



Western Conference
2008 Internal Operations Conference
July 13-16, 2008
San Francisco

Sunday, July 13

2:00 – 6:00 p.m.

Registration

IOC Information and Registration Desk Open (*Lobby Terrace*)

Stop-by the Registration desk to pick-up your badge, conference agenda, Fun Run/Walk packet and to see who else will be attending the conference.

4:30 – 5:30 p.m.

2008 Planning Committee Meeting (*Six Continents Room*)

6:00 – 8:00 p.m.

Welcome Reception and Entertainment

For all registered attendees, guests and sponsors

(Top of the Mark; Mark Hopkins Intercontinental)

Located on the 19th floor of the hotel, this world-renowned sky bar affords a near 360-degree view of San Francisco. In addition to the view, we'll also enjoy spectacular jazz from Kansas City's own entertainer, Lonnie McFadden.

Monday, July 14

7:00 a.m. – 4:00 p.m.

Registration

IOC Information and Registration Desk Open (*Lobby Terrace*)

7:00 – 8:00 a.m.

Breakfast (*Room of the Dons*)

Sponsor Booths Open (*Peacock Court & Lobby Terrace*)

A variety of vendors are sponsoring the 2008 IOC. Stop-by the booths and visit with representatives from these companies to find out how they can help your Plan.

Monday, July 14 (Continued)

- 8:00 – 9:45 a.m. General Session (*Peacock Court*)
- Welcome – Conference Opening
- Nancy Creasy, 2008 IOC Chair
Vice President, Operations
Blue Cross and Blue Shield of Kansas City
 - Sherry Cladouhos, IOC Board Sponsor
President & Chief Executive Officer
Blue Cross and Blue Shield of Montana
 - Tom Bowser
President & Chief Executive Officer
Blue Cross and Blue Shield of Kansas City
- Introduction of Sponsors
- Speaker – Steve Aldana, Ph.D.
Founder and President of the Lifestyle Research Group
Dr. Aldana will speak about health and wellness and how your Plan can make connections with your constituents by encouraging and enabling them to lead healthier lifestyles.
- 9:45 – 10:00 a.m. Break (*Outside Caucus rooms on each level of the hotel*)
- 10:00 a.m. – 4:00 p.m. Caucus Sessions
- Claims (*Room of the Dons*)
 - Customer Service (*California & Powell Rooms*)
 - Finance (*Barclay I & II Rooms*)
 - Human Resources (*Stanford Room*)
 - Information Systems (*Six Continents Room*)
 - Membership (*Willard I & II Rooms*)
 - Audit & Compliance (*The Board Room*)
- Caucus sessions provide an opportunity for individuals to network with their colleagues from other plans. These sessions cover a variety of topics with strategic discussions related to current issues and future outlooks. Caucus sessions are your chance to make connections with colleagues from the Western Conference.*
- 11:30 a.m. – 1:00 p.m. Working Lunch (*Caucus Rooms*)
- 2:00 – 2:15 p.m. Break (*Outside the Caucus rooms on each level of the hotel*)
- 4:00 – 10:00 p.m. Shuttle service from the Hotel to Fisherman’s Wharf / Bistro Boudin
Fisherman’s Wharf is San Francisco’s most popular destination, known for its historic waterfront, delicious seafood, spectacular sights and unique shopping. Take some time to explore all the Wharf has to offer before heading over to Bistro Boudin for the IOC dinner event!

Monday, July 14 (Continued)

6:00 – 10:00 p.m. Dinner at Bistro Boudin
Bistro Boudin is a unique restaurant and bar located on the upper level of the Boudin Bakery at Fisherman's Wharf. The sourdough museum, located in the restaurant, will be open exclusively for IOC attendees and guests. The Bistro captures the spirit of historic San Francisco with sophisticated food and stunning views of the bay.

Tuesday, July 15

6:00 – 7:30 a.m. Fun Run/ Walk (*Crissy Fields / Golden Gate Bridge Park*)
Crissy Fields is one of the most beautiful urban walks in the country with panoramic views in both directions. Join us on the Fun Run/Walk as the sun begins to rise over the Golden Gate Bridge and the San Francisco skyline comes to life! Shuttles will pick-up participants at 5:45 a.m. outside the hotel and transport them to Crissy Fields. Shuttles will return participants to the hotel after the event.

7:00 a.m. – 1:00 p.m. Registration
IOC Information and Registration Desk Open (*Lobby Terrace*)

7:00 – 8:30 a.m. Breakfast (*Room of the Dons*)
Sponsor Booths Open (*Peacock Court & Lobby Terrace*)

8:30 – 10:00 a.m. General Session (*Peacock Room*)

Opening Remarks

- Nancy Creasy, 2008 IOC Chair
Vice President, Operations
Blue Cross and Blue Shield of Kansas City
- David Gentile
Executive Vice President & Chief Member Services and
Subsidiaries Officer, Blue Cross and Blue Shield of Kansas City

Speaker – Liz Boehm

Principal Analyst, Forrester

Liz will discuss how to make the connections among generations within the workforce and our consumer population. Liz will also focus on how to connect with consumers on health and wellness initiatives and the tools to bring it all together.

10:00 – 10:15 a.m. Break (*Outside the Caucus rooms on each level of the hotel*)

Tuesday, July 15 (Continued)

10:15 a.m. – 1:00 p.m.

Caucus Sessions

Claims (*Room of the Dons*)
Customer Service (*California & Powell Rooms*)
Finance (*Barclay I & II Rooms*)
Human Resources (*Stanford Room*)
Information Systems (*Six Continents Room*)
Membership (*Willard I & II Rooms*)
Audit & Compliance (*The Board Room*)

1:00 - 7 p.m.

Transportation for Golf event at The Presidio

Shuttles will transport golfers from the hotel to the Presidio Golf Club at 1p.m. Shuttles will return golfers to the hotel from 6 to 7 p.m. Participants have the option to play “4-person scramble” or “Play your own ball.” There will be a shotgun start to the event, beginning at 2pm. An awards ceremony will follow the event in the clubhouse of the Presidio.

1:00 p.m.

Free Afternoon

Wednesday, July 16

7:00 – 8:00 a.m.

Breakfast (*Peacock Court / Lobby Terrace*)

Note: new location for breakfast!

Sponsor Booths Open (*Peacock Court*)

8:00 – 9:30 a.m.

Caucus Sessions

Claims (*Room of the Dons*)
Customer Service (*California & Powell Rooms*)
Finance (*Barclay I & II Rooms*)
Human Resources (*Stanford Room*)
Information Systems (*Six Continents Room*)
Membership (*Willard I & II Rooms*)
Audit & Compliance (*The Board Room*)

9:30 – 9:45 a.m.

Break (*Outside the Caucus rooms on each level of the hotel*)

9:45 – 11:30 a.m.

General Session (*Peacock Court*)

Nancy Creasy, 2008 IOC Chair

Vice President, Operations

Blue Cross and Blue Shield of Kansas City

David Gentile

Executive Vice President & Chief Member Services and

Subsidiaries Officer, Blue Cross and Blue Shield of Kansas City

Wednesday, July 16 (Continued)

- 9:45 – 11:30 a.m. General Session (*continued*)
Speaker – Bob Garner
Bob's presentation will include how to use motivation and communication to make connections. His presentation includes trademark magic, mind reading, humor, and audience participation.
- Larry Hilty, 2009 IOC Chair
Director, Alliance Management
Blue Shield of California
2009 IOC Preview
- 11:30 a.m. Conference Adjourns
- 12:00 – 1:00 p.m. 2008 Planning Committee Debriefing (*Six Continents Room*)

