



2010 Leadership Conference
Western Conference of Prepaid Medical Service Plans
September 26 – 29, 2010

April 5, 2010

We are delighted to invite you to join us in Colorado Springs September 26 – 29, 2010, for this year's Leadership Conference. The 2010 Leadership Conference is being hosted by Arkansas Blue Cross and Blue Shield, Blue Cross and Blue Shield of Kansas, and Blue Cross and Blue Shield of Kansas City. It will take place in a spectacular setting at the foot of the Rocky Mountains at **THE BROADMOOR**.

The theme of this year's Leadership Conference is "**Health and Health Care Reform**" and we are in the process of assembling an outstanding panel of speakers which will include the following:

- Former Speaker of the House, Newt Gingrich
- President and CEO of Health Policy and Strategy Associates, Robert Laszewski
- Kansas Insurance Commissioner and former NAIC Chair, Sandy Praeger
- President and Founder of WellSteps, Steven G. Aldana, Ph.D.
- President and CEO of Blue Cross and Blue Shield Association, Scott P. Serota
- Vivian Riefberg, Principal from McKinsey and Company, Inc. in Washington, D.C.
- Health Economist, Robert L. Reischauer, President, Urban Institute in Washington, D.C.
- Humorist and Futurist, Ian Morrison specializing in the Health Care Industry

Hotel information and Room Reservation Forms are available online at www.westernconference.org. Conference Registration Forms and payment are due no later than August 1 (no refunds after September 1). Additional information, such as the Guest Activity Sign-up Sheet, will also be posted to the website as it becomes available. If you have any questions or concerns, please contact Sharon O'Connor by e-mail at sharon.oconnor@bluekc.com or by phone at 816-395-2004.

We look forward to seeing you in Colorado Springs!

Tom Bowser
President and CEO
Blue Cross and Blue Shield
of Kansas City

Andy Corbin
President and CEO
Blue Cross and Blue Shield
of Kansas

Mark White
President and CEO
Arkansas Blue Cross and
Blue Shield