

Untitled

From: David Self [e-mail address redacted]
Sent: Sunday, January 29, 2012 10:27 AM
To: SatelliteOffices
Subject: Satellite Office Placement

To whom it may concern-

The purpose of this e-mail letter is to express strong support for placement of the proposed United States Patent and Trademark Office (USPTO) in Boise, Idaho. Following the sale of my company, where I served as president and chief operating office, to PacificSource Health Plans, the decision was made by PacificSource to not only retain the Boise location, but to grow the company's presence. The strong pool of available talent and business-friendly environment have proven that the decision to stay and grow was a good one. PacificSource is a regional health insurer, doing business in four states, and Boise offers advantages that our other locations simply cannot match. Other community attributes which will be important to the decision of placing a satellite USPTO office in Boise include:

- A central location with frequent direct flights to Seattle, Portland, San Francisco, San Jose, Salt Lake City, Denver and Minneapolis make travel in and out of Boise convenient and cost effective.
- A strong and growing technology community. Anchor companies including the headquarters of Micron Technology, a large Hewlett-Packard operation, Keynetics, Microsoft, and dozens of other companies continue to spin-off and attract a growing number of new organizations. The combination of the innovative technology community and quality of life in Boise have proven to be strong recruitment tools for both tech and science professionals.
- While the term "quality of life" is tossed about quite freely by communities, there is tangible evidence of it in Boise. With more than three hundred days of sun each year, outdoor activities are abundant. Our employees enjoy some of the best cycling in the nation for both road and mountain-bike riders; downhill and cross country skiing are less than hour away along, and famous resort destinations like Sun Valley and McCall are within a two hour drive; the Boise River literally runs through the city with miles of greenbelt trails, as well as rafting, and fishing; boaters enjoy the Snake River and Lucky Peak Reservoir; a wide range of living environments are available from downtown lofts and condominiums to family oriented communities, and acreage for those so inclined; a true "walking downtown"; remarkably vibrant arts and music scene; and a real feeling of community.
- Boise is a rare city as it is the state capitol, center of commerce, boasts a major university and several other colleges and universities; and nearly half of all Idahoans live in the Treasure Valley.

Boise has been a great choice for PacificSource Health Plans and I know it will be the same for the new USPTO satellite location. Please contact me should you require additional information.

Very best regards,

Dave

Dave Self
Senior Vice President
& Idaho Regional Director
PacificSource Health Plans
[phone redacted]