

WM. KEITH JONES, AAI
3068 Hawks Landing Drive
Tallahassee, Florida 32309
(850) 878-5200

EDUCATION: **FLORIDA STATE UNIVERSITY**, Tallahassee, Florida
BS - Risk Management and Insurance
Graduation: Magna Cum Laude, 1981

POST COLLEGE: Accredited Advisor in Insurance
Chartered Property and Casualty Underwriter Candidate
Seminars - Florida Association of Insurance Agents
Seminars - Florida Association of Insurance and Financial Advisors
Seminars - American Academy of Purchasing Alliances and Cooperatives

TEACHING: Adjunct Instructor – Florida State University
Certified Instructor - Society of Certified Insurance Service Representatives
Certified Instructor - Employers Reinsurance Corporation (Loss Control)
Certified Instructor – Florida Department of Insurance

EMPLOYMENT: **Earl Bacon Agency, Inc.**
Tallahassee, Florida
(November 2000 to present)

Insurance Program Administration Licensed Insurance Agent for Independent Insurance Agency. Area of concentration includes Lumber Division Accounts and larger, complex risks utilizing risk management and risk retention techniques ... including self-funding and self-insurance. Also assist Agency Commercial Lines Manager in the identification and development of markets to target existing agency accounts.

New England Financial
Tallahassee, Florida
(June 2000 to present)

Insurance and Financial Advisor Licensed Representative for New England Financial (part of the Metropolitan Life Insurance family of companies) and Registered Representative for New England Securities. Areas of concentration include Family Planning and Business Continuation/Planning and Retirement Programs with special emphasis on Investment Planning. Currently enrolled in Certified Financial Planner Program.

Florida Association of Insurance and Financial Advisors (formerly Life Underwriters)
Tallahassee, Florida
(August 1995 to April 2000)

Vice President, Membership Development of statewide 5,000+ member professional association for insurance and financial advisors. Coordinate activities of volunteers/members of the 36 local associations within the national, state and local association federation in the areas of membership recruitment/retention, professional development and continuing education, and programs and planning. Assist executive vice president in governmental relations activities.

District 2 Community Health Purchasing Alliance, Inc.
Tallahassee, Florida
(February 1994 to June 1995)

Chief Executive Officer of District 2 Community Health Purchasing Alliance covering 14 counties

in Florida. Coordinated activities on behalf of CHPA member businesses to contract with Accountable Health Partnerships (insurers and health maintenance organizations), enabling members to purchase health insurance for their employees. Implemented start-up and product roll-out of first public/private initiative addressing issues under Florida's landmark purchasing reform legislation. Responsible for increasing awareness of the CHPA and recruiting new members to the organization. Contracted with and monitored performance of outside Administrator (TPA) functions. Reported to 17- member Board of Directors, conducted day-to-day business for the CHPA on behalf of the Board, and managed relationships with the State of Florida's Agency for Health Care Administration and Department of Insurance.

GEORGIA/FLORIDA PREFERRED, INC.
(D/B/A HealthAlliance of the South)
Thomasville, Georgia
(October 1992 to February 1994)

Executive Director/CEO of a Preferred Provider Organization (PPO) operating in Southwest Georgia. Network consisted of five acute care hospitals (approximately 400 beds), 150 physicians and numerous ancillary service providers. HAS provided managed care and utilization management services to over 10,000 covered lives in nine counties. With a staff of eight and an expense budget approaching \$500,000, was responsible for all operations of the PPO, reporting to a 14-member Board of Directors composed of Physicians, Hospital Administrators and Clients.

HOMES & LAND PUBLISHING CORPORATION
Tallahassee, Florida
(January 1990 -- July 1992)

Director, Franchise Development Responsible for franchisor/franchisee relationship with 190 franchises and over 300 separate publications in 40 states. Created administration, pricing and sales/marketing plan for outboarding graphics element of state-of-the art electronic publication system to franchisees. Coordinated Beta Test of customized software program(s). Managed joint-development agreement for software development, marketing plan, sales implementation and market roll-out.
Director, National Accounts Managed direct-mail facilitation unit. Managed data input unit. Administrator of Banking Referral Network. Coordinated advertising and data sales to Fortune 100 Companies.

CORPORATE RISK MANAGEMENT SERVICES, INC.
Tallahassee, Florida
(June 1984 -- December 1989)

Vice President Responsibilities included personal production, sales management, and underwriting management. Exercised COMPAR (CIGNA) underwriting authority, pricing standards and manuals (documentation). Served as Sales Manager conducting weekly sales meetings with producers and liaison with carriers (field representatives).

JOHN E. HUNT & ASSOCIATES, INC.
Tallahassee, Florida
(May 1981 -- June 1984)

Insurance Sales Joined John E. Hunt & Associates, Inc., in May 1981 prior to graduation from Florida State University. Began as account executive, promoted to Vice President in 1984. In 1984 JEH&A was acquired by Corporate Risk Management. Continued with CRM (as noted).

**RESUME ADDENDUM
WM. KEITH JONES**

**HONORS
& AWARDS:**

Football Scholarship -- Florida State University ('77 - '81)
Academic All - American -- 1979 & 1980 (first team)
Participated in: 1977 Tangerine Bowl
1980 Orange Bowl
1981 Orange Bowl

**PROFESSIONAL
ACTIVITIES:**

Adjunct Faculty (Instructor), Florida State University, Department of Insurance, Real Estate and
Business Law
Member, National Association of Insurance and Financial Advisors
Member, Florida Association of Insurance and Financial Advisors
Member, Tallahassee Association of Insurance and Financial Advisors
Member, Florida Association of Insurance Agents

**PERSONAL
ACTIVITIES:**

Member, Thomasville Road Baptist Church
Member, Florida State Alumni Association
Member, Florida State Presidents Club
Member, Florida State Seminole Boosters
Board Member, FSU Varsity Club
Color Commentator, Football, Sunshine Network (TV)
Color Commentator, Basketball, Seminole Radio Network
Member, American Broadcasters Association

- References available upon request -