— CAPITOL —— CONNECTION

**MARCH** 

2021





A Message from Seniors Housing PAC Chair, Richard Hutchinson, Discovery Senior Living

# **Dear ASHA Members:**

The SH PAC is an essential part of ASHA's advocacy efforts. In 2020, ASHA was able to effectively advocate and gain key wins for our industry, notably securing the allocation of Provider Relief Funds (PRF) for assisted living providers.

Successful outcomes include:

- \$1 billion allocated from the PRF to senior living communities for COVID-19 expenses and revenue loss.
- Secured priority access to vaccine for senior living.
- Secured rapid result test kits for assisted living communities.
- I Secured Department of Labor interpretation to waive Families First Coronavirus Response Act leave mandate.
- Secured an interpretation from HHS that senior living communities are a "covered person" under the Public Readiness and Emergency Preparedness ("PREP") Act.
- I Medical Expense Deduction: Permanent break for seniors on the deductibility of out-of-pocket medical expenses at the 7.5% income threshold.
- I Business Interest Deduction: Secured IRS guidance to confirm seniors housing eligibility as a real property trade or business for purposes of deduction.
- I Created greater awareness of senior living industry among policymakers.

These "wins" were possible because we have an engaged ASHA membership who support our efforts. But this is just a start. Our work is far from done. And we continue to need your help.

Our plan is to be razor focused on a primary goal of securing additional COVID-related financial relief for the industry. With an estimated \$17 billion impact, it is critical that we rededicate and double down on our efforts to secure meaningful

message continued inside



relief. The dynamics have changed. A new Congress, a new Administration, and a new agenda will require enhanced efforts to educate policymakers about the senior living industry and the good work we are doing to keep seniors safe during this public health crisis.

Because there will be enormous competition for relief funds across the health care continuum, the SH PAC will give our legislative team access to the decision makers we need to engage with on Capitol Hill.

This year I am asking all ASHA Members to support the SH PAC, to do it early, and consider supporting at the Chairman's Circle level (\$2,000 - \$5,000). So far this year, 103 ASHA members have stepped up to support the SH PAC at the Chairman's Circle level.

To do your part, simply email Sheff Richey with ASHA at srichey@seniorshousing.org and let him know that "I'm in for 2021" with your pledge amount. He can also assist with contributing by credit card.

To those of you who have already renewed your pledge or contributed in 2021 for the first time, thank you again for your support!

Sincerely,

Richard Hutchinson 2021 Chair, SH PAC CEO, Discovery Senior Living

# Why Support the SH PAC?

**ADVOCACY** 

**AWARENESS** 

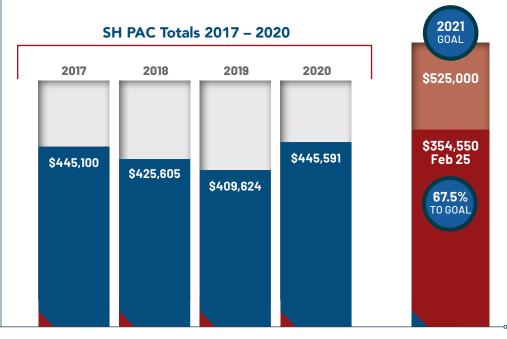
**ACCESS** 

The **SH PAC** gives ASHA a voice in the legislative process.

The **SH PAC** helps ASHA educate Members of Congress about the benefits of senior living. The **SH PAC** allows
ASHA to engage with
Congress to advance
the senior living
industry's policy agenda.

## 2021 SH PAC Campaign Update

As of February 25, 2021, the SH PAC has raised almost 70% of the 2021 goal! Of that, 121 individuals from 72 companies have contributed \$354,550 to the SH PAC.





#### 2021 Chairman's Circle Event

Individuals who contribute at the Chairman's Circle level of between \$2,000 and \$5,000 to the SH PAC are invited to attend our annual Chairman's Circle Event which will take place in Charleston, SC on November 10 – 11. This exclusive event will feature a high-level strategic discussion, golf, site-seeing of historic Charleston, and engagement with fellow industry leaders. A room block has been reserved at the newly opened Hotel Bennett located on downtown King Street in Charleston. For more information contact Sheff Richey at srichey@seniorshousing.org.

## **Current 2021 Chairman's Circle Level Contributors**



Ken Assiran Capital Health Group, LLC **Michael Grust** Senior Resource Group John Atkinson Willis Towers Watson Jim Hands Salem Equity **David Barnes** Watermark Retirement Communities **Richard Hutchinson** Discovery Senior Living Steve Benjamin Validus Senior Living Bill Kaplan Senior Lifestyle Thilo Best Longview Senior Housing Advisors Lynne Katzmann Juniper Communities **Colleen Blumenthal** HealthTrust **Bob Mercer** Cedarbrook Senior Living, LLC **Randy Bufford** Trilogy Health Services **Kurt Read RSF Partners** Robb Chapin Bridge Seniors John Rijos Chicago Pacific Founders Dwayne Clark Aegis Living **Greg Roderick** Frontier Management **Breck Collingsworth** Resort Lifestyle Communities Senior Star **Anja Rogers** Mike Damone Cedarbrook Senior Living, LLC **Doug Schiffer** Allegro Senior Living Joe Daniels **Direct Supply** Wendy Simpson LTC Properties, Inc. **Corey Denman Direct Supply Scott Stewart** Capitol Seniors Housing Blue Moon Capital Partners LP **Donny Edwards** Sagora Senior Living **Kathryn Sweeney Jerry Finis** Pathway to Living **Bill Thomas** Senior Star Tim Fox Senior Resource Group **Bob Thomas** Senior Star David Freshwater Watermark Retirement Communities **Donald Thompson** Senior Living Communities, LLC Senior Lifestyle Dale Watchowski American House REDICO **Jerry Frumm Margaret Wylde Tom Grape** Benchmark Senior Living ProMatura Group Jim Gray Bridgewood Property Company

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Justin Hutchens  Bob Karn  Allegro Senior Living  Alice Katz  The Vinca Group  Michelle Kelly  National Health Investors  Pam Kessler  LTC Properties, Inc.  Aaron Koeslch  Koelsch Communities  Andy Kohlberg  Chris Kronenberger  Joe La Rue  Steve Levy  Clint Malin  Ventas  Ventas  Ventas  Ventas  Ventas  Ventas  Ventas  Ventas  Ventas  Senior Living  Blue Moon Capital Partners LP  Senior Lifestyle  LTC Properties, Inc.	Dave Harper	Capital One Healthcare Real Estate
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Steve Levy Senior Lifestyle Clint Malin LTC Properties, Inc.	Chris Kronenberger	Blue Moon Capital Partners LP
Clint Malin LTC Properties, Inc.	Joe La Rue	Sun Health
	•	Senior Lifestyle
Jeanne McGlynn Delgado ASHA	Clint Malin	LTC Properties, Inc.
	Jeanne McGlynn Delgado	ASHA

PGIM Real Estate

Senior Living Investment Brokerage

Kevin McMeen	MidCap Financial Services, LLC
Eric Mendelsohn	National Health Investors
Brian Morgan	Primrose Retirement Communities
Wendy Nowokunski	Northbridge Companies
Kevin Pascoe	National Health Investors
Wick Peterson	Senior Resource Group
Jason Punzel	Senior Living Investment Brokerage
Will Purvis	Liberty Senior Living
Rebecca Randolph	Brinkmann Constructors
Jeff Ringwald	Walker & Dunlop
MJ Ritschel	Kisco Senior Living
Justin Robins	Senior Lifestyle
Ken Roos	Arena
Shannon Rusk	Oppidan
Matthew Ryan	Houlihan Lokey
Ryan Saul	Senior Living Investment Brokerage
Bryan Schachter	Watermark Retirement Communities
Dana Scheppmann	Capital One Healthcare Real Estate
Larry Schiffer	Allegro Senior Living
David Schless	ASHA
Bill Sciortino	Discovery Senior Living
Toby Siefert	Senior Living Investment Brokerage
Rick Swartz	Cushman & Wakefield
Christian Sweetser	Silverado
Chris Taylor	Capital One Healthcare Real Estate
Ben Thompson	Senior Living Communities, LLC
Josh Thompson	Senior Living Communities, LLC
Chris Urban	Ambrose Urban Capital Group
Joe Weisenburger	
Kevin Wilbur	Franklin Companies
Aron Will	CBRE Capital Markets
Mark Woodka	OnShift, Inc.

Numbers as of February 25, 2021.

Dan McKeever

## 2021 SH PAC Captains

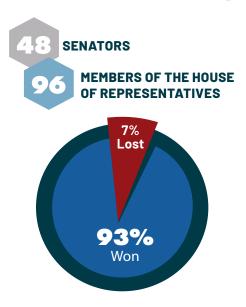
We are extremely grateful to the SH PAC Captains who have volunteered their time to assist with raising funds. SH PAC Captains are industry leaders who volunteer to reach out to their ASHA member peers about the SH PAC and its importance to our industry. If you or an individual at your company would be interested in becoming a 2021 SH PAC Captain, please reach out to Sheff Richey at srichey@seniorshousing.org.

#### SH PAC Disbursements

In the 2019-20 election cycle, the SH PAC supported 48 Senators and **96 Members of the House of Representatives.** 93% of SH PAC supported Members of Congress won their re-election race in 2020. Members of the U.S. House of Representatives are up for re-election every two years and Members of the U.S. Senate are re-elected every six years. One-third of the Senate is up for re-election every two years. Because of the often changing composition of Congress, the SH PAC supports candidates on a bi-partisan basis. The SH PAC only supports incumbent Members of Congress.



Running a company campaign is a great way to maximize the SH PAC's support. Company campaigns were the source of over one-third of the total funds raised by the SH PAC in 2020. For assistance in how you can run a company campaign, contact Sheff Richey at srichey@seniorshousing.org.



The following companies have kicked off their 2021 SH PAC Company Campaigns:



For further information on any of the topics in this Capitol Connection, please contact:

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For access to all links referenced in this Capitol Connection, please login to the "Members Area" of the ASHA website (www.ashaliving.org)

To receive login credentials, contact Meghan Bertoni at mbertoni@seniorshousing.org.