



TENTATIVE AGENDA

**Sunday, September 26, 2010**

1:00 – 6:00 p.m.	<b>Conference Registration</b>	Pompeiiian Room
6:00 – 8:00 p.m.	<b>Welcome Reception</b> <i>All Conference Attendees</i>	International Center

**Monday, September 27, 2010**

7:00 – Noon	<b>Conference Registration</b>	Broadmoor Hall
7:00 – 9:00 a.m.	<b>Breakfast Buffet</b>	Broadmoor Hall A
9:00 – 2:45 p.m.	<b>Spouse/Guest Program Events</b> (Meet in Broadmoor Hall Lobby)	Broadmoor Hall Lobby
8:30 – 8:45 a.m.	<b>Welcome and Opening Ceremony</b> <b>Tom Bowser, Andy Corbin, Mark White</b> 2010 CEO Conference Hosts	Broadmoor Hall B
	<b>“O Canada”</b> <b>“The Star-Spangled Banner”</b> Singer: Marcie Hureau	
8:45 – 9:45 a.m.	<b>Robert Laszewski, President and CEO</b> Health Policy and Strategy Associates Washington, D.C.	
9:45 – 10:00 a.m.	<b>Break</b>	
10:00 – 11:00 a.m.	<b>Sandy Praeger, Commissioner</b> Kansas Insurance Department	

**Monday, September 27, 2010 (cont.)**

11:00 – Noon	<b>Steven G. Aldana, Ph.D.</b> President and Founder of WellSteps Employee Health and Wellness Expert	Broadmoor Hall B
12:15 – 1:15 p.m.	Lunch and Speaker  <b>Newt Gingrich</b> Founder, Center for Health Transformation Former Speaker of the House	International Center

**Tuesday, September 28, 2010**

7:00 – Noon	<b>Conference Registration</b>	Broadmoor Hall
7:00 – 9:00 a.m.	<b>Breakfast Buffet</b>	Broadmoor Hall A
8:30 – 8:35 a.m.	<b>Welcome: CEO of the Day, Andy Corbin</b>	Broadmoor Hall B
8:35 – 9:30 a.m.	<b>Scott P. Serota, President and CEO</b> Blue Cross and Blue Shield Association State of the Blues System – Post Reform	
9:30 – 9:45 a.m.	<b>Break</b>	
9:45 – 10:45 a.m.	<b>Vivian E. Riefberg, Principal, McKinsey Consulting</b> State of the Health Care Industry – Post Reform	
10:45 – Noon	<b>Robert D. Reischauer</b> President of the Urban Institute in Washington, D.C. Economic Impact of Health Care Reform	
Noon	<b>General Session Adjournment - Free Afternoon</b>	
6:00 - 7:00 p.m.	<b>Cocktail Reception</b>	International Center
7:00 – 10:00 p.m.	<b>Dinner and Entertainment</b>	International Center



**Wednesday, September 29, 2010**

7:00 - 9:00 a.m.	<b>Breakfast Buffet</b>	Broadmoor Hall A
7:30 – 8:30 a.m.	<b>Western Conference Board of Trustees Breakfast Meeting</b>	Crystal Room
8:30 – 8:35 a.m.	<b>Welcome: CEO of the Day, Mark White</b>	Broadmoor Hall B
8:35 – 8:45 a.m.	<b>Annual Meeting and Western Conference Business</b> Richard L. Boals, President Western Conference Board of Trustees	
8:45 - 9:45 a.m.	<b>Dr. Ian Morrison</b> , Healthcare Author Consultant and Futurist	
9:45 – 10:00 a.m.	<b>2011 Leadership Conference Preview Presentation</b> Steven S. Martin, President and CEO Blue Cross and Blue Shield of Nebraska	
10:00 – 10:10 a.m.	<b>Closing Remarks</b>	
10:15 a.m.	<b>Adjournment of 2010 Western Conference</b>	