AT THE FOREFRONT OF SENIOR LIVING

ADVOCACY

RESEARCH

PEER-TO-PEER INSIGHT

CONSUMER EDUCATION

AMERICAN SENIORS HOUSING ASSOCIATION
Living Longer Better
WHY BECOME A MEMBER?

The American Seniors Housing Association (ASHA) is at the forefront of advancing the interests of executives engaged in the development, ownership, operations and financing of seniors housing. We are the premier source for research, conferences and advocacy, and our commitment to excellence makes us an outstanding investment for busy executives. ASHA’s all-inclusive annual membership fee is a tremendous value.

As a member, you access the thought leadership, innovation, research and strategic relationships that have made ASHA a trusted industry leader for more than 25 years.
PEER-TO-PEER INSIGHT

ASHA membership meetings bring leaders from all sectors of the industry together to find ways of moving senior living forward. At national and regional meetings, you can:

• Hear from nationally renowned leaders in business and academia.
• Participate in candid learn and grow sessions on topical and emerging issues.
• Network, learn and grow through dialogue that shapes the industry.

“ASHA has given me the opportunity to associate with other CEOs, and meet with them on both a formal and informal basis to learn and discuss best practices on how we can better serve our customers and employees.”

Dan Madsen
Chairman & CEO
Leisure Care

RESEARCH

Original research and jointly sponsored reports provide guidance on the opportunities and challenges facing the seniors housing business. Relevant, substantive and actionable, ASHA’s research initiatives cover dozens of topics such as construction trends, the senior consumer and operational performance. As a member, you receive special issue briefs, detailed reports and exclusive 24-hour access to our robust online research archive.

“ASHA’s research and special issue briefs are invaluable in providing expert insights and recommendations into everything from emerging trends to regulatory and legal issues facing the industry. These are critically important to us because they would be otherwise cost-prohibitive to underwrite on our own. We find that having access to the ASHA-sponsored research studies is one of the most significant values derived from our membership.”

David Freshwater
Chairman
Watermark Retirement Communities
CONSUMER EDUCATION

Where You Live Matters is the first-of-its-kind national consumer education initiative designed to help seniors, families and other influencers understand their senior living options and make empowered decisions. Combining a comprehensive website rich with content and powerful PR and social media campaigns, Where You Live Matters is educating thousands of people across the country and shaping their perceptions of the senior living experience in a positive way. ASHA members actively participate in this initiative by sharing its free content in their marketing, sales and PR efforts.

ASHA is proud to have established one of the first and largest seniors housing PACs focused exclusively on supporting federal candidates who understand and are favorable toward the interests of our industry. For more than 25 years, ASHA’s legislative team has worked to educate policymakers about the industry and protect the interests of seniors housing owners and operators, as well as advocating for policies that benefit our residents and their families. Our federal legislative team has extensive experience on Capitol Hill and works year-round with members of Congress to ensure the industry has a strong voice in policy matters.

ADVOCACY

“ASHA is uniquely able to key in on issues impacting seniors and seniors housing and relate what we do in a positive manner. Seniors housing will play an important role in how care and services are delivered, and ASHA can help ensure that our industry has a seat at the table as important government policies are developed.”

Jerrold H. Frumm  
Vice Chairman and Chief Investment Officer  
Senior Lifestyle

“Where You Live Matters is one of the most exciting and innovative consumer initiatives that the industry has ever undertaken. The objective of helping older adults and their families go from overwhelmed to empowered is most admirable. Kudos to ASHA! We recommend consulting and/or simply using the materials as content for marketing, social media, creative follow-up and lead nurturing campaigns. Thanks to ASHA for making this initiative a valuable part of consumer education!”

David Smith & Alex Fisher  
Founders  
One On One, Sherpa
**PARTNERSHIPS FOR THE FUTURE**

ASHA members benefit from our university partnerships which generate original, senior living-specific research you can’t get anywhere else. These partnerships also play a critical role in fostering the development of future industry professionals. ASHA is a founding partner of the Cornell Institute for Healthy Futures and has sponsored research and programming at the Leonard Davis School of Gerontology at USC, the University of Arizona, Georgetown University, The Granger Cobb Institute for Senior Living at Washington State University, George Mason University, and The Erickson School at the University of Maryland, Baltimore County (UMBC). ASHA has also launched the Where You Work Matters digital media program to highlight the benefits of a career in the senior living field for front line staff and provide students with information about the top university programs that offer training in senior living management.

**MEMBERSHIP LEVELS AND BENEFITS**

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<th>EXECUTIVE BOARD*</th>
<th>$15,000</th>
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<td>ASHA’s decision-making body and the highest level of membership.</td>
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**Three company representatives receive the following all-inclusive complimentary benefits:**

- All new publications: Research Reports, Briefs on Emerging Issues/Trends, and a Series of Monthly Newsletters
- Complimentary invitations to ASHA’s Annual Meeting in January, Mid-Year Meeting in June, Fall Board Meeting, and select Regional Roundtables
- Access to ASHA’s members-only section of the website with a comprehensive library of archived Reports, Briefs, Updates and exclusive member publications
- Consultation with ASHA’s professional staff
- Complimentary listing on the Where You Live Matters Community Locator
- Exclusive Rising Leaders program for next-generation leaders in Executive Board member companies
- May serve as officers of ASHA, participate on Task Forces and Committees, and may be selected to represent ASHA before Congress

*Subject to approval by Executive Board. This level is not available to suppliers or vendors.

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<th>ADVISORY COMMITTEE</th>
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<td>Two company representatives receive the following all-inclusive complimentary benefits:</td>
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*This level is not available to suppliers or vendors.
MEMBERSHIP APPLICATION

COMPANY

WEBSITE

FULL NAME OF LEAD REPRESENTATIVE

INFORMAL FIRST NAME

TITLE

EMAIL

MAIN PHONE

DIRECT PHONE

MAILING ADDRESS

CITY, STATE, ZIP

EXECUTIVE ASSISTANT

PHONE

EMAIL

PLEASE SELECT A MEMBERSHIP LEVEL

- Executive Board — $15,000* (subject to approval)
- Advisory Committee — $6,000
- Associate — $3,000*

*This level is not available to suppliers or vendors.

Apply online at SeniorsHousing.org or mail this completed application to ASHA.
5225 Wisconsin Avenue, NW | Suite 502
Washington, DC 20015
202.237.0900 | SeniorsHousing.org
“In the intimate process of helping people make decisions about where to live, our sales associates have begun using the valuable content provided by Where You Live Matters to address individuals’ specific concerns and to help overcome misconceptions. This industry resource is a real benefit to every thoughtful seniors housing provider.”

Anja Rogers
CEO
Senior Star
CORE PRINCIPLES

• Promote a favorable business climate that supports quality, competition, innovation and long-term investment in seniors housing.

• Advance information and research that frame and influence key industry initiatives.

• Promote the identification and advancement of emerging industry leaders who reflect the increasing diversity of the business.

• Support research and national initiatives that enable senior customers to receive high-quality services and age with dignity in the setting of their choice.