

Assisted Living Advocacy Day 2007

"Overall... great experience and process!"

One of the most important functions of an association is to represent and advocate for its members. CALA's Advocacy Day is a way for members to get involved in this process, to help make a difference in legislative decisions, and to help legislators understand Assisted Living services and goals. For those members who could not join us, please read on to



find out how it went, what we did and how members felt about the day. Here, Heather Harrison briefs CALA members on specific bills and issues facing Assisted Living before members head to the Capitol.

Breakfast and Briefing

Our day began with a discussion of several key bills that legislators will be voting on in the near future, including the CALA sponsored AB 749 (Berg), which addresses the need to allow hospice residents to stay in Assisted Living communities without additional obstacles. Heather Harrison, Vice President of Public Policy, and Erin O'Keefe, CALA's lobbyist, helped CALA members understand the issues and how to approach the subjects with legislators. One CALA member commented later, "these materials were well prepared, professional and effective."

"It's very educational to meet with law makers and be a part of this process."

Meeting with Legislators

After breakfast, and armed with the specific talking points, CALA members hit the capitol in stride. Meetings were set with both the legislators and legislative staff, the goal being to make Assisted Living known, to highlight problems and solutions within specific proposed legislation, and discuss the role of Assisted Living in senior care.



CALA members met with Assembly Member Patty Berg (D - Eureka) to discuss AB 749, as well as other legislation. Berg, the author of AB 749, took time

out of her schedule to stop in and speak with members. Berg is no stranger to Assisted Living, and was greeted with hugs, smiles and a mutual appreciation between herself and CALA members.

As a first time attendee, it was great to understand more about Assisted Living legislation, meet legislators, and see the inner workings of the Capitol!"



Senator Roger Niello and CALA Members take a moment to smile for the camera.

Lunch and Debriefing



After their meetings, CALA members came back together for lunch and to discuss how their meetings went. During this time, members were invited to speak about what they felt was successful during their meetings, as well as report on questions

that were raised in the meetings.

Don Petersen, shown above, shares his experience, highlighting the great importance of our presence at the Capitol and discussing the outcomes of meetings he attended. Seen to the right, Ginny Reefer gives her own recap of legislative meetings.



Federal Regulations for Assisted Living?

Attendees also heard from Maribeth Bersani, Senior Vice President of Public Policy for ALFA, who discussed the possibility of federal regulations. Members found Maribeth's presentation informative, and educational. Together, they discussed ways to show our industry's commitment to exemplary senior care, and ways to improve our industry's standards and best practices. One member told CALA, "I really enjoyed (this) presentation and I am thankful we are collectively committed to addressing the vulnerabilities in our industry."

Thank You

CALA thanks the members that were able to take time out of their schedules and help make this Advocacy Day a success. Your presence, interest and commitment to the Assisted Living profession is what helps us affect policy. If you were unable to attend this year, we hope that you will consider attending next year. Remember - the more members in attendance, the stronger our voice at the Capitol!