



**Arkansas  
BlueCross BlueShield**  
An Independent Licensee of the Blue Cross and Blue Shield Association

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## ***NEWS RELEASE***

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### **FOR IMMEDIATE RELEASE**

## **Arkansas Blue Cross and Blue Shield Board of Directors names Steve Short, Senior Vice President, Chief Financial Officer and Treasurer**

**LITTLE ROCK, Ark. (July 15, 2008)** – The Arkansas Blue Cross and Blue Shield Board of Directors has named Steve Short senior vice president, chief financial officer and treasurer, according to an announcement by Robert L. Shoptaw, chief executive officer of Arkansas Blue Cross.

“The election of Steve Short as chief financial officer and treasurer is part of the company’s ongoing governance and leadership planning for the company,” said Shoptaw. “Mr. Short has exemplified great leadership during his tenure with Arkansas Blue Cross and will serve the company well in its future.”

Short joined Arkansas Blue Cross since 1987 as controller and has served as vice president of Financial Services since 1994. He also serves as vice president and CFO of HMO Partners, Inc. and as assistant secretary/treasurer of USAble Corporation. Short will assume the role of CFO and treasurer from Mark White, who recently was named chief executive officer-elect for Arkansas Blue Cross.

(more)

## **Short named Senior Vice President, CFO and Treasurer, Page 2**

Prior to joining Arkansas Blue Cross, Short spent 22 years in the insurance field, serving in various accounting and financial management positions, including eight years with State Farm Life Insurance Company in Bloomington, Ill., and 14 years with United Services Automobile Association (USAA) in San Antonio, Texas.

Short is a graduate of the University of Illinois with a bachelor's degree in Liberal Arts and Sciences. He subsequently completed his accounting education at Illinois State University. Short is a certified public accountant, a fellow in the Life Management Institute (FLMI), and member of the American Society of Chartered Life Underwriters.

Short recently completed a six-year term on the board of directors of the Arkansas Symphony Orchestra Society, where he served as chairman of the Finance Committee and as a member of the Executive Committee. Short currently is on the board of the Arkansas Symphony Orchestra Foundation.

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas, serving approximately one-third of the fully insured market. Arkansas Blue Cross and its affiliates have more than 2,550 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health-care coverage for 98 million – nearly one in three – Americans.