



NEWS RELEASE

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MIKE REYNOLDSON JOINS BLUE CROSS OF IDAHO AS DIRECTOR OF GOVERNMENTAL AFFAIRS

MERIDIAN, Idaho, February 2, 2015 – Blue Cross of Idaho has named Mike Reynoldson Director, Governmental Affairs. Reynoldson will oversee legislative and regulatory efforts, and act as a liaison to state and federal health entities for the company.

With more than 22 years in local, state and national government affairs work, Reynoldson brings a wealth of knowledge to Idaho's largest health insurance company. He has spent the past ten years at Micron Technology where he was the Idaho Government Affairs Manager.

“We're thrilled to bring in someone with Mike's experience and character,” Blue Cross of Idaho CEO Zelda Geyer-Sylvia said. “He has successfully worked with policy makers and business leaders in Idaho and we welcome him to the Blue Cross of Idaho team.”

Reynoldson has successfully represented companies in policy development, strategic planning, coalition building, lobbying, public relations and political activity. His vast experience in Idaho has helped him build strong working relationships with officials at all levels of government and business. In addition to his work with Micron he has worked as the Idaho Public Affairs Manager for US West and Qwest Communications, served as Executive Director of the Idaho Republican Party and worked as a field representative for the Republican National Committee.

As Blue Cross of Idaho welcomes a new member to its governmental affairs team, it must acknowledge the departure of a valued part of its organization. Reynoldson will take the reins from Julie Taylor who gracefully operated this role at Blue Cross for the past 23 years.

“Julie's commitment and impact on our efforts cannot be overstated and are only surpassed by the affection and regard that I and her co-workers have for her,” Geyer-Sylvia said. “Over the years she's helped us navigate some very difficult issues with professionalism and class. We wish her continued success as she enters the retirement phase of her life; I know she's got more big plans.”

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About Blue Cross of Idaho

Blue Cross of Idaho, a not-for-profit mutual insurance company, is a leader in delivering innovative health insurance products, services and information to 720,000 members. For 67 years, the company has served its customers by offering health insurance at a competitive price and has served the people of Idaho through support of community organizations, programs and events that promote good health. Blue Cross of Idaho is an independent licensee of the Blue Cross and Blue Shield Association. For more information, visit bcidaho.com.

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