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FOR IMMEDIATE RELEASE

September 4, 2010

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## **Idaho attorney recognized for contributions to the Latino community**

*Natalie Camacho Mendoza receives 2010 Regence Latino Hero Award*

BOISE — Regence BlueShield of Idaho has awarded Eagle attorney Natalie Camacho Mendoza, its 2010 Latino Hero Award. The award is part of Regence's ongoing commitment to the Latino community, and honors individuals of Latino descent who have given back to the community and have impressive professional or educational accomplishments.

"Through her volunteer work, public speaking and legal advocacy, Natalie has been a voice for Idaho Latinos for more than 20 years," said Francisco Garbayo, who leads Regence's Latino outreach efforts. "Her commitment to Latinos and other minority communities truly embodies the spirit of the Latino Hero Award."

Camacho Mendoza, the daughter of migrant farm workers, was born and raised in Pocatello. In 1989 she started her law career at the Idaho Legal Aid Services and worked in the Migrant Law Unit. Now she owns her own law firm, Camacho Mendoza Coulter Law Group PLLC, where she practices in the areas of Indian law, worker's compensation, and business law. Before starting Camacho Mendoza Coulter Law Group PLLC, she was a partner at Anderson, Julian & Hull, LLP.

Outside of the office, Camacho Mendoza is a motivational speaker with expertise in workplace leadership and diversity. She was also one of many who were instrumental in establishing the Hispanic Cultural Center of Idaho. Camacho Mendoza received her undergraduate degree from Idaho State University and her law degree from Washburn University in Topeka, Kansas.

Upon learning she was the winner of the Regence Latino Hero Award, Camacho Mendoza said, "I was surprised because there are so many other people who also deserve this prize. All the same, I humbly accept it, and will share it with others to encourage them to continue giving back to the community."

As the recipient of the Hero Award, Camacho Mendoza will receive \$2,000 which she plans to donate to the Hispanic Cultural Center of Idaho. She will also be featured in a Regence advertising campaign.

### **About Regence BlueShield of Idaho**

Regence BlueShield of Idaho is a leading health plan in Idaho with more than 170,000 members, offering health, life and dental insurance. Regence is the largest health insurer in the Northwest / Intermountain Region, serving nearly 2.5 million members as Regence BlueShield of Idaho,

Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield (selected counties in Washington). Each plan is a nonprofit independent licensee of the Blue Cross and Blue Shield Association. Regence is committed to improving the health of our members and our communities and to transforming our health care system. For more information, please visit [www.regence.com](http://www.regence.com) or [www.twitter.com/RegenceIdaho](http://www.twitter.com/RegenceIdaho).

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