

# Of Warren and Brandeis, Garbo and Reddy, and Electronic Advertising

Dolores Grissom

*Legal scholars, Warren and Brandeis, recognized its legal existence. Garbo aspired to it. Helen Reddy sang about it, and during the last year, Congress as well as state legislatures created laws intended to protect it. "It" is the right to be let alone. As consumers, the new legislation means that we are less likely to receive a telemarketing call during dinner, less likely to have our fax machines emptied of paper by persons sending us unexpected faxes, and less likely to have our e-mailboxes filled with SPAM. As employees producing products and services for the consuming public, the new legislation means that during the development and implementation of marketing plans, we need to understand that there are limitations on how sellers can contact potential customers. Here is a list of important facts about recent legislation limiting the delivery of unsolicited advertising to consumers.*

## Do Not Call Laws

- A majority of the states have "Do Not Call" statutes and / or regulations.
- Congress has also enacted "Do Not Call" legislation.
- Sellers must comply with the most restrictive legislation.

- The FCC is the Federal Agency enforcing the legislation in relation to insurers. The FTC regulates most other businesses.
- More than 55,000,000 persons have already registered their residential phones on the National Do Not Call Registry.
- In general, most "Do Not Call" laws
  - prohibit telephone solicitation to someone who has placed his residential telephone number on a "Do Not Call" list,
  - specify the times when permissible "unsolicited" telephone calls can be made, (examples of permissible unsolicited telephone calls include calls made with the recipient's express invitation, to a person with whom the caller has a prior business relationship, or to a person who is not on a "Do Not Call" list),
  - restrictively regulate the uses of automatic dialing systems and recorded voices, and
  - require callers to provide specific identifying information to the persons they have called.

## Do Not Fax

- The Telephone Consumer Protection Act of 1991, a federal law, prohibits sending an unsolicited advertisement to a telephone facsimile machine (the "fax").
- Until January 1, 2005 a seller can send an advertisement to a person with whom the sender

has an established business relationship.

- An established business relationship means the recipient of the fax
  - bought something from the sender within the previous 18 month period or
  - made an inquiry within the preceding three months.
- Beginning January 1, 2005, a seller may only send an advertisement by fax to a person who has given his signed written consent to receive it.
- Federal and state laws also regulate the content of faxed advertisements, including requiring certain identifying information about the sender.

*continued on page 2*

## CONTENTS

Stock Comparison .....	2
United Way Loaned Executive.....	3
"All in the Family" .....	4
Employee Spotlight - Billy Long .....	8
Workspace .....	9
Performance Development News ....	10
Job Postings .....	12
University of Alabama Day .....	13
Arthritis Walk-a-Thon .....	14
Miscellaneous News.....	15
YWCA Camp.....	15
Shape Up Safari .....	16
Agency Fair.....	19
Merastar Insurance Program.....	20

# Protective announces United Way Loaned Executive for 2004

Rebekah Woods



The United Way Loaned Executive program, the backbone of the United Way Campaign, begins each August after companies relieve appointed employees of their regular job responsibilities and loan them to United Way. Loaned Executives are selected at Protective and are professionals who possess commitment and drive.

Protective is very pleased to announce this year's representative, Cynthia Medley. Cynthia is a Business Systems Analyst III in Leverage Systems in the

Life & Annuity division. On August 25, she will begin an educational 13-week training that will include numerous responsibilities with United Way. She will develop relationships with company coordinators and provide all services they need to run a successful campaign at their businesses. She will organize and prioritize accounts to meet campaign goals and schedules.

Cynthia has been an instrumental part of Protective's United Way Campaigns. In 2003, Cynthia was Chair of the fabulous United Way Thank You Party. She also served as a Campaigner many times and was Protective's Project Corporate Leadership Representative in 1998-1999. Currently, Cynthia serves on the Quality First Committee in LAD and is enrolled in the Master of Arts in Public and Private Management program at Birmingham-Southern College. Cynthia will celebrate her 16th anniversary with Protective in June.

Past Protective Loaned Executives

include Craig Cecil, Sallie Bryant, Melissa Gratiias, Susan Sallin and Carol Bailey.

Please join us in congratulating Cynthia on this assignment. We know that she will do an excellent job representing Protective and the United Way! ■



continued from page 1

### Regulating SPAM

- SPAM is unsolicited commercial e-mail.
- The Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (*the "CAN-SPAM Act"*), a federal law, became effective on January 1, 2004.
- The Act prohibits certain acts, such as sending SPAM with false information in the header.
- "Header Information" is the source, destination, and routing information in the line identifying the person who is initiating the message.
- Under the Act, SPAM must

- be identified as solicitation or advertisement,
  - provide recipients with an easy and accessible opportunity to opt-out of the receipt of future unsolicited SPAM, and
  - include, among other identifying information, legitimate return e-mail addresses and the sender's postal address as well as accurate subject lines.
- The FTC is developing a plan and timetable for implementation of a Do Not E-Mail Registry.

lawsuits. Also, please remember that any advertisement, including those sent by fax or e-mail, are subject to our advertising approval processes and cannot be used without appropriate approval.

This is only a broad overview of these laws. If you need additional information, please contact your compliance officer or the Legal Department. You may also find the following websites helpful: the FTC

- 👉 website [www.ftc.gov](http://www.ftc.gov); the FCC
- 👉 website [www.fcc.gov](http://www.fcc.gov); the Direct Marketing Association website
- 👉 [www.thedma.org/government/donotcallists.shtml](http://www.thedma.org/government/donotcallists.shtml). ■

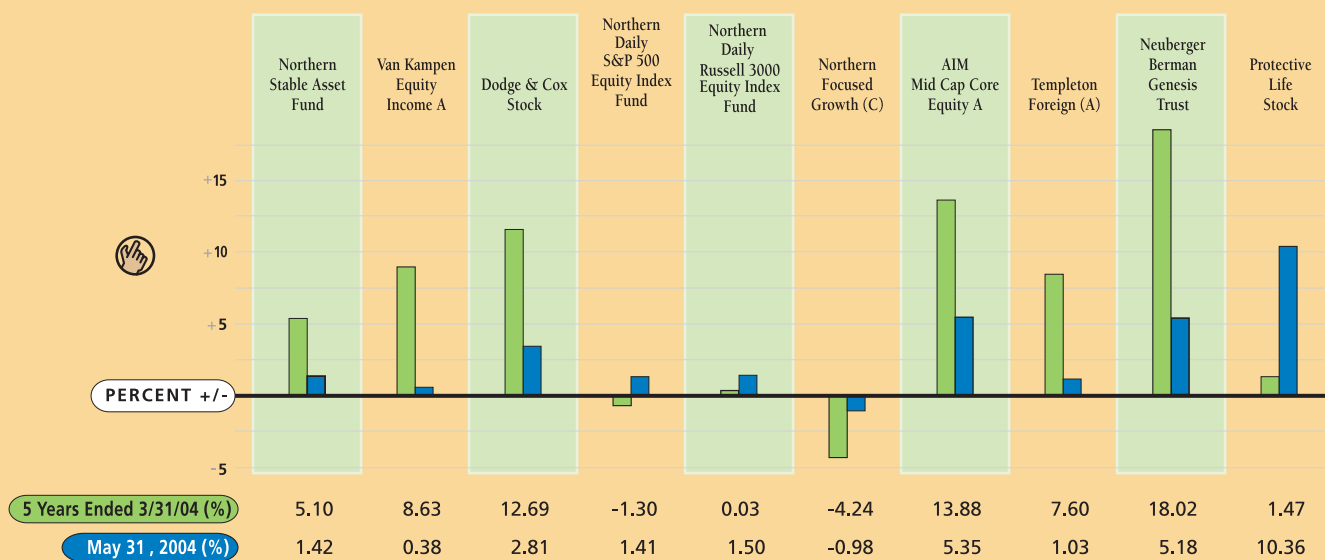
### A Final Word or Two

Violations of these new laws and regulations can result in fines, penalties, and

# Protective Life Corporation 401(k) and Stock Ownership Plan Returns

Five Years as of 3/31/04 (Annualized) and Year-To-Date 2004 (Not Annualized)

Elizabeth Abernathy



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👉 This symbol indicates a link to more information on the PRISM version.

We are happy to hear your comments. We also welcome your contributions as we strive to make each issue better. Questions or comments should be directed to the editor, Sally Lewis at extension 3448. Contributions should be submitted as Word documents. Photographs should be sent as JPG or TIF files. All PNN submissions should be sent via e-mail to CMS Mail.

PROTECTIVE NEWS NETWORK

THE NEXT DEADLINE FOR PNN IS JUNE 30, 2004

# "All In The Family"

Shelia Sole

*Our three preeminent values are — quality, serving people, and growth.*

Included in serving people are our own Protective people. In viewing this article, we'll find some of our "corporate" family members are truly our "family members."

View an experience of finding who some of our related employees are, as they have taken a moment to "pose for a picture" in the hallways, by-ways, and on the beautiful landscape of our home office. ■



Janet Hollingsworth and Kristi McGhee (Niece)



Leah and Emmanuel Freeman (Sister/Brother),  
Eenita McVay-Ferrell (Sister-in-law)  
West Coast Life, San Francisco, CA



Jeff and Cindy Purkey (Husband/Wife)



Cindy Kay and James Whitten (Cousins)



Darrell Hazelwood, Buddy Stanford  
(Father-in-Law)



Cindy Kay (Niece), Renee Kohser and  
Denice Taylor (Sisters)



Karen Pollock and Kim Corbin (Cousins)  
Individual Life & Health Claims, Brentwood, TN



Kerry and Sherri Swickard (Husband/Wife)



*Matt and Noey Herren (Husband/Wife)*



*Carol Plemons and Tiffany Norris (Niece)  
Individual Life & Health Claims, Brentwood, TN*



*Jennifer Baker and Malinda Alderete (Sisters)*



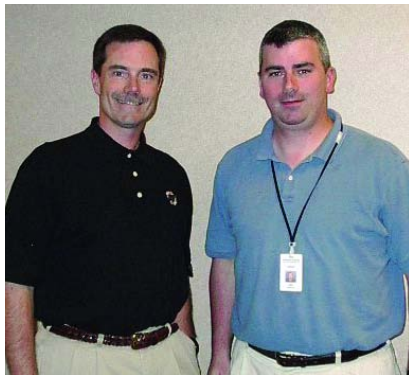
*Russ and Sandra Fuller (Husband/Wife)*



*Barry and Patsy Brown (Husband/Wife)*



*Leslie Bailey and Todd Bailey (Sister/Brother)*



*John and Matt Deremo (Brothers)  
IDG, Cincinnati, OH*



*Jo Anne Jolley, Sara Pilkinton (Daughter),  
Denise Jacobs (Sister), Judy Acton (Sister)*



*Melba Payne and Rita Flowers (Cousins)*



*Teresa Olive and Christi Johnson, (Niece/Aunt)*



*Jim Toomey and Blair Stephenson (Son-in-Law)*



*Jeff and Christy Black (Brother/Sister)*



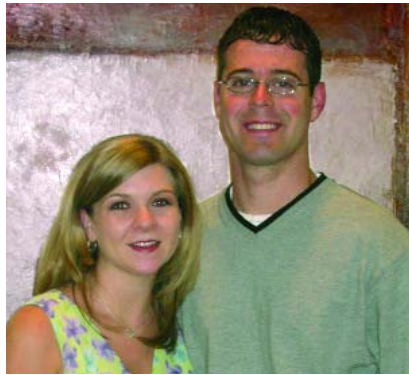
Joan Oinos (Sister, Mary) Marc and Mary Grahovac (Husband/Wife)



Cheryl Clemans and Aaron Roudabush (Wife/Husband), West Coast Life, San Francisco, CA



Kevin Ellison (Nephew), Sandy Rice (Sister), Tanya and Scott Gothard (Niece/Nephew, Pam's), Pam Deavers



Tanya and Scott Gothard (Wife/Husband)



Natasha and Marina Rapoport (Mother/Daughter) APD LA Office-Woodland Hills, CA



Catrina Trimm (Niece, Brentwood, TN) and Nancy Cunningham



Onesha Spriggs and Renee Johnson (Cousins)



Megan Wages (Daughter), Nancy and Bob Kinzer (Wife/Husband)



Danny Griffin, Carlye Stringfellow (Niece, Pam) Pam Griffin (Wife)



Melissa G. Miller and Rhonda Nix (Cousins)



Sharon Wright (Daughter), June Lee (Mother), Susan Bonham (Daughter)



Cora Reyes, Jennifer Manibusan, Margie Collado, and Susan Samson (Sisters), West Coast Life, San Francisco, CA



*Tracy McKeithen and Julena Johnson  
(Sister-in-Laws)*



*Dara Parks and April Vining (Cousins)*



*Stephanie and Rebecca Mills  
(Daughter-in-law)*



*Leilani and Gary Carroll (Wife/Husband)*



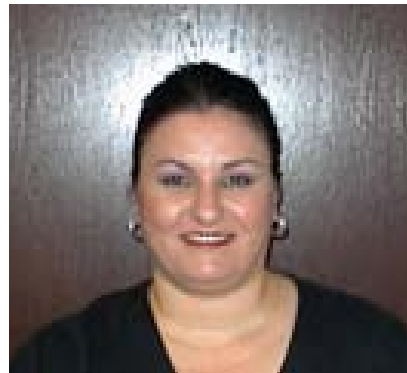
*Michelle Davis and Leisa Daniell (Cousins)*



*Brenda and Cindy Bishop (Sister-in-Laws)*



*Larry and Tom Puskas (Father/Son)  
(Tom is not pictured.)  
APD LA Office-Woodland Hills, CA*



*Connie and Chris Husby (Mother/Son)  
(Chris is not pictured.)  
APD LA Office-Woodland Hills, CA*

## Home Office Employees (*Families not Pictured*)

*Linda Brown, Debbie Bishop (Sisters)  
Carl Sosnin (Brother-in-Law to Linda & Debbie)*

*Donna Pharo and Anthony Westbrook (Wife/Husband)*

*Travis Yost and Sylvia Yost (Husband/Wife)*

# Employee Spotlight:

# Billy Long

*Interviewing & welcoming our newest employee to Telecom!*



**“The man who limits his interests, limits his life.”**

— Vincent Price

**What is your name?**

Coleman William Long III

**Nickname:**

“Billy”

**How long have you been employed at Protective Life?**

I started in February 2000 in the Materials Management department and transferred to Telecommunications in November 2003. That gives me about four years and three months here. Wow, it really has gone by fast, now that I think about it.

**What is one of your most memorable experiences here at Protective?**

Well, actually it was my first day. During orientation, Drayton Nabers came to speak to all of the new employees. Just having him come in, meet the new employees, and tell a few stories about Protective Life let me know, from day one, that this place was special! I really felt comfortable here and still remember his speech on integrity!

**What is the best part of your job?**

All of it. It's really nice to meet so many new people! There is more customer interaction now than in my previous job. I really enjoy the challenge of it and learning something

new everyday. This department shows a great deal of teamwork, and is very open to both suggestions and questions.

**What are some of your duties in Telecom?**

Right now, I still try to train a little each day. When there is something I'm not quite sure of, I research it out. On a daily basis, I assign telephone extensions and voice mail to new employees. I also work with other teams during department moves and handle customer service requests as needed.

**Who is most influential in your life?**

That's an easy question. My grandparents, Shirley and Jack Melvin. They have always been there, and pushed me to be my very best whenever I needed it most. I try to talk with them a few times a week. I let them know what a big part of my life they are, as well as how influential they were on who I am today.

**How do you spend your free time? What free time?**

When I get some, I use it to relax. I like to take trips on my motorcycle or rebuild old choppers. It seems like I work on them more than I ride them. I also enjoy playing drums in a band once or twice a month. That's how I spend my free time right now. I have many hobbies, so that could easily change tomorrow!

**Tell a few things about yourself:**

I am celebrating my 31st birthday on June 3 and my 1st year wedding anniversary was 2 months ago. I suppose I am really growing up now! I have really enjoyed my years at Protective and look forward to many more. I appreciate the values the company upholds, and would like to thank the company for giving me the opportunity to learn and grow. ■



# Protective WorkSpace

Amanda Griesdorn

The purpose of the following parameters is to provide Protective employees with guidance on how to use their office space in a business appropriate manner. We are very proud of our new and clean building and, we want that pride to show through our employees workspaces. We should always strive towards maintaining a professional appearance when customers, visitors and employees are within our facility. Thank you for your cooperation with these guidelines.

- **Furniture must be issued within our standards**, which, are linked to our inventory. Any furniture requests can be made through the MAC system or by calling 3481. Please do not attempt to move the furniture.
- **Please clean your workspace periodically**. Please remove all papers and all other items from the desktop at least one time per quarter and call the Facility Services Hotline at 3481 to request that the desktop be cleaned. You can expect that this work will be performed the same evening if your request is placed to the Hotline before 3:00 PM, otherwise, it may be the following evening.
- **Personal items** within the workspace including plants, pictures, etc should be kept to a business appropriate number and

should be presented in a way that enhances the design and appearance of the workstation.

- **Personal plants are permitted and welcomed**. Please remember to care for and water your plants as our plant maintenance contract does not cover the care of personal plants. Insect infestation may cause us to request the removal of a plant.
- **Business and personal items** may not be placed higher than the top of the fabric on the workstation panel.
- **The ceiling, columns or walls** may not be used to display decorations or notifications of any kind. Special circumstances or exceptions may be discussed by phoning 3481.
- **Adhesive tape, stickers and labels** may not be used on any furniture or filing cabinets. Label holders can be requested by phoning 3481.
- **Food** is permitted within the workspace and parties are always fun! If you are having a buffet line of food, please refrain from displaying the buffet to all who work or visit the floor. You may reserve a conference room or break room for parties. Having these events in a private location

will maintain the professional appearance of the workspace.

- **Break areas with coffee service have been provided**. Personal coffee pots not permitted as they do pose a fire hazard. Acceptable personal items include fans and fish. However, personal heaters are not permitted, as they pose a risk to the safety of our employees. Exceptions are permitted only if approved by Facilities Management.

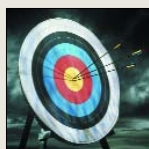
Thank you again for your cooperation in helping us maintain our facility by keeping a business professional appearance. Please report repairs or make requests to the Facilities Services Hotline at 3481.■

# Performance Development News

Shannon Scott

**Quote:** "Every person, regardless of background, is a promise, and the job of a leader is to help him or her deliver"

— Terry Deal from the prologue of *When Opposites Dance* by Roy Williams and Terry Deal



## Focusing on the Core SkillSoft Prize Winners

Students who enrolled and completed a SkillSoft course by May 1st were entered into a drawing for several wonderful prizes. *Congratulations to the winners listed below:*

Jim Toomey/LAD	<i>Office Equipped Tool Box</i>
Cynthia Ellis/LAD	<i>\$50 American Express Gift Certificate</i>
Anne Schultz/Legal	<i>Protective Tote Bag</i>
Tammy Graham/Legal	<i>Protective Tote Bag</i>
Ellis Porch/LAD	<i>Protective Tote Bag</i>
Allen Clabough/AA	<i>Protective Umbrella</i>
Dana Hansen/APD (Chicago, IL)	<i>Protective Umbrella</i>
Shawn Hart/EG (Overland Park, KS)	<i>Protective Umbrella</i>
Bonnie Zulinski/WCL (Detroit, MI)	<i>Protective Mug</i>
Donna Stripling/AA (Brentwood, TN)	<i>Protective Mug</i>
Debbie Bishop/IS	<i>Protective Mug</i>
Christi Payton/AA	<i>SkillSoft Ink Pen</i>
Stacy Gray/LAD	<i>SkillSoft Ink Pen</i>

*Thanks to all students who enrolled and completed a SkillSoft course!*

SkillSoft offers web-based training via the Internet. Courses are available 24/7 and there is no charge for the courses. If you are interested in taking a course, please discuss with your manager. You may contact Shannon Scott at [shannon.scott@protective.com](mailto:shannon.scott@protective.com) to obtain an ID and password. ■

## PDT Welcomes Shannon Scott!

Effective June 1st Shannon Scott will join the Performance Development Team as our e-learning Specialist. Shannon joined Protective in 1994 after graduating from The University of Alabama. She has worked all ten years in the annuity area of LAD in numerous capacities, with her most current position as the Annuity Training Specialist. In this position, Shannon developed annuity product training material, taught many classes, and worked to develop a training database and education center for the annuity area.

As the e-learning Specialist, Shannon's primary duties will include managing Protective's on-line learning programs (ePath, SkillSoft, and LOMALearn), marketing the on-line learning programs to all employees, and managing all training vendor relationships. Should you have questions regarding any on-line learning programs offered at Protective, please contact Shannon at extension 4675 beginning June 1st or via e-mail at [shannon.scott@protective.com](mailto:shannon.scott@protective.com). ■



## LOMA News Industry Education News

Designations and Certificates from the April, 2004 testing cycles:

- **Fellow, Life Management Institute (FLMI):**  
*Paul Frederickson, Jonathan Ingalls*
- **Professional, Customer Service (PCS):**  
*\*Donna Freeman, Amy Love, Debbie Rogers*
- **Associate, Annuity Products and Administration(AAPA):**  
*\*Bob Woolverton*
- **Associate, Customer Service (ACS):**  
*\*Caron Duckworth*
- **Associate, Reinsurance Administration (ARA):**  
*\*Sharon Brooks, Chandra Davis*
- **FLMI Level I Certificate:**  
*Vickie Jerkins, Heracio Pickett*
- **CPA, Alabama Certificate:**  
*Christine Slebodnik*

*\*\*With Distinction  
\*With Honors*

**Please join us in  
congratulating these  
fine students!**

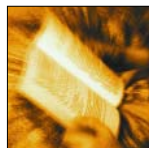
## 2nd Semester LOMA and ICA Exam Enrollment

Enrollment for 2nd semester (July-December) I\*STAR and November paper exams will open July 6th and

will close August 20th. Please contact Sis Dixon if you have any questions regarding 2nd semester enrollment.

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## What are People Reading?

Catrina Trimm, Director and Project Manager in the Brentwood, TN office read *The Stress of Organizational Change* by Price Pritchett and Ron Pound; Pritchett & Associates, Inc. Copyright, 1995

The Brentwood Office is currently undergoing many changes that are both new and challenging. While change is inevitable, it's often very stressful and frightening. In our search for information on managing stress while reorganizing, we have read many books looking for the answers. One of the

books we read provided information on how to recognize common mistakes we may make during reorganization that create stress. This book is also a quick read and I recommend it to all who are or will experience change in their personal and professional lives.

Pritchett and Pound have identified 15 basic mistakes that create stress and offer 15 steps to lower stress in the workplace. Some examples include: expecting others to reduce your stress, deciding not to change, acting like a victim and trying to control the uncontrollable are a few of the basic mistakes. However, learning how to recognize and avoid these common mistakes can make a transitional period less difficult for everyone.

The authors' solutions for stress are very broad and apply to most aspects of our lives. Their stress reduction steps include the following: vigorously exercise, learn relaxation techniques, reduce caffeine intake, eat right, develop better time management skills, play and have fun, smile more and count your blessings daily. Understanding that we are not alone in our uncertainties during transitional periods is a comfort.

To get the most from a book or study, I consciously try to take two suggestions or ideas from each book I read and use them in my everyday experiences. This book reminds me that I need to keep an open mind about reorganization. ■



## Course Spotlight: Corporate Mentoring Program

Treva Mitchell and Bridgett Rucks

A corporate steering committee in collaboration with Verna Ford, our consultant to the Opportunity Council, is developing a new mentoring program for Protective. The purpose is to offer a developmental process that facilitates personal growth and lends support on non-technical matters. The steering committee, consisting of 18 members, representing all divisions through the HR partners and some of our offices outside of Birmingham, has been working to determine the following:

- criteria for becoming a mentor and/or protégé
- selection of mentors/protégés
- the vehicle/format for providing mentoring training and support
- administration and accountability for the program.

- Some of the benefits of such a program at Protective include:
- sharing and retention of organizational knowledge
- building bridges among generations
- demonstrating a commitment to Protective individuals who want to excel/improve.

A mentoring program supports our Corporate Mission, Values and the Cardinal Principles. Specifically, it is a tool to enhance the quality of life for Protective people by encouraging continuous improvement and by tangibly equipping, empowering and liberating people — trusting in their capability and willingness to improve quality. The program will strengthen our business in the areas of recruitment and retention, education, and alignment of individual performance with organizational objectives.

If you are interested or know of people who might be suitably equipped and willing to serve as mentors, please contact your HR Partner, Treva Mitchell or Bridgett Rucks. There will be a training

and approval/matching process for all mentors and protégés in the coming months. This means that being nominated for/applying to be a mentor/protégé may or may not result in participation, at least at the outset. *(If you have already registered your interest in becoming a mentor, you do not need to do so again.)*

The rewards of being a part of this initiative are enormous. As a mentor you have the opportunity to influence another person in a deep and positive way. It can revitalize your interest in contributing to Protective as you share, guide and support another person...helping make a difference in their professional growth and development. As a protégé, you have the opportunity to gather feedback, receive guidance and learn more effectively how to navigate the operational and cultural infrastructure of Protective.

Be looking for additional information about the program through normal corporate communication channels in the coming weeks and months. The next meeting of the steering committee will be June 3rd. ■

# Corporate Job Postings

as of June 1, 2004

Career mobility is one of the many benefits of working at Protective. Please review the job postings below to learn about some of the available opportunities. For an up-to-date list and for more information about individual postings, please see PRISM.



Job Title	Location
Worksite Benefits Marketing Assistant (Part Time)	Birmingham, AL
Business Systems Analyst (PolySystems)	Birmingham, AL
Help Desk	Birmingham, AL
Licensing Representative	Birmingham, AL
Staff Accountant II	Birmingham, AL
Contact Center Analyst	Birmingham, AL
CSA - Universal Life	Birmingham, AL
Administrative Assistant - ProEquities	Birmingham, AL
Salaried Account Executive	San Diego, CA
BPG-Case Coordinator	Birmingham, AL
ProEquities Cashier	Birmingham, AL
Compliance Surveillance Specialist	Birmingham, AL
Customer Service Administrator	Birmingham, AL
Conversion Business Analyst	Birmingham, AL
Business Analyst II- IV	Birmingham, AL
Case Coordinator	Birmingham, AL
Marketing Assistant	Birmingham, AL
Associate Field Response Representative	Birmingham, AL
Mortgage Loan Clerk	Birmingham, AL
Professional Development Manager	Rockford, IL
Professional Development Manager	Madison, WI
Professional Development Manager	Milwaukee, WI
Regional Vice President of Sales	Bannockburn, IL
Regional Vice President of Sales	Bannockburn, IL
Regional Vice President of Sales	Bannockburn, IL
Staff Systems Engineer	Birmingham, AL
Internal Auditor	Birmingham, AL
VSC Claims Adjuster	Bannockburn, IL
Assistant Manager, Accounts Payable	Birmingham, AL
Business Analyst - Manager	Birmingham, AL
Marketing Underwriter	Birmingham, AL
Cognos Report Developer	St. Louis, MO
Marketing Support Specialist (BPG)	Birmingham, AL

If you see a posted position and would like to refer a non-employee to that position, please review our tips on referring someone to Protective on PRISM. ■



*Top Row left to right - Charles Sullivan (Asst. Dir. Greater Alabama Council), Mal Moore (Athletic Director University of Alabama), Mike Shula (Head Football Coach, University of Alabama), John D. Johns (CEO Protective Life Corporation)*

*Bottom Row left to right - Laura Drain (Dist. Exec. Greater Alabama Council), Gary Lewis (Troop 149), Nathaniel Jones (Troop 149), Joseph Lewis (Troop 149), Marcela Rodriguez (Crew 200)*

## Protective Day at The University of Alabama

Gary Lewis of Corporate IS and his scouting buddies were keeping some pretty impressive company recently. Gary was one of a bus load of Protective employees, producers, and their families who had an enjoyable Saturday in May at The University of Alabama in Tuscaloosa, spending time with Coach Mike Shula, Athletic Director Mal Moore, and players Tim Castille and Matt Caddell.

The University is committed to a multi-million dollar expansion of their athletic facilities over the next two years. To help The University maintain the proudest, most fervent tradition in the nation, they are trying

to obtain a new distinction - one of having some of the most modern and innovative programs and facilities in the country. Capital projects include...

- renovating and expanding Bryant-Denny Stadium
- renovating Coleman Coliseum,
- renovating Bryant Hall Athletic Dormitory,
- building a new Strength and Conditioning Center,
- building a new Tennis Center,
- building a new Soccer Stadium, and
- building a new Student Athlete Academic Center.

Protective Life is supporting this initiative by contributing to the

Crimson Tradition Fund toward a Learning Lab in the Academic Center. This contribution prompted an invitation to visit the campus, tour the facilities and spend time with University staff and students. The Protective group toured skyboxes, locker rooms, and even got to walk on to the playing field at Bryant-Denny stadium. We heard details of the expansion from Mal Moore and Mike Shula, with Johnny Johns speaking about Protective's and the University's commitment to excellence (ending with a rousing ROLL TIDE !). We enjoyed lunch at the University along with autograph signing and, yes ladies, photo opportunities with Mike Shula. ■

# Arthritis Foundation Fundraising Effort Update

Michael Giles



*Pictured employees on the morning of the walk are Andy Tillman (3rd from left), Terri Milstead, Laura Dudley, Beverly Hurley-Hill, Michael Giles, and Allen Thompson*

Recently, Internal Audit and the SOX404 project team lead the efforts in contributing to the Birmingham Chapter of the Arthritis Foundation in support of their April 24, 2004 Walk-A-Thon. Those fundraising efforts have ended and the amount raised here in Birmingham was in excess of \$76,000. Of that amount our team raised a total \$3,579. Combined with the money we received from the Protective

Foundation, Protective Life was represented with an amount in excess of \$7,000—almost 10% of the Arthritis Foundation's total. Not only did Protective represent the top contributors, we lead by over \$2,000. Although several people throughout the company contributed to this worthwhile cause, the employees who took an active role in fundraising were Tara Deneke, Michael Giles, Sherri

Hickman, Beverly Hurley Hill, Terri Milstead—our top fundraiser, Andy Tillman, and Allen Thompson.

On behalf of the Internal Audit and SOX404 teams, we would like to thank everyone who participated in the walk as well as everyone who contributed. ■

# 2nd Quarter Service Awards

Kat Coleman

You are cordially invited to attend the 2nd Quarter Service Awards Celebration on Friday, June 25, 2004.

Please join us in Training Room A at 2:00 p.m. as we honor Protective employees who are celebrating anniversaries with Protective.

# Judge Smallwood Book Signing

Tommy Finley

Judge Smallwood will be signing his new book *Is the Bible Really The Law?* on Tuesday, June 8th at 12:00 till 1:00 PM, T. Finley's Cafeteria.

## "Surfing the Deck"

Brian Smith

The Party is set for July 16th! Mark your calendar now!



# Shades Valley YMCA Corporate Camp

Kat Coleman

Protective will offer four summer camps for employees' children, grandchildren, nieces, and nephews ages 6 - 16. Protective Center tenants will be offered spaces as well.

Four weeks out of the summer Corporate Camp can offer you and your child an alternative to summer day care. The Shades Valley YMCA will pick your child up at Protective and take them on field trips as well as playing at the YMCA.

You will need to pack your child a lunch and snack every day and send a bathing suit and towel. The van will arrive at 8:15 a.m. in the Employee Entrance on Parking Level A Deck 1 and return to the same place at 4:45 p.m. except on Fridays. If you need to pick your child up early you will need to schedule with the YMCA.

The following are the packages and prices offered by the YMCA. If you are interested please complete the registration form and turn it in by May 28th. There will be a maximum of 12 children per camp so first come first serve.

Check out the PRISM site for more information on Corporate Camp.



<http://plis3/octane8/websites/humanresources/default.asp?id=138>

	<i>Y Member Price / Non Member Price</i>		<i>Y Member Price / Non Member Price</i>		<i>Y Member Price / Non Member Price</i>
<b>JUNE 21 - 25</b>	<b>\$125/150</b>	<b>JULY 12 - 15</b>	<b>\$125 /150</b>	<b>JULY 26 - 30</b>	<b>\$110/135</b>
Monday . . . . .	Skates 280	Monday . . . . .	Tannehill Park	Monday . . . . .	Golden Flake
Tuesday . . . . .	Desoto Caverns	Tuesday . . . . .	Huntsville Space & Rocket Center	Tuesday . . . . .	NBC13/Skates 280
Wednesday . . . . .	B'ham Southern Environmental Center	Wednesday . . . . .	Oak Mountain	Wednesday . . . . .	Southern Adventures Water Park
Thursday . . . . .	Birmingham Zoo	Thursday . . . . .	Point Mallard	Thursday . . . . .	Mercedes Plant/ Tannehill Park
Friday . . . . .	Shades Valley YMCA	Friday . . . . .	Shades Valley YMCA	Friday . . . . .	Shades Valley YMCA

\* Fitness Facility Members can use the Y Member Price



# SHAPE UP SAFARI

## Working out on the Wild Side!



# Finish and Review

Michele Pawlik, R.N.

The ProHealth Team's 17th annual fitness event, Shape Up Safari, concluded with their Finish Line bash on Thursday, May 6 with over 430 fitter employees attending! As part of our continuing pledge to provide employees with value added Wellness programs, we offer all participants an opportunity to provide feedback through an e-evaluation sent at the conclusion of the Finish Line Party. We had a 40% response rate and the following results and comments were received (*scale of 1-5, with 1 indicating least satisfied and 5 most*):

1. Did you achieve the event goal of attaining regular exercise? **4.3** or the majority of participants felt like they had accomplished their goal.
2. Rules were concise and easy to understand? **4.7**
3. Record keeping convenient? **4.6**
4. Satisfied with the mid-race bonus: Stuffed animals? **4.4**

5. Satisfied with the T-shirt: **4.6**
6. Cost is fair? **4.9**
7. Overall, feel this is an important Wellness activity. **4.9**

As for the written comments, they were overwhelmingly positive and there will definitely be a bigger and better event in 2005...plans are in the works! Three general comments occurred several times on the evaluations. First, several of you asked why the fitness event isn't more challenging and competitive. This is an honor system activity, hence, the decision to stay low key and noncompetitive. Our goal is getting active and staying active for the sake of our health. Protective employees participate in many local races like the Vulcan Run, the Jingle Bell Run, the Mercedes Half and Full Marathon, the Arthritis Run, etc. For those who want competition, contact Fitness Center staff at x3340 about

upcoming events. If you really want to kick it up a notch, join the Fitness Center and our trainers, Jon or Clarence can assure you of a challenge! Second, an earlier start time for the Finish Line Party has been suggested and will be investigated for next year's date. Finally, there is always an opportunity to add cardio activity to the list, just ask your nurse if you are not sure. Activities are not rated based on level of strenuousness because everyone's level of fitness is different.....again, the reason for a noncompetitive event.

Remember, if you participated and finished, you did something good for your health! The challenge, now, is to remain consistent! Please feel free to contact Michele Pawlik, x3129 or Kat Coleman, x3024 if you have additional comments or suggestions! See you at our 2005 registration! ■





# RACE PRIZES

## Shape Up Safari 2004

Kat Coleman

The Shape Up Safari finish line party was a huge success! All teams who completed the race by the deadline were included in the prize drawing. Prizes were donated by local organizations and vendors for a total of 112 prizes. Congratulations to all winners as well as everyone who completed the race. ■

SPONSOR	PRIZE	EMPLOYEE
1 AmSouth	Collapsible Cooler	Mike Bennett
2 IDG	Bag Chair	Tracy Price
3 BCBS	walkman	Mike Hill
4 BellSouth	Bound Notebook	Jennie Gardino
5 Interior Scape	Plant in copper pot	Bonnie Miller
6 ELogic	Golf Shirt (grey)	Scott Latham
7 Mercedes Marathon	Gym Bag	Andy Rucks
8 MetLife	Snoopy with Toothbrush	Sherice Henderson
9 Mt. Brook Creamery	Ice Cream Pie	Amy Vanwyk
10 Out Takes	\$10 GC	Blake Webber
11 Planet Smoothie	Cup and GC	Joe Ellis
12 Rolly Pollys	Lunch for Two	Cindy Perkins
13 Shred It	4 Tickets to Barons Game	Tamara McMillian
14 American's First	Bag w/ \$25 account	Patti Wright
15 IDG	Golf Shirt	Edwina Rowland
16 Capital Strategies	\$25 GC Summit	Beth Feldderman
17 BellSouth	Golf Shirt (burgundy)	Joe Gilmer
18 Benetech	\$25 GC to Brio	Suzan Bishop
19 Chappy's	\$10 gift card	David Douglas
20 Commute Smart	H2O Bottle w/ glasses and \$5 Moe's	Latanthia Tompkins
21 IDG	Grill Set	Lisa Woodall
22 Tazikis	Lunch for Four	Patrice Glover
23 Who are you Inc.	Bag Chair	Sheryl Agricola
24 AmSouth	Bag	Shannon Hammond

SPONSOR	PRIZE	EMPLOYEE
25 BCBS	MP3 player	Billie Bynum
26 BellSouth	Note pad	Gayle English
27 McWane Center	3 month family membership	Laura Sims
28 Big Sky	Gift Box	Barbara Ogletree
29 Chappy's	\$10 gift card	Jonie Adams
30 Commute Smart	Bottle/glasses/\$5 Moe's	Julia Henderson
31 Elogic	Golf Shirt	Jack Simon
32 Avaya	Travel Clock	Judy Jordan
33 Out Takes	\$10 gift cert	Laura Bagby
34 Planet Smoothie	Cup and free smoothie	Angela Willis
35 Shred It	4 Tickets to Barons game	Deana Wells
36 BCBS	\$25 gc to Brio	Jennifer Porter
37 Birmingham Museum	Family Membership	April Vinning
38 Nortell Networks	Umbrella	Ann Wright
39 Six Flags	1 free general admission and \$5 Moe's	Megan Wages
40 Bottega	Dinner for two Bottega	Lisa Pruitt
41 Commute Smart	Bottle/glasses/Moe's	Terri Milstead
42 AmSouth	Blanket	LaRunda Henderson
43 Chappy's	\$10 gift card	Sheila Bryant
44 Avaya	\$25 Chillis	Janice Foster-Rutledge

SPONSOR	PRIZE	EMPLOYEE
45 Elogic	Golf Shirt	Donna Myers
46 LaCole's	Gift Basket	Rose Ann Caiola
47 Out Takes	\$10 gift cert	Berderia Spence
48 Planet Smoothie	Cup and free smoothie	Linda Trusty
49 Capitol Strategies	\$25 Summit	Matt Lux
50 Avaya	Travel clock	Debbie Silas
51 BCBS	\$25 Brio	Pamela Deavers
52 Commute Smart	Bottle/glasses/\$5 Moe's	Allison Gray
53 ProHealth Center	T-shirt and 6 month free locker	Deborah Gaines
54 IDG	Woman's Shirt (pink)	Connie Slocumb
55 Shred It	4 Tickets Barons Game	Debbie Blackwell
56 Nortell Networks	Umbrella	Jan Poe
57 Capitol Strategies	\$25 Summit	Delbra Rivers
58 Chappy's	\$10 Gift card	Gary Binford
59 Benetech	\$25 GC Brio	Caroline Castle
60 BellSouth	Cross pen and maglight	Joan Daivs
61 Shred It	4 tickets Barons Game	Jon Schenider
62 MCI	\$50 GC Home depot	Denise Johnson
63 BellSouth	Shirt	Angelia Taylor
64 Capitol Strategies	\$25 GC Summit	Amy Pugh
65 AmSouth	Game / calculator	Whitney Bradshaw
66 IDG	Grill Set	Melonie Truitt
67 ProHealth	Jungle Juice	Mary Thomas
68 Embassy Suites	Comp Night Stay	Barbara Aland
69 MCI	\$50 Home Depot	Stephen Peeples
70 Nortell	3 tickets to Barber Race Track	Darlene Lyles
71 YMCA	Grill Set	Lurie Jackson
72 YMCA	Picnic Set	Tonya Underwood
73 MetLife	Snoopy	Faye Page
74 MetLife	Snoopy	Mary Simmons
75 PLICO	Animal	Shannon Rain
76 PLICO	Animal	Lynne Hawkins
77 PLICO	Animal	Brooks McClendon
78 PLICO	Animal	Lisa Hoyt
79 PLICO	Animal	Shirley Pollard
80 PLICO	Animal	Michelle Maddox
81 PLICO	Animal	David Grey
82 PLICO	Animal	Lynn Williams
83 PLICO	Animal	Cathy Underwood
84 PLICO	Animal	Derick Singleton
85 PICO	Animal	Shannon Braswell
86 PLICO	Animal	Kelly Gardner



Grand Prize winners: Linda Martin, Greta Whitfield and Susan Edge pictured with Dan Basik of Brownell Travel and Debbie Rudden

SPONSOR	PRIZE	EMPLOYEE
87 PLICO	Furry Animal	Tenea Keller
88 PLICO	Furry Animal	Tricia Sandlin
89 PLICO	Furry Animal	Jackie Maxwell
90 PLICO	Furry Animal	Laurie Osborne
91 PLICO	Furry Animal	Lisa Wells
92 PLICO	Furry Animal	Mary Hunt
93 PLICO	Furry Animal	Joanie Henley
94 PLICO	Furry Animal	Laurette Turner
95 PLICO	Furry Animal	Michael Jones
96 PLICO	Plant	Rob Chamblee
97 PLICO	Plant	Jackie Ingram
98 PLICO	Plant	Sam Vogt
99 PLICO	Plant	Starr Gill
100 PLICO	Plant	Craig Youngblood
101 PLICO	Plant	Misty Tankersly

#### FIELD

102 PLICO Lisa R.	Pull over	Tiffany Kunda
103 PLICO Lisa R.	Long sleeve shirt	Lee Ann Pittman
104 PLICO Lisa R.	Hat	Karen Parker
105 IDG	Grill lighter	Bob Gabriel
106 IDG	Men's Golf Shirt	Laura Thiemann

#### BEST TEAM NAME – Out of Africa onto the Treadmill

107 Benetech	\$25 Brio	Amy Vanwyk
108 Benetech	\$25 Brio	Carla McFarland
109 Benetech	\$25 Brio	Lynne Shaddix

#### GRAND PRIZE - 3 Laughing Hyenas

110 Brownell Travel	2 round trip tickets	Greta Whitfield
111 Brownell Travel	2 round trip tickets	Linda Martin
112 Brownell Travel	2 round trip tickets	Susan Edge

**Come One Come All!**

**Work/Life Agency Fair  
Thursday, June 10, 2004  
9:30 a.m. — 11:30 a.m.**

**T. Finley's Café & Cafeteria Link**

**Don't miss this opportunity to meet with agency  
representatives and learn more about  
Protective's Work/Life programs.**

**The following agencies will be available to  
answer your questions, hand out information,  
and register you for their programs.**

**AAA  
APCA  
America's 1st Credit Union  
AmSouth  
Birmingham Southern  
Birmingham Zoo  
Birmingham Museum  
Child Protection Resources  
Childcare Resources  
Commuter Smart Rideshare  
Compass Bank  
Consumer Credit Counseling**

**EAP  
Eldercare Services  
Huggs & Kisses  
Massage Therapy  
McWane Center  
ProHealth Team  
Prudential  
Samford  
SAM'S Club  
UAB  
YMCA  
Vision Land**



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