AT THE FOREFRONT OF SENIOR LIVING

ADVOCACY
RESEARCH
PEER-TO-PEER INSIGHT
CONSUMER EDUCATION
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.
“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
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.
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
LeisureCare

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.

“Where You Live Matters is the most important consumer initiative the industry has made to date. It should be used by every company that cares about the industry. We must become more proactive in consumer education and sensitive to value in order to be successful together. ASHA has made consumer education an important part of membership, which is one of the main reasons why I am a member.”

Anthony J. Mullen
Co-founder
NIC and NICMAP

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

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 20 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.
MEMBERSHIP LEVELS AND BENEFITS

EXECUTIVE BOARD* $12,500
ASHA’s decision-making body and the highest level of membership.

Three company representatives receive the following all-inclusive complimentary benefits:

- All new publications: Reports, Briefs, Federal, Legal and State Policy Updates
- Participation in ASHA’s Annual Meeting in January, Mid-year Meeting in June, Fall Board Meeting in September, and select Regional Roundtables
- Access to ASHA’s members-only website with a comprehensive library of archived Reports, Briefs, Updates and exclusive member publications
- Consultation with ASHA’s professional staff
- 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.

ADVISORY COMMITTEE $5,000
Two company representatives receive the following all-inclusive complimentary benefits:

- All new publications: Reports, Briefs, Federal, Legal and State Policy Updates
- Participation in ASHA’s Annual Meeting in January, Mid-year Meeting in June, and select Regional Roundtables
- Access to ASHA’s members-only website with a comprehensive library of archived Reports, Briefs, Updates and exclusive member publications
- Consultation with ASHA’s professional staff

ASSOCIATE* $2,500
One company representative receives the following all-inclusive complimentary benefits:

- All new publications: Reports, Briefs, Federal, Legal and State Policy Updates
- Participation in ASHA’s Annual Meeting in January
- Access to ASHA’s members-only website with a comprehensive library of archived Reports, Briefs, Updates and exclusive member publications
- Consultation with ASHA’s professional staff

*This level is not available to suppliers or vendors.
MEMBERSHIP APPLICATION

COMPANY

WEBSITE

FULL NAME OF LEAD REPRESENTATIVE

TITLE

EMAIL

MAIN PHONE

DIRECT PHONE

FAX

EXECUTIVE ASSISTANT

PHONE

EMAIL

MAILING ADDRESS

CITY, STATE, ZIP

PLEASE SELECT A MEMBERSHIP LEVEL

- Executive Board
- Advisory Committee
- Associate

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