

Syd & Liz Turner

Syd

After serving the last 10 years as Editor of the quarterly newsletter, I have been advised by the Association Board it might be time to perhaps do a profile on the Editor. Unfortunately, for me, that motion passed by a unanimous vote so here goes with my best effort.

Prior to assuming the status as editor of the Newsletter, I had served as Chairman of the Social Activities Committee. This was followed by three years as Vice President and head of planning working with Terry Rotare our very able President. This was followed by 2 years of service as president of the Association.

Now if I may get personal, I was born in Detroit and shortly thereafter my Dad took a job in Windsor. I spent the next 15 years living in Canada before moving back to the Detroit area. Nothing against Canada of course but I was interested at that time in joining the US Armed Forces. I did so in 1949 spending the next 4 years in the Air Force during the Korean conflict (1953).

After returning to civilian life, I enrolled at Michigan State from which I graduated in 1958.

I was fortunate to join BCBSM in 1959, especially after passing the required testing, especially in the psychological interview. I was hoping to continue living in the Lansing area, however I was asked to move to Jackson, which I did. It was there that I worked with Charlie Huggins and we had some success in expanding our enrollment.

From Jackson it was over to the Ann Arbor office as Jackson became a sub office. While in Ann Arbor, I found the marketing job very interesting, as I serviced a number of large accounts among which happened to be the University of Michigan. While there I never once mentioned that I was a graduate of MSU. We won a few games while I was there too.

From Ann Arbor, I went to Detroit where I replaced Clyde Walker in the Direct Marketing Department. Clyde was fine and he received a promotion. This department had the responsibility for enrolling and servicing direct-billed groups. They included the Farm Bureau, Michigan Medical Society and State Bar just to name a few.

Finally and I hope you are still with me, my final days included serving as the Public Schools Marketing Coordinator. This involved working with all the statewide marketing reps that had school responsibilities to help them increase enrollment.



In conclusion I want to say I was both fortunate and pleased to have had a career with this organization. It was a great experience and is now with the Retiree Association. But I really want to retire! Anybody interested, please contact me.

Liz (Yockey)

It was strongly suggested by the Association Board that my co-worker in the person of my wife, Liz, should also submit a profile, which would address a little personal history and the roles she has played as an employee of our fine organization.

Liz was born in Detroit and is the only child of Betty Yockey. She spent much of her growing up on the lower Eastside, where she attended Public and Lutheran schools. She later enrolled in Lutheran High West which was located at Grand River and Joy Road. She graduated at the early age of 16 from Lutheran High East in Harper Woods.

She began college in Alma, Michigan where she completed two years and was interested in a career as a special education teacher. Her family could not afford for her to continue at Alma so she moved back to Detroit and found a job at J. L. Hudson. Shortly thereafter Liz joined BCBSM working in Subscriber Service in the Jefferson Building. Liz was a very young lady at the time, just barely 19 years of age. To be hired at this age was rather unusual, because the minimum age requirement in this department was 21. She did survive when it was discovered she was under age and kept on the job.

Liz and Syd celebrated their 25th wedding anniversary in 2007. They are both living in Port Huron having more time to travel and get in a few rounds of golf.