

CALIFORNIA ASSISTED LIVING ASSOCIATION

PROVIDER MEMBERSHIP



California Assisted Living

CALA

Association

ABOUT CALA

The California Assisted Living Association (CALA) is the only association solely representing the state's Residential Care Facilities for the Elderly, which encompass Assisted Living, Memory Care, and Continuing Care Retirement Communities. CALA was created by and for those interested in promoting and strengthening Assisted Living in the state of California, and represents over 650 providers and more than 160 associated businesses.

CALA'S MEMBERS

Provider members range from small, independently operated communities to large, multi-national organizations, and from those that cater to an active lifestyle to ones that specialize in caring for residents with dementia. A CALA membership can help you:

- ▶ Ensure compliance with laws not yet in regulation
- ▶ Gain access to "members only" tools, information, and technical support
- ▶ Utilize timely education, peer networking, and professional development

CALA'S MISSION

CALA is devoted to the betterment of Assisted Living by providing:

- ▶ Leadership to providers and other stakeholders in these residential settings
- ▶ Advocacy to protect the interests of providers and the people they serve
- ▶ Education to support high-quality programs and services
- ▶ Workforce development to support and provide visibility to the attractiveness of careers in senior living



WHAT CALA MEMBERSHIP DOES FOR YOU



leadership

- ▶ Weekly e-newsletters and seasonal magazine provide timely clarification and in-depth exploration of topics affecting daily operations
- ▶ Access to resources, like the Legal Library and Comprehensive Compliance Audit help ensure compliance
- ▶ Biannual Compensation Reports help members offer competitive wages

"THE WEBSITE AND ACCESS TO THE UPDATED IMPLEMENTATION PLANS ARE BOOKMARKED ON MY DESKTOP. I ALSO ENJOY READING THE CALA NEWS & VIEWS MAGAZINE FOR THE LATEST INFORMATION AND TRENDS."

Todd Shetter, COO
ActivCare Living



advocacy

"ADVOCACY DAY PROVIDES ACCESS TO KEY LEGISLATORS WHO ARE WILLING TO LISTEN AND RESPOND TO CONCERNS AND ISSUES FACING US AS PROVIDERS."

Jeff Slichta, Senior VP of Operations
Sunrise Senior Living

- ▶ Members learn about new laws and pending legislation as they unfold
- ▶ Advocacy Day, Day in Your District, and the Advocates in Action grassroots program allow members to actively advocate for Assisted Living
- ▶ Members can rely on CALA's representation before State Legislature, and the Department of Social Services' Community Care Licensing Division and Continuing Care Contracts Branch



education

- ▶ Annual Spring and Fall Conference & Trade Shows address critical topics presented by top-notch speakers from across the country
- ▶ Learning partnerships provide access to helpful training and technological resources at discounted rates
- ▶ Awards programs recognize outstanding care, programming, leadership, and advocacy

"OUR COMMUNITY AND CORPORATE STAFF LOOK FORWARD TO THE CALA CONFERENCES AS A CHANCE TO LEARN BEST PRACTICES, OBTAIN CEUS, AND NETWORK WITH THEIR COLLEAGUES."

Sue McPherson, VP, Quality & Regulatory Affairs
Oakmont Management Group

MEMBERSHIP APPLICATION

ONE APPLICATION PER COMMUNITY, PLEASE.

COMMUNITY INFORMATION (If this community is a CCRC, please use CALA's CCRC application)

Community: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Website: _____ Facility License Number: _____

PRIMARY CONTACT: _____

TITLE: _____ **EMAIL:** _____

TOTAL RCFE LICENSED UNITS/ROOMS: _____ **TOTAL LICENSED CAPACITY:** _____

(For Information only)

MANAGEMENT COMPANY/OWNER INFORMATION

Management company, if applicable. If not, owner:

Company Name or Owner: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____ Website: _____

CALA Member companies are required to enroll all California RCFEs into membership. If you have a community under development, the fee structure is based on the minimum fee per location. Once your community opens, membership fees will be based on RCFE licensed units. One primary member/contact at each location receives all mailings. All employees at each location are considered members for conference and product pricing.

OF UNITS/ROOMS _____ x \$40 (\$400 minimum) **TOTAL** _____

Under Construction: \$400 Scheduled Opening Date: _____

CALA dues are not tax deductible as charitable contributions. However, they may be partially deductible as business expenses. CALA estimates that 18% of your dues are not deductible due to CALA's lobbying activities on your behalf.

PLEASE CHOOSE FROM THE FOLLOWING:

Annual payments Quarterly payments

Please have Argentum contact me regarding membership

***Membership begins upon receipt of payment**

Dues are based on the number of licensed rooms per building at \$40 per room, which translates to just over \$3.33 monthly per resident room.

Total Amount Due _____ Check enclosed (Make payable to CALA) Visa MC Amex

Card Number

Exp Date

Cardholder Name (please print)

Cardholder Signature

I understand that by becoming a CALA member, my company consents to receive communications by or on behalf of CALA duly authorized agents or designees, via postal mail, fax, email and/or telephone.

Company Representative Signature

Date

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