



Welcome

*From Rich Boals – President and Chief Executive Officer
Blue Cross Blue Shield of Arizona*



I invite you to join us at the Western Leadership Conference scheduled for October 19 – 22, 2008 in Phoenix, Arizona. Set in the heart of Phoenix, the Arizona Biltmore Resort & Spa provides a restful oasis of 39 acres covered with lush gardens, glistening swimming pools, and Frank Lloyd Wright-influenced architecture. The Resort has been a favorite of celebrities and U.S. presidents throughout its colorful history.

Blue Cross Blue Shield of Arizona is proud to be hosting this year's Conference. Attendees will be energized by spirited and compelling presentations of distinguished speakers from around the country.

The theme of this year's Conference is "*The New Customer Experience*". During the three-day Conference, you will learn how health care customers are changing, the challenges and opportunities that are resulting in the marketplace, and what each of us can do to be engaged and healthy consumers in this dynamic environment.

Also planned are several fun, relaxing and artistic tours for spouses during the Conference.

While we continue to go through the planning process, please visit www.westernconference.org for updated Conference information. Meanwhile, if you have any questions about the event, please contact Linda Hughes at (602) 864-4566 or via e-mail at lhughes@azblue.com.

Look forward to seeing you in Phoenix!