP, Office of Policy & Prevention, Nemours
  - Robin C. Safley, Director, Division of Food, Nutrition and Wellness, Florida Department of Agriculture
  - Thaddeus Seymour, Ph.D., President, Lake Nona Institute
  - Nathaniel Whitman, Director, Active Schools Acceleration Project, ChildObesity180, Tufts University
- 11:30 a.m. – 12:00 p.m. Break and Marketplace Time
- 12:00 – 1:30 p.m. Lunch and Keynote
- Welcome  
Susan B. Towler  
Vice President, Blue Cross and Blue Shield of Florida Foundation
- Tony Jenkins  
Central Florida Market President, Florida Blue
- Invocation
- Keynote Address: A Funder's Perspective on Health Care and Health Care Reform
- Introduction of Speaker  
Charles S. Joseph, Senior Vice President, General Counsel and Corporate Secretary, Florida Blue; Vice Chair, BCBSF Foundation Board of Directors
- Keynote Speaker  
John R. Lumpkin, M.D., M.P.H., Senior Vice President and Director, Health Care Group, The Robert Wood Johnson Foundation
- 1:30 – 2:00 p.m. Break and Marketplace Time
- 2:00 – 3:15 p.m. Workshops – Session 1

- A. 60 Tips in 60 Minutes for Grant Writers  
 Presenter
- Emily Furlong, Senior Program Manager, Rollins Philanthropy and Nonprofit Leadership Center
  -
- B. Measuring for Effectiveness When Nobody Is Looking  
 Lead Presenter
- Fred Seamon, Ph.D., Senior Partner, MGT of America
- Presenters
- Barbara Morrison Rodriguez, President, BMR Consulting
  - Presenter: Terry Rhodes, Director of Research, Ounce of Prevention Fund
- C. Telling Your Story Using Social Media  
 Moderator
- Khalilah Liptrot, Senior Communications Consultant, Florida Blue
- Presenters
- Sharon LaSure-Roy, Senior Manager of Digital Marketing, Florida Blue
  - Presenter: Kate Warnock, Social Media Community Manager, Florida Blue
- D. The Crossroads of Politics and Policy: How to Advocate Without Getting Run Over  
 Lead Presenter
- Jack Levine, Founder, 4Generations Institute
- Presenter
- Derek Bruce, Principle, Edge Public Affairs
- E. Health Care Reform in a Post-Election World – Celebration Room 6  
 Moderator
- Carl Patten, Director – Health Care Policy, Florida Blue
- Presenters
- Jason Altmire – Senior Vice President, Public Policy, Government and Community Affairs, Florida Blue
  - Travis Coker, Director – Legislative Affairs, Florida Association of Community Health Centers
  - Kim Streit, VP – Health Care Research & Information Services, Florida Hospital Association
  - Justin Senior, Deputy Secretary for Medicaid, Agency for Health Care Administration
- F. Strategic Planning for Nonprofit Organizations  
 Lead Presenter
- Wilhelmina Tribble, President, Lowe Tribble & Associates
- Presenter
- Christopher Noe, Director of Social Investment, Nonprofits First
- G. Kidz, Creating a Generation of Smarter Consumers  
 Presenters
- Melanie Hall, Consultant, MSH Consulting
  - Dewey Caruthers, President, dewey & associates inc.
  - Megan Denk, Manager, THE PLAYERS Center for Child Health at Wolfson Children's Hospital

H. A Health Care Tool Kit Designed for Use by Communities and Individuals

Presenter

- Raj Vivalala, Senior Director of Relationship and Database Marketing, Florida Blue

- 3:15 – 3:45 p.m. Break and Marketplace Time
- 3:45 – 5:00 p.m. Workshops -- Session 2 – All Sessions Repeat
- 5:00 – 6:30 p.m. Networking Reception
- 6:30 p.m. Dinner on your own

**Sapphire Awards and Symposium  
Friday, February 22, 2013**

- 7:30 a.m. Registration and Marketplace Open
- 7:20 – 8:20 a.m. Breakfast
- 8:20 – 8:30 a.m. Welcome and Presentation
- Susan B. Towler  
Vice President, Blue Cross and Blue Shield of Florida Foundation
- 8:30 – 9:30 a.m. Plenary Session 1: The Changing Health Care Landscape
- Moderator
- Katherine Swartz, Professor of Health Policy and Economics, Harvard School of Public Health
- Panelists
- Jon Urbanek, SVP, Florida Blue
  - Nicole Lamoureux Busby, Executive Director, National Association of Free and Charitable Clinics
  - Catherine Hess, Managing Director for Coverage and Access, National Academy for State Health Policy
  - Justin Senior, Deputy Secretary for Medicaid, Agency for Health Care Administration
- 9:30 – 9:50 a.m. Break and Marketplace Time
- 9:50 a.m. – 12:10 p.m. Plenary Session 2: Funders' Roundtable
- Moderator
- Velma Monteiro-Tribble, Director, Foundation Grants and Programs, Blue Cross and Blue Shield of Florida Foundation
- Panelists
- Gail Christopher, VP, Program Strategy, W. K. Kellogg Foundation
  - Tori Kaplan, Asst. VP for Corporate Social Responsibility, CSX Corporation
  - Mara Frazier, Manager, Community Affairs, Darden Restaurants
  - Connie E. W. Smith, SVP, Community Affairs Manager - Florida, Wells Fargo Government and Community Relations
  - Javier Soto, President, The Miami Foundation
  - Steven Marcus, Ed.D., President & CEO, Health Foundation of South Florida

- Kerry Diaz, President, Quantum Foundation
- Eileen Coogan Boyle, President & CEO, Allegany Franciscan Ministries
- David Christian, Senior Vice President and Regional Manager for Community Affairs at Regions Financial Corporation

12:10 – 12:30 p.m.

Break and Marketplace Time

12:30 – 3:00 p.m.

Sapphire Awards Luncheon and Presentation

Welcome

Susan B. Towler

Vice President, Blue Cross and Blue Shield of Florida Foundation

Tony Jenkins

Central Florida Market President, Florida Blue

Invocation

Message from the Blue Cross and Blue Shield of Florida Foundation Board

Cyrus M. Jollivette

Chair, Blue Cross and Blue Shield of Florida Foundation

Introduction of Speaker

Jason Altmire

Senior Vice President, Public Policy, Government and Community Affairs, Florida Blue

Keynote Address

Patrick J. Geraghty

Chairman and CEO, Florida Blue

Sapphire Awards Presentation

Susan B. Towler

Vice President, Blue Cross and Blue Shield of Florida Foundation

- Individual Honoree
- Program Honoree
- Organization Honorees

3:00

Closing Remarks and Adjournment

Susan B. Towler

Vice President, Blue Cross and Blue Shield of Florida Foundation