



asha

American Seniors Housing  
**ASSOCIATION**

living longer **better**





## WHAT IS ASHA?

The American Seniors Housing Association (ASHA) is the nation's premier organization for executives in the senior living industry. Our mission is to equip members with the resources and insights they need to serve their clients at the highest level – and to move senior living forward.

To fulfill that mission, we sponsor industry-leading conferences and networking events, conduct pathbreaking research, educate consumers, and advocate for policies that protect and advance the interests for our members.

When you join ASHA, you become part of a diverse community of accomplished and influential professionals dedicated to improving the lives of older people and their families.

*“ASHA’s policy expertise, congressional relationships and ability to mobilize broad-based coalition networks are absolutely critical to advancing the senior living industry’s interests on Capitol Hill. Whether it is tax policy, immigration reform, veterans’ access to senior living, industry access to capital, workforce development, retirement savings policy, or COVID relief, ASHA is out front and making sure its voice is heard.”*

**Guy Geller**

President, CPF Living Communities  
President, Grace Management



## PEER-TO-PEER INSIGHTS

At ASHA, we believe that a free exchange of ideas is essential to creating a vibrant and innovative senior living industry. At ASHA's national and regional meetings, members can learn from some of the brightest minds in business and academia about the challenges and opportunities before us.

These gatherings also allow members to engage in thought-provoking conversation with some of the nation's top senior living executives. Whether you're in an educational session, out on a group hike, playing a round of golf, or socializing after dinner with a fellow member, ASHA meetings offer plenty of opportunities for you to talk with industry leaders, share thoughts and experiences, and forge the kinds of partnerships and relationships that can benefit your business — and the senior living community.

## RESEARCH

ASHA's original research provides high-quality data and analysis that is unrivaled in the industry. We're committed to giving our members the most reliable, up-to-date information on a wide range of topics — from senior market research, to tax policy, to social media marketing.

Our Special Issue Briefs deliver real-time insights on developments and trends shaping our industry. And with exclusive on-demand access to ASHA's entire research archive, members can find the specific material they need to identify growth opportunities and make informed business decisions.

*ASHA's exclusive research always helps me better understand the customer and our business. The reports and briefs alone are worth the price of membership.*

**Mary Leary**

President and CEO, Mather

## CONSUMER EDUCATION

ASHA understands that a well-informed consumer is crucial to fostering positive, empowering senior living experiences.

One of the most common regrets we hear from seniors is that they waited too long to make the move to a senior living community. That's why ASHA launched [Where You Live Matters](#) in 2016, with the goal of becoming the most valued online destination for older adults and families seeking unbiased, evidence-based information about senior living community options as well as those who want direct, unfettered access to individual communities whenever they feel the time is right.

[Where You Live Matters](#) provides the consumer with the information they need to make empowered, informed decisions all the way through the process. With its ongoing digital media initiative, ASHA is doing its part to positively change perceptions about senior living and help connect older adults and their families directly to communities without a "lead middleman."



*My company is stronger and more resilient today because of ASHA. The research ASHA produces sheds valuable light on the needs and attitudes of our prospects, residents and their families. It also gives me a glimpse of where our industry is headed – and what I need to do to prepare for the future.*

**Michael Grust**  
CEO, Senior Resource Group



## ADVOCACY

For more than a quarter-century, ASHA has been the leading voice for our industry in Washington. Through our Seniors Housing Political Action Committee we support political candidates who are committed to a thriving senior living industry. Our experienced legislative team works year-round to educate federal officials about the unique challenges that senior living professionals confront every day.

We have a proven track record of wielding influence in ways that benefit not only senior living owners and operators, but older Americans and their families, too.

*I'm consistently impressed with ASHA's ability to influence the conversation on Capitol Hill. They have a firm grasp of the policy issues affecting the seniors housing industry. I'm happy they're in our corner.*

**Michael Gordon**  
Partner and CIO, North America,  
Harrison Street

# MEMBERSHIP LEVELS AND BENEFITS

## EXECUTIVE BOARD – \$15,000

ASHA’s decision-making body and the highest level of membership.

3 company representatives receive the membership benefits listed below.

## ADVISORY COMMITTEE – \$7,500

Membership benefits for 2 company representatives.

## ASSOCIATE – \$3,750

Membership benefits for 1 company representative.

	EXECUTIVE BOARD	ADVISORY COMMITTEE	ASSOCIATE
Full access to our latest publications, including research reports, briefs on emerging issues/trends, and a series of monthly newsletters.	✓	✓	✓
Access to the members-only section of the ASHA website, which includes a comprehensive library of archived reports, briefs, updates, and exclusive member publications.	✓	✓	✓
Consultation with ASHA’s professional staff.	✓	✓	✓
Complimentary invitation(s) to ASHA’s Annual Meeting in January.	✓	✓	✓
Complimentary invitation(s) to ASHA’s Mid-Year Meeting in June, and Regional Roundtables (local members only).	✓	✓	
Complimentary invitations to ASHA’s Fall Board Meeting.	✓		
Access to exclusive Rising Leaders program for next-generation leaders.	✓		
May serve as officers of ASHA, participate on task forces and committees, and be selected to represent ASHA before Congress.	✓		

*ASHA membership grants you access to some of the most knowledgeable and experienced executives in senior living. I have personally benefited from the interaction I’ve had over the years with fellow members. ASHA is a resource no senior living executive should be without.*

**Danielle Morgan**

President and COO, Clearwater Living

# MEMBERSHIP APPLICATION

Please select a membership level:

Executive Board – \$15,000 \* (subject to approval)

Advisory Committee – \$7,500

Associate – \$3,750 \*

\* THIS LEVEL IS NOT AVAILABLE TO SUPPLIERS OR VENDORS.



COMPANY NAME

FULL NAME OF MEMBERSHIP LEAD CONTACT

LEAD CONTACT INFORMAL FIRST NAME

LEAD CONTACT TITLE

LEAD CONTACT EMAIL

LEAD CONTACT DIRECT OFFICE PHONE

LEAD CONTACT MOBILE PHONE

MAILING ADDRESS

CITY

STATE

ZIP

EXECUTIVE ASSISTANT'S NAME

EXECUTIVE ASSISTANT'S EMAIL

EXECUTIVE ASSISTANT'S PHONE

COMPANY WEBSITE

COMPANY MAIN PHONE



Apply online at [ashaliving.org](http://ashaliving.org) or mail this completed application to ASHA.

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**Washington, DC 20015**



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