

AMERICAN SENIORS HOUSING ASSOCIATION

Living Longer Better

Meeting of the Executive Board
October 16, 2018

A meeting of the Executive Board of the American Seniors Housing Association was held on October 16, 2018, at 3:30 pm at the Sheraton Grand Hotel in Chicago, IL.

A list of Directors present at the meeting, constituting a quorum of the Executive Board, is attached.

The Chairman, Michael Grust, acknowledged the generous support of each Fall Meeting sponsor, and reminded Executive Board members that the 2018 Chairman's Circle Event is scheduled to take place November 29 -30 at the Sanctuary on Camelback Mountain in Scottsdale, AZ.

The Chairman reminded the Executive Board that the 2019 Annual Meeting location would take place at the Terranea Resort in Rancho Palos Verdes, CA, January 30-February 1. He also announced that the 2019 Rising Leaders Meeting (June 11-12) and Mid-Year Meeting (June 12-13) would take place at the Coeur d'Alene Resort in Coeur d'Alene, ID (a short drive from Spokane, WA).

The Chairman then acknowledged Colleen Blumenthal and Samantha Medred of HealthTrust, who led the data efforts with the 2018 State of Seniors Housing financial and operational performance research. Complimentary copies of the report were mailed to members of ASHA in mid-October, and the report summarizes data collected from a sample comprised of more than 200,000 units.

The Chairman thanked members of the Board for their continued support of the Alzheimer's Association's Walks. He noted that ASHA members had raised over \$5.7 million for the Alzheimer's Association last year and expressed optimism that we would surpass that number this year.

The Executive Board moved, seconded and carried (M/S/C) approval of the June 28, 2018 ASHA Executive Board Minutes.

The Board moved, seconded and carried (M/S/C) approval of the following new Executive Board member firms:

Apollo Global Real Estate, New York, NY (Daniel Kwon, Partner)
Cedarhurst Senior Living, Clayton, MO (Joshua Stevens, President)
Erdman, Madison, WI (Todd Hudgins, Senior Vice President Senior Living)
SunTrust Bank, Washington, DC (Evelyn Lee, Head of Senior Living/Aging Services)

The Board moved, seconded and carried (M/S/C) approval of the following new representatives from an existing ASHA Board member firm:

Donald Husi, Managing Director, Ziegler Investment Banking
Charles Patenaude, Senior Vice President, Dougherty Mortgage
Kevin Wilbur, Chief Operating Officer, Franklin Companies

Brad Dubin, ASHA's Treasurer, delivered the Treasurer's Report, noting that ASHA remains in excellent financial health with cash and cash equivalents and investments totaling approximately \$7.1 million. He reported that the Association has a positive change in net assets of \$646,482 through the end of the third quarter, and noted that the Executive Committee had recently met and authorized several new initiatives that will include: an extensive new independent living study that will be conducted for ASHA by ProMatura Group; increased promotional efforts to drive consumer traffic to the Where You Live Matters website during the 2018 holiday season that will include, for the first time, both paid search advertising and native display advertising; and the creation of a new website that will be called "Where You Work Matters," to highlight the benefits of working in the senior living profession and highlight university programs that train students for careers in senior living. The Treasurer also announced that ASHA had contributed \$25,000 to help create an endowed student scholarship at the Erickson School at UMBC in memory of longtime ASHA member and NIC co-founder, Anthony J. Mullen.

David Schless, ASHA President, then recognized the contributions and exemplary service of James F. Sherman, who recently announced his retirement following a distinguished career in the senior living industry that began in the early 1970s.

The President then reported on an ASHA Industry Promotion Task Force that was formed in July to examine opportunities and make recommendations related to launching a new industry promotional initiative. The Task Force is comprised of Jeff DeBevec of Belmont Village Senior Living, Michael Grust of Senior Resource Group, Dan Madsen of Leisure Care, Doug Schiffer of Allegro Senior Living, and Abby See of Sunrise Senior Living.

Although the work of the Industry Promotion Task Force is ongoing, the prevailing sentiment is to leverage the significant investment in the Where You Live Matters website with a new, robust digital promotional strategy that will drive increased numbers of seniors and adult children to the site and newly added Community Locator Tool. The President encouraged Executive Board members to be sure they have had their owned or operated communities added to the Community Locator Tool. A 3rd Quarter recap of the Where You Live Matters program can be viewed by [clicking here](#).

The Executive Board was then updated on a new Assisted Living Quality Initiative by Mercedes Kerr and Mark Shaver of Welltower Inc., along with Dr. Orla Sheehan of the Johns Hopkins School of Medicine. Jeanne McGlynn Delgado, ASHA's Vice President of Government Affairs followed with a seniors housing policy update.

Jerry Frumm, Chairman of the Seniors Housing PAC provided an update of the 2018 Campaign, noting that there were 401 contributions and pledges totaling \$396,205 to date. The Chair pointed out that 63 percent of contributors to date came from just two ASHA member companies (Senior Star and Senior Lifestyle). He reminded those in attendance that the 2018 Campaign was still in process and strongly encouraged Board members who had not yet done so to consider supporting the Seniors Housing PAC this year.

The Executive Board then heard a presentation on the upcoming political elections from Charlie Cook Jr., Editor and Publisher of the Cook Political Report, and a political analyst for National Journal.

There being no further business, the Board meeting was adjourned.

ASHA Executive Board Meeting Attendee List

October 16, 2018

Sheraton Grand Chicago Hotel | Chicago, IL

Vice Chairman

Douglas S. Schiffer
Allegro Senior Living, LLC

Danny Prosky
American Healthcare Investors

Kevin Carden
American House Senior Living Communities

Dale Watchowski
American House Senior Living Communities

President

David S. Schless
American Seniors Housing Association

Matthew Pierre
Artemis Real Estate Partners

Jacob D. Gehl
Blueprint Healthcare Real Estate Advisors

Torey Riso
Blueprint Healthcare Real Estate Advisors

Lucinda Baier
Brookdale

Lawrence A. Cohen
Capital Senior Living Corporation

Michael J. Damone
Cedarbrook Senior Living

Robert J. Mercer
Cedarbrook Senior Living

John P. Rijos
Chicago Pacific Founders

Danielle Morgan
Clearwater Living

Sarah Nixon
CNL

Richard J. Hutchinson
Discovery Senior Living

Charles Patenaude
Dougherty Mortgage LLC

Sean Murphy
Duane Morris LLP

Roosevelt Davis
Fannie Mae

Phyllis Klein
Fannie Mae

Bruce J. Mackey, Jr.
Five Star Senior Living

Sheryl Marcet
Formation Capital, LLC

Steven Schmidt
Freddie Mac

Greg Roderick
Frontier Management, LLC

Richard A. Thomas
Grandbridge Real Estate Capital, LLC

Mitch Brown
Greystar

Deidre A. Schonfeldt
Hanson Bridgett, LLP

Kathryn Burton Gray
Hunt Real Estate Capital

James Scribner
Hunt Real Estate Capital

Treasurer

Bradley E. Dubin
Kandu Capital, LLC / Bloom Senior Living

Mitch Kantor
Kandu Capital, LLC / Bloom Senior Living

Scott M. Kantor
Kandu Capital, LLC / Bloom Senior Living

Tony Kantor
Kandu Capital, LLC / Bloom Senior Living

Brian Heagler
KeyBank Real Estate Capital

Kevin P. Murray
KeyBank Real Estate Capital

Kass Matt
Lancaster Pollard

Casey Moore
Lancaster Pollard

Craig Jones
Lancaster Pollard Fund Manager

Mandi Hogan
LTC Properties, Inc.

Clint Malin
LTC Properties, Inc.

Michelle R. Kelly
National Health Investors, Inc.

Sara Veit
Omega Healthcare Investors, Inc.

Steve Blazejewski
PGIM Real Estate

Margaret A. Wylde, Ph.D.
ProMatura Group, LLC

Talya Nevo-Hacohen
Sabra Health Care REIT, Inc.

Tri Tran
Sabra Health Care REIT, Inc.

Mel Gamzon
Senior Housing Global Advisors

Jennifer Francis
Senior Housing Properties Trust

Jon A. DeLuca
Senior Lifestyle

Chairman, SH PAC

Jerrold H. Frumm
Senior Lifestyle

Please contact Meghan Bertoni at mbertoni@seniorshousing.org if you attended the October 16, 2018 Executive Board meeting and your name does not appear on this attendee list.

William B. Kaplan
Senior Lifestyle

Stephen J. Levy
Senior Lifestyle

Chairman

Michael S. Grust
Senior Resource Group, LLC

J. Wickliffe Peterson
Senior Resource Group, LLC

Robert D. Thomas
Senior Star

William F. Thomas
Senior Star

Dwayne Angelo
SunTrust Bank

Edward Hussey
SunTrust Bank

Evelyn Lee
SunTrust Bank

Randall J. Bufford
Trilogy Health Services, LLC

Jean-Pierre LoMonaco
Valuation & Information Group

Marcus Lussier
Valuation & Information Group

Timothy Sanders
Ventas, Inc.

Melissa W. Hilton
Wells Fargo Bank

Erin P. Peart
Wells Fargo Bank

Secretary

Mercedes Kerr
Welltower Inc.

Joseph Weisenburger
Welltower Inc.

Michael Pokora
Willis Towers Watson

Michael T. Milhaupt
The Wolff Company

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