

**Florida Covering Kids and Families Business Partnerships Status and Contact Information**

<b>Business Type</b>	<b>Entity</b>	<b>Contact Person</b>	<b>Location</b>	<b>Reach</b>	<b>Status</b>	<b>Comment</b>
Association	Florida Library Association		Florida		<b>In Process</b>	Invitation to distribute Florida KidCare bookmarks and place Florida KidCare shortcut link on library computers
Association	National Federation of Independent Business	Bill Herrle Executive Director	Florida	statewide	<b>In Process</b>	3/24/08: SPK with Herrle, proposal declined; speak to Fuentes to pursue further
Association	Parent Teacher Association	Dawn Johnson	Florida	1,341 local units with more than 361,807 Florida members	<b>In Process</b>	Agreed to distribute Florida KidCare materials on a case-by-case basis; possible attendance at July's state leadership conference; request placing KidCare information in PTA newsletter
Cable TV	Bright House Networks—Central Florida	Keith James Director of Community Relations			<b>In Process</b>	Proposal declined; will recruit local partners to make another pitch
Cable TV	Advanced Cable Communications	Michelle Fitzpatrick	Coral Springs	40,000 viewers	<b>In Process</b>	01/25/08: 1000 Florida KidCare PSAs will air December-March 31, 2008; by end of December, 216 spots had run.
Child Advocacy	ENLACE--Tampa Bay	Donna Parrino			<b>In Process</b>	3/24/08: SPK with Parrino; provided partner contact list for materials distribution and presentations
Child Advocacy	ENLACE--FAU	Nancy Poulson			<b>In Process</b>	4/4/08 sent BOG info
Child Advocacy	ENLACE--FIU	Lidia Tuttle			<b>In Process</b>	4/4/08 sent BOG info
Child Advocacy	ENLACE--UCF	Gloria Laureano			<b>In Process</b>	4/4/08 sent BOG info
Child Advocacy	Florida Afterschool Network	Larry Pintacuda	Florida		<b>In Process</b>	3/18/08: SPK with Larry Pintacuda-- plan to send KidCare materials to association members/check back 3/20; SPK 3/31/08: Pintacuda will place KidCare web link on FAN's website; 4/2/08: provided the information to the Boys and Girls Clubs, YMCA's and Volunteer Florida
Child Advocacy	Florida Children's Services Council	Vivian Alarcon Chief Executive Officer	Florida	11 Florida counties: Broward, Duval, Hillsborough, Lake, Martin, Miami-Dade Palm Beach, Pinellas, St. Lucie	<b>In Process</b>	4/4/08 sent BOG info
Child Advocacy	Florida Coalition for Children	Mike Cusick	Florida	Interact with more than 60,000 children per year	<b>In Process</b>	2/7/08: Agreed to distribute Florida KidCare materials to community partners after discussing issue with state communications team (2/15/08); 3/24/08: SPK w/ Mike: Debbie Mortham will be in touch; 4/4/08: Sent BOG info
Children's Home	Joshua House	Bruce McDonald Board of Directors	Lutz, FL	House serves children 12 years old and younger that have been significantly abused, abandoned and neglected	<b>In Process</b>	2/22/08: EM partnership proposal; EM 3/24/08; 4/4/08: Sent BOG info
Clinics	The Little Clinic	Lisa Laub			<b>In Process</b>	Presented proposal to distribute Florida KidCare information to Little Clinics, provide financial assistance with and promote enrollment activities at third-party locations, assist with Coalition Marketing and Business subcommittees; Lisa wrote 11/30/07: proposal is being reviewed by operations and legal; Lisa EM 1/29: new supervisor hired, still checking; Lisa EM 3/17/08, still in review; 4/22/08 LM
Cosmetologists	Florida Cosmetology Association	Charles Anzalone President	Florida		<b>In Process</b>	2/7/08: Agreed to forward Florida KidCare information to membership via newsletter and website; EM 3/3/08 to follow up; EM: 3/25/08
Faith Organizations	Congregations for Community Action	Janice Everson	Melbourne	35,000 people from 7 churches representing 4 denominations	<b>In Process</b>	4/4/08 SPK w/ Janice; sent BOG info

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Faith Organizations	FOCUS (Federation of Congregations United to Serve)	Peter Phillips Executive Director, FOCUS	Orlando	Organization's congregations represent 30,000 people in Orange County	<b>In Process</b>	4/4/08: SPK, sent BOG info
Grocery /Pharmacy	Albertsons	Jeff Carlen Division Pharmacy Manager	Florida	93 Florida stores	<b>In Process</b>	Placed CKF's Florida KidCare ad in prescription bags and distributed Florida KidCare applications, brochures, posters and stickers in their pharmacy waiting areas; 4/8/08, 4/22/08: LM re: replenishing stock (notify pharmacies with memo)
Grocery /Pharmacy	Supermercados El Bodegon	Carlos M. Ortiz, Owner	Palm Beach and Broward Counties	3 local stores 97% Hispanic clientele 4000 customers/day Family income average: <\$22,000	<b>In Process</b>	Agreed to display Florida KidCare materials and host an outreach table with Spanish-speaking outreach staff semi-monthly one Saturday/month from 10am-2pm; 12/25/08: making arrangements for a media event with Florida's Surgeon General; checked BBB: no registered complaints; 2/19/08: await report from Salette; 3/3/08 received store review, forwarded to Gail Vail; await word on Surgeon General's availability; 3/21/08: LM with Judy Span re: scheduling Surgeon General
Grocery /Pharmacy	Sweetbay	Pam Heath Pharmacy Manager	Florida	107 Florida stores, 8500 employees	<b>In Process</b>	Distributed posters, brochures, applications to all Sweetbay pharmacies; Sweetbay agreed to promote KidCare at community events/activities; 4/8/08: LM re: replenishing stock (notify pharmacies with memo)
Law Firm	Florida Legal Services	Sheila Meehan			<b>In Process</b>	Agreed to contact law firms across the state about distributing KidCare info to their clients; approval from Holland & Knight pending; EM 3/3/08; EM 3/24/08
Malls	Directory of Major Malls				<b>In Process</b>	\$267 fee required to obtain contact information: <a href="http://www.directoryofmajormalls.com/">http://www.directoryofmajormalls.com/</a>
Movie Theater Advertising	National Cinemedia	Genie Hall			<b>In Process</b>	No free PSAs; received pricing information; need funding; Florida Healthy Kids Corporation considering providing funding
Newspaper	Jackson County Floridan		Panhandle	Daily circulation: 6924; Sunday circulation: 6926	<b>In Process</b>	Submitted Florida KidCare ad, 2/15/08
Newspaper	Calhoun-Liberty Journal		Panhandle		<b>In Process</b>	Submitted Florida KidCare ad, 2/15/08
Newspaper	The County Record		Panhandle		<b>In Process</b>	Submitted Florida KidCare ad, 2/15/08
Newspaper	Chipley Bugle		Panhandle	Circulation: approx. 4200	<b>In Process</b>	Submitted Florida KidCare ad, 2/15/08
Pediatrician Offices	KidCare Medical Television Network	Jessica Spivey Advertising Sales Assistant Care Media Holdings Corporation	Florida	83 Florida pediatrician offices	<b>In Process</b>	12/14/07 EM proposal to air KidCare PSA in pediatrician offices; 3/4/08: agreed to review PSA, gave them DVD; EM 3/17/08; CEO will review week of 3/24/08; determine locations of pediatrician offices to distribute KidCare Rx pads; 4/4/08: EM; 4/30/08: EM
Pharmacy	CVS	Susan Gordon Pharmacy Supervisor, Tampa Bay			<b>In Process</b>	10/23/07 Mailed KidCare materials; Susan wrote 11/19, materials still under review; 3/30/08 Gordon wrote CVS will be unable to post the materials at this time. 3/31/08: EM to request bag stuffers and date to check back in later; 4/7/08: CVS unable at this time to support bag stuffers; Susan said to check back with her regarding display of applications and brochures (will try for Back-to-School)

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Radio	Clear Channel Communications		West Palm Beach radio stations: Gater 98.7 Wild 95.5 Kool 105.5 WRLX 92.1 1230 WBZT	Approximately 1.6 million in West Palm Beach, Martin, St. Lucie County and Indian River County	<b>In Process</b>	Will place a link and a brief message (50 words) about Florida KidCare on website's "Community" section
Radio	WJAQ 100.9 FM	Don Moore	Panama City		<b>In Process</b>	Will air the message about 50x/week, rotating 2 weeks on, 1 week off
Radio	WOOF-FM 99.7		Dothan, AL		<b>In Process</b>	Submitted Florida KidCare PSA
Radio	WPKH-FM 102.7	Kathy Owner	Blountstown, FL		<b>In Process</b>	4/8/08: Airing KidCare PSA 3x/day for 3 months
Radio	WTYS-AM/FM	Jerry Proctor Program Director	Marianna, FL		<b>In Process</b>	3/4/08: Airing PSA twice daily for three months
Restaurants	Wendy's	Angie Valdez			<b>In Process</b>	2/15/08 mtg: discussed tray liners (tentative for August) and other promotional ideas; EM 3/10/08; LM 3/27/08; 4/30/08: EM
Retail	Toys "R" Us	Rachel Willard Philanthropy  Mary Dove  Ken DeGilio District Special Events: Central Florida/Gainesville & Ocala/Jacksonville Area	Florida		<b>In Process</b>	12/14/07: Shipped 500 applications, 500 brochures, and 10 brochure holders for distribution to 5 Central Florida stores  01/10/08 SPK to corporate office; Regional HR person will call in coming weeks to discuss promoting Florida KidCare to their Florida employees  2/14/08 LM with Rachel Willard
Retail/Pharmacy	K-Mart	Heather Brown  Adam Zakin Director, Pharmacy Operations		1120 Florida stores	<b>In Process</b>	SPK 12/07/07 (outlook favorable); 12/10/07 sent proposal and info; 12/13/07 mailed application and brochure; LM 1/7/08; EM 2/19/08; EM 3/13/08
Sports Teams	Tampa Bay Rays	Suzanne Murchland Director of Community Relations	Tampa Bay		<b>In Process</b>	EM 2/11/08: Proposed partnership to do KidCare Day at Rays' game; requested spokesperson for KidCare events; suggested other marketing/outreach ideas; EM 3/3/08; SPK with Amber Hughes (CFO office) who is looking into Rays' contacts; 3/17/08: LM w/ Amber Hughes (CFO office); 3/24/08: EM Amber Hughes; 4/1/08: LM
State Agency	Agency for Workforce Innovation/Office of Early Learning	Brittany Birken	Florida	31 Early Learning Coalitions in all 67 counties reach approx. 200,000 families	<b>In Process</b>	Shipped Florida KidCare materials to all Early Learning Coalitions (applications, brochures, posters, and coloring books); will partner with CKF to get KidCare information to Voluntary Prekindergarten; will facilitate relationships to get KidCare information to families through DCF (licensed childcare facilities), Florida's Children First (foster families), Healthy Families Florida (at risk families), and AWI's Workforce Services (24 local boards); 4/4/08: Sent BOG info
Tax Preparation	Jackson Hewitt Tax Service	Doreen Moore	Florida	500 Florida offices	<b>In Process</b>	Jackson Hewitt has agreed to distribute applications to its Florida offices; application assistance training will be scheduled
Transit Advertising	Anonymous private companies		Orlando area		<b>In Process</b>	Agreed to cover costs of 600 KidCare transit bench advertisements in the Orlando area
Utility	Florida Power and Light		Florida		<b>In Process</b>	Declined request to include Florida KidCare ad in their customer billing notices (corporate policy); 1/22/08: Located a potential staff person to assist further
Utility	Tampa Electric Company		multiple counties	Over 645,000 residential, commercial and industrial customers	<b>In Process</b>	Placed KidCare information on customer newsletter

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Youth Advocacy	Florida Youth Council	Lori Fahey Advisor	Florida	10,000 attendees at annual conference	<b>In Process</b>	2/12/08: Agreed to post Florida KidCare web banner on Family Café website; will publish Florida KidCare blurb in upcoming publications; invited FL CKF to have a table at annual meeting (June 13-15) in Orlando  (http://www.familycafe.net/index.php?option=com_content&task=view&id=133&Itemid=35); vendor fee: \$900; no fee waiver for non-profits, need corporate sponsor; all Exhibitor Agreements must be received by Friday, March 28, 2008; SPK 2/22/08 with Michael Radka: WellCare is a sponsor for the annual meeting and will work to staff a Florida KidCare table; SPK 3/4/08 with Lori to follow up; 4/4/08 sent BOG info
Youth Ranches	Florida Sheriffs Youth Ranches	Bill Frye VP of Programs	P.O. Box 2000 Boys Ranch, FL 32064	4 residential program, 2 camps; 2/19/08 EM to follow up	<b>In Process</b>	Shipped Florida KidCare applications, brochures and posters to 4 residential programs and 2 youth camps; will provide more materials for their summer camps (June 2008); 2/20/08: Frye confirmed receipt and distributed materials to their Family Social Workers to share with their clients; sent BOG info
Check Cashing	Amscot	Deveron Gibbons Vice President of Public Affairs		Approximately 170 stores in the following counties: Brevard Hardee Hernando Highlands Hillsborough Manatee Orange Osceola Pasco Pinellas Polk Sarasota Seminole Volusia	<b>Recent Activity</b>	Met to discuss details 1/22/08; discussed Back-to-School campaign; await final approval; LM 3/24/08; EM 4/4/08; Gibbons EM: "ready to go"; LM 4/22/08; EM 4/29/08; mtg scheduled for 5/20/08 to finalize KidCare materials distribution
Employment Services	Tampa Bay Workforce Alliance	Marlina McClure	Tampa Bay		<b>Recent Activity</b>	EM 2/11/08; Proposed partnership to increase employer-awareness of Florida KidCare; EM 3/3/08; EM 3/17/08; will review proposal week of 3/17/08; 3/25/08 EM; Kyle will get back end of the week; EM 4/4/08, sent BOG info; 4/22/08: SPK, Michelle Kyle will CB; 4/30/08: EM
Grocery/Pharmacy	Winn-Dixie		Florida		<b>Recent Activity</b>	Tentative agreement to place Florida KidCare ad in store circulars statewide
Magazine	National Health Review	Shawna Serig Kelsch Editor in Chief	Brevard County		<b>Recent Activity</b>	3/5/08: Will post Florida KidCare link on their website and place KidCare ad in magazine for 4/15/08 issue; 2/19/08 Kelsch provided ideas for further marketing efforts; will solicit article submissions for future issues; KidCare ad published in April 2008 issue
Newspaper	Jackson County Times		Panhandle	Circulation: 12,000	<b>Recent Activity</b>	Has been running Florida KidCare ad since 2/14/08

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Promotions	Valpak	Marsha Strickhouser	Florida	statewide	<b>Recent Activity</b>	3/13/08: SPK with Strickhouser, sent partnership proposal; Strickhouser EM 3/28/08 will present proposal this week; 4/22/08: SPK, has not presented to supervisor, concerns over "political" nature of KidCare (reminded her about CA ValPak); 4/28/08: declined request to include coupon notices; offered to donate money to CKF and possibly sponsor outreach events.
Radio	Radio Disney	Jeanette Ethier Senior Account Executive	Interview ran in Jacksonville, Orlando, Tampa Bay, West Palm, and Miami media markets		<b>Recent Activity</b>	Ray's interview broadcast on Radio Disney; Radio Disney is distributing KidCare materials at its events; 3/25/08: SPK to Jeanette (on maternity leave, will call 4/28 to discuss Back-to-School campaign: target hard-to-reach pops, Latino/rural community activities; send to Mktg/Comm Task Force; solicit community partnership (BOG); 4/30/08: LM
Radio	WJNN-FM 92.1	JR	Dothan, AL		<b>Recent Activity</b>	Submitted Florida KidCare PSA; LM to answer questions re: PSA
Radio	WTMP AM1150/96.1FM	Angela Brewton Marketing Consultant	Tampa, FL		<b>Recent Activity</b>	Submitted Florida KidCare PSA for consideration. 4/8/08: PSA is in review; 4/30/08: LM
Restaurants	McDonalds/Caspers	Bob Conigliaro		Approximately 80 Florida stores	<b>Recent Activity</b>	Tentative agreement to do tray liners and bag stuffers in June/July; touch base with Bob in April 2008 (tray liner promotions are booked until April 2008); 4/7/08: mtg scheduled for 4/28/08; 4/28/08 met to discuss bag stuffers, tray liners, and in-house HR promotion of KidCare; soliciting funding for printing materials and designing bag stuffer
Retail/Pharmacy	Wal-Mart	Sahar Gibson	Florida	233 stores	<b>Recent Activity</b>	Sent KidCare applications, brochures, posters, and fact sheets to Florida pharmacy managers; 3/20/08: SPK with Julio Fuentes--he knows state Wal-Mart person; will draft letter to request enhanced partnership
Theme Parks	Disney World Co.	Jon Land Community Relations  Zoraya Suarez Walt Disney World Media Relations  Derek C. Bruce Director of Government Relations			<b>Recent Activity</b>	11/19/07: Invited Derek Bruce to participate in Covering Kids and Families Coalition and attend upcoming trainings  11/26/07: Referred to Community Relations group (407) 828-3453  3/18/08: Derek LM--sent proposal to community relations  3/31/08: Derek SPK--provided Community Relations contact (Land)  4/1/08: LM with Jon (on vacation until 4/7/08); 4/30/08: LM
Association	Florida State Hispanic Chamber of Commerce	Julio Fuentes President/CEO	Florida	23 affiliate members		Sent Florida KidCare email to 80,000 members describing outreach efforts, outreach materials list, and information sheet about applying online; members have been requesting materials; placed Covering Kids and Families link on website
Association	Florida Petroleum Marketers and Convenience Store Association	Jim Smith President and Chief Executive Officer	Florida	30,000 employees; Association includes 65% of all Florida convenience stores		Sent KidCare ad, Parent Fact Sheet, and KidCare Business info sheet to Jim Smith along with offer to ship applications and other KidCare materials, 10/08/07

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Association	Florida Sheriff's Association	Marti Moore		67 County Sheriffs		11/30/07: Association will send proposal to Sheriff's offices but cannot mandate they participate; would need to be done on county-by-county basis
Association	Procer Organization	Juliet Sallette	Florida	200 members Reach approximately 5,000-10,000 people in Palm Beach County; outreach efforts include fairs, cultural shows, and dances		Placed Florida KidCare link on their website under "Community Resources": <a href="http://www.proceres.org/community_resources.htm">http://www.proceres.org/community_resources.htm</a> ; secured free link for Florida Kid Care from Clear Channel – Palm Beach and Treasure Coast Market
Cable TV	Bright House Networks—Tampa Bay	Dan Ballister VP of Communications and Public Affairs	Tampa Bay market	1,000,000 subscribers		Airing KidCare PSA in all counties through end of 2007; received Bright House Air Time Grant
Clinics	Minute Clinic	Liz				Declined request (corporate policy)
Convenience Stores	Radiant Group	Joe Capitano CEO	Tampa, FL	15 local stores		Agreed to place materials in stores. Assisting with reaching other convenience stores/gas stations; LM with Joe 11/19/07 requesting store distribution list and memo from him notifying managers about incoming materials; 12/3/07 Capitano reports KidCare information packets were sent to all store employees
Grocery/Pharmacy	Publix	Robin Sistrunk Manager of Integrated Care	Florida	654 stores		Proposal made; no reply; EM 12/14/07
Law Firm	LaBovick & LaBovick, P.A.	Juliet C. Sallette Marketing Director	Jupiter, FL	Offices in Boynton Beach, West Palm Beach, Jupiter & Port St. Lucie		Newspaper article appeared in La Palma including KidCare info; attorney from firm appeared on local Spanish-language morning program promoting KidCare (Hablando August 13, 2007-- <a href="http://www.wptv.com/content/segments/hablando/default.aspx">http://www.wptv.com/content/segments/hablando/default.aspx</a> ); awaiting update on progress of other proposed activities
Magazine	Family Living	Suzanne Altmark	Tampa Bay			12/07/07 Requested they place KidCare ad in magazine; sent sample ad
Magazine	Tampa Bay Parenting	Elizabeth A. Lieb		Published twelve times a year and distributed to more than 700 supermarkets, community centers, libraries, doctor offices, and businesses with products and services for families		CKF Florida KidCare ad appeared in November 2007 issue; sent Albertsons news release 11/2/07
Pharmacy	Rite Aid Pharmacies			0 Florida stores; Rite Aid Florida stores purchased by CVS		N/A
Pharmacy	Walgreens	Jim Ash Manager Pharmacy Services	Florida	720 Pharmacies in Florida		Walgreens distributed 2,656,000 KidCare ads in prescription bags throughout its Florida pharmacies September 1 through November 1 2007
Pre-Schools	Florida HIPPY	Eric Biel Health Literacy Program Coordinator	Florida	10 pilot sites: Tallahassee, N. Miami, Gainesville, Ocala, Sarasota, Palatka, Tampa, Winter Haven, Arcadia, and Starke. 258 families involved in health pilot project.		Ordered materials; Ray conducted application assistance training 11/28/07; HIPPY will promote Florida KidCare to its TANF-eligible health pilot families and measure various pre- and post- health points, including health insurance coverage (results to be released April 2008)
Retail	JC Penney	Kate Parkhouse	Florida			Agreed to allow us to contact individual stores and submit request

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Retail/Pharmacy	Target	Charlie Oltman Target Pharmacy Managed Care  Keith Maiz National Manager, Managed Care-- Pharmacy				SPK 11/28/07; discussed proposal; 12/19/07 SPK again, Keith will discuss with Community Relations and get back with us; EM 01/25/08; request declined
School Districts	Brevard County Schools	Lana M. Saal, M.S. Manager Wellness Program Brevard Public Schools	Brevard County			Posted Florida KidCare link on district's website
Social Services	Deaf Service Bureau of West Central Florida	Carlos Garcia	West Central Florida			Distributing Florida KidCare brochures, posters, and incentives
Tax Preparation	H&R Block	Diana Brooks Regional Director, South Florida	Florida	16 district offices in South Florida (160 individual offices)		12/17/07 Shipped 400 One Less Worry posters, 16,000 English Florida KidCare applications, 4,800 Spanish Florida Kidcare applications; CKF provided online application tip sheet (in English and Spanish) for H&R Block Tax Professionals to use in assisting applicants with KidCare application
Utility	Verizon Florida	Irene Guy External Relations	Hillsborough, Pinellas, Pasco, Polk, Sarasota and Manatee counties	Over 2 million customers		Proposal made; proposal declined; Verizon Florida no longer accepts submissions from outside parties for their customer newsletter