

Enhanced Associate Business Member Value

2017

For More Information, contact

LeadingAge Georgia/
Georgia Institute on Aging/
Center for Positive Aging

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The Professional
Development Arm of
LeadingAge Georgia



The Consumer Arm of
LeadingAge Georgia

Business Firm Member Value

We know that our non-profit provider members want to do business with others that have good reputations in the community, offer quality services and are responsive to their needs. LeadingAge Georgia (formerly Aging Services of Georgia) staff strive to help you develop successful business-to-business relationships with our 160 provider members who serve 126,800 older Georgians.

Business Member Value Enhancements:

- **Business Connections & Online Services** via the Association's Website. A service for member-to-member E-commerce. Categories Include:
 - ⇒ General Member Listing by services/products type
 - ⇒ Premier Vendor Listing (all of the above and much more)
 - ⇒ Georgia Institute on Aging Premier Sponsor Listing (Premier recognition for your sponsorship on our website via your company's logo & hyperlink from the Association's Website to your e-commerce site).

Call for a consult on how to become a **Premier Business Firm Sponsor**.

- **Business Members' Column (the Coffey-Break)** We are depending upon your expertise by inviting you to tell our provider members more about the latest trends and services in your industry that can enhance operations at provider member facilities/organizations. Send us a few paragraphs and you may be featured in one of the 12 issues of our eNewsletter—**Coffey-Break** (this publication is distributed to all LeadingAge Georgia members and the Aging Services Network around the State and US). Also, this publication is available online at www.LeadAgeGA.org.
- **Networking Luncheons with you in mind!** The networking luncheons offer our vetted Business Firm Members an opportunity for Sponsorship via delivery of educational programs and the network luncheon. We invite you to email us a list of educational programs your company can present so we can have them on file at the LeadingAge GA office for the Professional Development planning calendar.
- **Committee Participation**— The Association's effectiveness is largely dependent upon the voluntary contribution of time given by associate members participating on committees of LeadingAge Georgia and the Georgia Institute on Aging. Participation on the following committees affords our associate members additional opportunities to network and build lasting business relationships with LeadingAge Georgia provider members: Professional Development/Education Committee, Membership Committee, Profiles of Positive Aging Gala (Signature Benefit) and Charity Golf Tournament Committees.

LeadingAge Georgia Annual Conference & Solutions Center Trade Exposition, Center for Positive Aging Golf Tournament, the Georgia Institute on Aging Profiles of Positive Aging Benefit Gala & Networking Luncheon Sponsorship opportunities are available to help you gain greater exposure among key leaders in the Aging Services Network—with decision making buying power across the state. For additional information about membership contact Jacque Thornton at:
jthornton@LeadingAgeGa.org



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INVOICE
Inv # 12172014

DUE: JANUARY 31, 2017

Company/Organization: _____ Main Contact: _____
 Address: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____

CHECK ONE:	AMOUNT
<input type="checkbox"/> Business/Products & Services (Now thru December 2017)	\$600.00
<input type="checkbox"/> Solutions Center Tradeshow Member: Annual Conference & Trade Expo (8x10 Display Space and membership in LeadingAge GA) – March 27-29, 2017	<input type="checkbox"/> \$1,650.00
<input type="checkbox"/> Upgrade to add Dual Membership in LeadingAge Georgia & South Carolina	<input type="checkbox"/> \$2,250.00
<input type="checkbox"/> Georgia Institute on Aging Donor & LeadingAge Georgia Membership <input type="checkbox"/> \$10,000 (Partner) <input type="checkbox"/> \$5,000 (Supporter) <input type="checkbox"/> \$2,000 (Friend) <input type="checkbox"/> \$1,000 (Contributor)	\$ _____
<p>Business Member Value Enhancements:</p> <p>Business Connections & Online Services Member-to-member E-Commerce via the Association’s website. Member Value</p> <p>Business Members’ Column (the Coffey-Break) – Opportunity to feature your expertise via educational information 3 out of 12 issues of our eNewsletter – Coffey-Break. Member Value</p> <p>Networking Luncheons with you in mind. The networking luncheons offer our Business Firm Members an opportunity to network with decision makers and leaders in the field of aging. Member Value</p> <p><u>Don’t miss professional development/networking events to learn & network with provider members.</u></p> <p><u>Choose one (\$25 registration):</u></p> <p><input type="checkbox"/> February 16th Workforce Summit</p> <p><input type="checkbox"/> April 20th Supervisor/Manager Leadership Summit</p> <p><input type="checkbox"/> July 15th Fair Housing Symposium</p> <p>Board/Committee Participation – Participation on the following committees affords our associate members additional opportunities to network and build lasting business relationships with LeadingAge Georgia provider members: Professional Development/Education, Profiles of Positive Aging Gala (Signature Benefit) and Charity Golf Tournament Committees. Member Value</p> <p>NEW Business Advisory Council – Be a part of helping bridge the gap between providers and businesses and find ways to share your expertise. Member Value</p> <p>The LeadingAge Georgia Annual Conference & Trade Exposition, Center for Positive Aging Golf Tournament, the Georgia Institute on Aging Profiles of Positive Aging Gala Benefit & Networking Luncheon sponsorship opportunities are available to help you gain greater exposure. The Power of Partnerships</p>	
Amount Due (NOTE: Add \$25 if you chose a Networking Luncheon to attend)	
Georgia Institute on Aging Donation	
Amount Enclosed	

Please describe your business as you would like it to appear in our Annual Directory: _____

The Trusted Voice of Senior Living and Care



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LeadingAge Georgia Business Member Code of Ethics

The Board of Directors of LeadingAge Georgia (formerly Aging Services of Georgia) wants to identify Businesses to become members who understand and support the mission of the provider members (to provide quality care and services with older Georgians) of the association. We are not seeking business members whose only focus is to sell their products and services. Simply stated, we want to attract business members who are interested in the work of the association, want to be engaged with the association, and that provide:

- good products and services;
- great customer service;
- and competitive pricing.

Considering the three basic needs above, LeadingAge Georgia expects the following:

Honesty and Service

Honesty and Service Implies Highly Ethical Behavior; Quality Work and Customer Satisfaction; and Caring about the work of Our Members.

Ethical Behavior

We stress both corporate and personal integrity. We not only expect businesses to comply with laws and applicable regulations; but they will also strive to conduct their affairs according to the highest ethical standards including appropriate, non-threatening behaviors with members.

Quality Work and Customer Satisfaction

We expect business members to aspire to maintain a reputation for the highest level of excellence. Business members should seek to create real value for our members by helping meet their needs, improving their efficiency, and helping them by creating new product or service offerings. An emphasis on quality and integrity should permeate everything. Ongoing maintenance and follow-up with products and services is expected from business members.

Satisfied members are an important mark of success in our association. We expect business members to listen to our provider members, work hard with them, be straightforward with them, respect them, and communicate freely and openly with them. If there is a problem, we expect commitment to prompt resolution.

As a Business member of LeadingAge Georgia, I pledge to uphold these ethical standards and practices.

Contact Name (signature): _____ Date: _____

Contact Name (printed): _____

Business Name: _____

RETURN THIS FORM WITH INVOICE AND PAYMENT

2016 Year in Review

In 2016, **LeadingAge Georgia** continued to strengthen its position as a thought leader in the state, and advanced successful efforts to create a strong sense of community among its membership. Our effective advocacy efforts have resulted in **LeadingAge Georgia's** continuing strides as a strong and credible leader in the arena of public policy. We have assisted members who were facing challenges with property tax exemption, expanding their licensure, and other significant regulatory issues. With an emphasis on leadership development and education, more members than ever have the tools they need and are engaged in promoting excellence in our field through day-to-day operations and services.

Profiles of Positive Aging Gala



Annual Conference



Leadership Academy



Technology & Aging Summit



Culture Change Summit



What Makes **LeadingAge Georgia** Different?

LeadingAge Georgia is the only provider association in the state representing the interests of mission-driven providers via the full spectrum of aging services and that is focused on helping improve the quality of life for individuals served by our member organizations. We build consensus on public policy issues through collaboration, partnerships, and cooperation with state agencies, legislators, consumer groups as well as other provider groups to achieve Association policy goals that benefit the residents and clients served by our members.

MEMBERSHIP MATTERS

Knowledge Hub: We disseminate updates on regulatory changes, urgent issues, and best practices. We also organize learning forums, an annual conference, summits, symposia, and partnerships with respected professionals to provide comprehensive training.

Opens Doors: Provider Member organizations make connections and Business Partners have access to prospective customers.

Gives Visibility: Opportunities to shape policy and be viewed as experts in senior living and care.

Cements Relationships: Network with local and national leaders in our field, which in turn promotes your organization.

Provides Exposure: Access to new ideas, practices, and innovations to stay ahead of the curve.

Lends Credibility: Prospective residents and clients see your organization's commitment to our field, which provides assurance that you associate within a trusted group of your peers who are vetted.

2016 Advocacy Highlights

- Provided **LeadingAge Georgia** members with opportunities to influence public policy as well as timely information through monthly articles in the Coffee Break e-newsletter and "Alerts" as appropriate.
- Maintained a strong, diverse, public policy committee.
- Provided information for generative discussion on public policy initiatives to **LeadingAge Georgia** Board of Directors.

- Continued to contract with Tom Bauer, **LeadingAge Georgia** Public Policy Advisor, to provide leadership in the public policy arena.
- Monitored legislative and regulatory issues that would impact provider members as well as their residents and clients.
- Testified before the General Assembly committees and executive branch agencies, including the Department of Community Health (DCH) and regularly attended DCH board meetings.
- Participated in DCH task force to conform to new CMS rule on home and community-based services which affect availability and reimbursement rates for Medicaid waiver services for the elderly and disabled.
- Worked with adult day members and DCH staff to effect changes in Medicaid Non-Emergency Transportation.
- Successfully advocated for increase in Medicaid reimbursement rate for adult day health centers.
- Continued monitoring of DCH implementation of adult day licensure rules.
- Provided information from members and expert consultants to the Department of Insurance on 1) DOI accommodation of regulatory process to include Equity model of Continuing Care Retirement Communities (CCRCs), 2) Development of rules for regulation of CCRCs and examinations of CCRCs.
- Provided a leading role working with other senior advocates in order to maintain the integrity of the Civil Monetary Penalty (CMP) funds to ensure such funds are held and used to address their intended purposes. Advocated for CMP funding to promote Culture Change in Georgia.



Member Services

- Recruited **37** provider and associate business firm members into the Association.
- Increased membership's understanding of complex cutting-edge information impacting the future of aging services and older Georgians through the monthly Coffey Break e-newsletter and website materials.
- Continue to implement a Technology Plan that will significantly improve member services, connectivity, and operations including MemberCONNECT, the "members only" online information portal, which enhances member engagement, communication and information sharing among members.
- Received funding to continue to provide Value First coordinator to assist members in cost studies to help determine potential savings.
- Enhanced members' bottom-line, by linking them to valuable Group Purchasing and Shared Services through the Value First Savings Solutions Program and the Unemployment Services Trust.
- Continued focus on refining websites so they evolve as important tools for presentation and sharing of information.
- Enhanced member marketing programs by listing organizations in the 13th edition of the **LeadingAge Georgia** Resource Guide and Membership Directory.
- Created the environment for professional networking during every educational session to enrich peer-to-peer sharing of information for incredible relationship building opportunities.

Georgia Institute on Aging

- Over 1030** individuals participated in a variety of exceptional training/educational seminars. A variety of webinars were recorded and posted for members throughout the state to access at their convenience. Institute offerings included annual conferences, summits, forums, symposia, webinars, and networking with other leaders in senior living. Numerous partial and full scholarships were distributed to member organizations' staff.
- Collaborated with Georgia Gerontology Society to present the 3rd annual Technology & Aging Summit to bring together researchers, academicians and providers working in the field of aging services. Partnered with SAHMA to provide the Annual Elderly Housing Symposium for HUD-Subsidized housing members.
- Our annual conference, "Be the Voice" was excellent. Members had the opportunity to participate in numerous shared learning experiences, network with colleagues and hear from experts in a variety of aging-related topic areas.
- The LeadingAge Georgia Leadership Academy, a program to prepare emerging leaders, had **23 participants** who met for five full days throughout the year. To date, **206 staff in members organizations have completed this program.**
- One-day seminars focusing on Fair Housing & Ethics, Dementia & Mental Health, and Programs & Services were presented for members to stay current on competencies in operations and care/service delivery.
- Regular conference calls for professional groups (Forums) were held for guest presenters to deliver current information and respond to questions.
- Housed and continued to facilitate the development of the Culture Change Network of Georgia. Received grants to provide training to an array of providers including **30 scholarships** for Certified Eden Associate training and **17 scholarships** to the annual Georgia Culture Change Summit. The Institute began housing Georgia Association of Activity Professionals (GAAP) in order to provide networking and professional development for activity professionals throughout the state.

LeadingAge Georgia is a non-profit association representing over 160 key providers of mission-driven, quality-focused care that are dedicated to providing services to older adults when they need them, in the places they call home. The association's mission is to represent and promote the common interests of its members through leadership, advocacy, education, and other services in order to enhance each member's ability to serve older adults. **LeadingAge Georgia's** members provide the full continuum of care, including: adult day services, home & community-based services, affordable and senior living housing, assisted living communities, continuing care retirement communities, nursing homes and hospice care. These providers, assisted by approximately 4,700 staff members serving over 126,800 people each year, are committed to advancing the vision of healthy, affordable and ethical long-term care for older Georgians.

The Institute is able to offer affordable, quality training due to the generosity of the following sponsors:

Partners: Mauldin & Jenkins, LLC; Value First

Supporters: Ziegler; SimpleC; Love & Company; Sodexo Quality of Life Services; LW Consulting; Dixon Hughes Goodman, LLP; Select Rehabilitation; Kimberly Clark; THW Design; BathFitter; Metz Culinary Management; ParkerYoung Construction | FireStar

Friends: The Law Firm of Williams & Edelstein; The Gates Dunaway Group

Contributors: HVAC Services; JenCare Neighborhood Medical Centers; King's Bridge Retirement Center; Personal Care, Inc.; Proctor & Gamble | Dade Paper; UBS Financial Services

Center for Positive Aging

- Updated the comprehensive resource matrix for all types of housing and community-based services that includes typical services provided, general eligibility requirements and payment options for each.
- Continued to enhance "Aging Services Guides" program. Guides use the matrix and supporting materials to better assist consumers around the state as well as connect them to colleagues.
- House a base of resources for Aging Services providers around social accountability, caregiver/care giving information and trends, LGBT Aging, and tools to access and develop quality organizations.
- Focused on consumer education information and connecting consumers with quality providers statewide. Continued working to develop a speakers bureau .

LeadingAge GA Members Visit Congress / Adult Day Services Advocates

Georgia Institute on Aging Partner/ LeadingAge Georgia Repositioning Board



LeadingAge
Georgia

GIA
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