

# Advocacy Day 2008

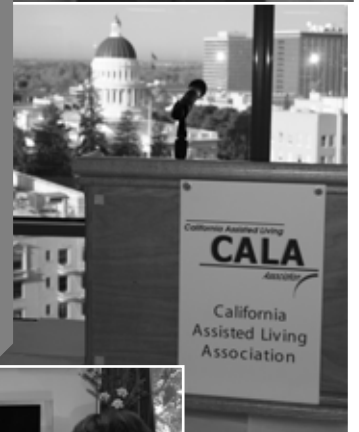


CALA members visited Sacramento last month to attend Assisted Living Advocacy Day. Advocacy Day centers around delivering the Assisted Living message to lawmakers.

Attendees began the day with breakfast and a briefing from CALA's staff and lobbyist regarding current proposed legislation. Then it was off to the Capitol where Assisted Living providers met with Legislators and staff. One CALA member told us, "This was my first experience and I was in awe as to how accessible these lawmakers are."

We returned in the afternoon for lunch, and to debrief with each other on how the meetings went. CALA members were pleased to hear so many positive Assisted Living experiences from Legislators and staff.

A session regarding the Assisted Living image wrapped up the day, and attendees left with a better understanding of how current proposed legislation is affecting their operations, and a sense of accomplishment in affecting positive outcomes.



Clockwise from top right: CALA members walk to the Capitol after breakfast. Brian Swope, Executive Director of Sunrise of San Mateo and Ken Claire, Regional Sales Manager of Brookdale Senior Living catch up over coffee. Catherine Ratelle, Vice President of Operations for Emeritus Senior Living recaps her legislative visits after lunch. The CALA sign, with the State Capitol in the background. CALA members meet with legislative staff. CALA members meet with Senator Leland Yee. CALA members meet with legislative staff. CALA members meet with legislative staff. Vicki Clark, CALA Board Chair, recaps her legislative visits. CALA members take a moment in the morning to review current legislation before visits.