

CAPITOL CONNECTION



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.
- 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.
- Medical Expense Deduction: Permanent break for seniors on the deductibility of out-of-pocket medical expenses at the 7.5% income threshold.
- Business Interest Deduction: Secured IRS guidance to confirm seniors housing eligibility as a real property trade or business for purposes of deduction.
- 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



**Richard
Hutchinson**

message continued

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](mailto: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

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

AWARENESS

The **SH PAC** helps ASHA educate Members of Congress about the benefits of senior living.

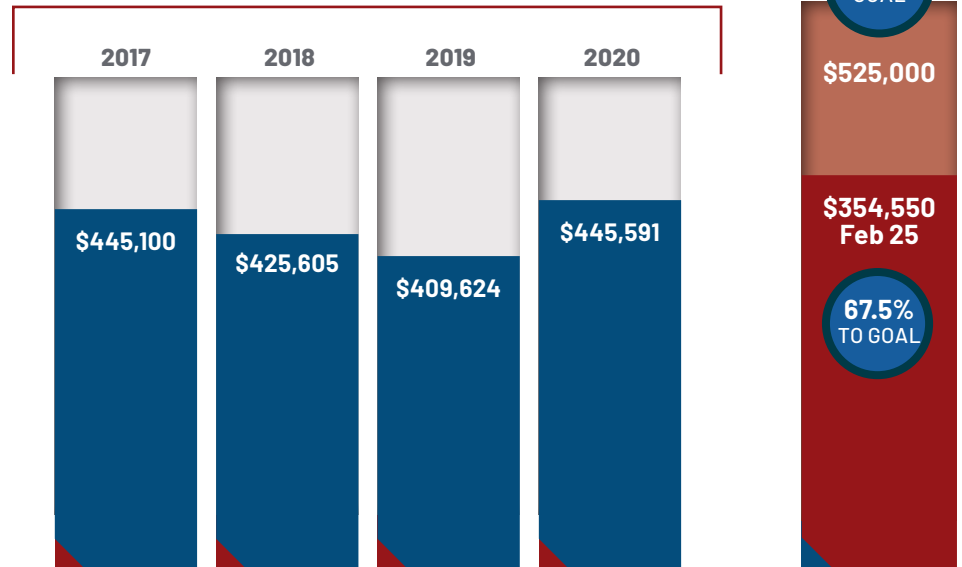
ACCESS

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.

SH PAC Totals 2017 - 2020



Save the
DATE

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](mailto:srichey@seniorshousing.org).

Current 2021 Chairman's Circle Level Contributors

PREMIER \$5,000				
	Name	Company	Name	Company
	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	Anja Rogers	Senior Star
	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
	Donny Edwards	Sagora Senior Living	Kathryn Sweeney	Blue Moon Capital Partners LP
	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
	Jerry Frumm	Senior Lifestyle	Dale Watchowski	American House REDICO
	Tom Grape	Benchmark Senior Living	Margaret Wylde	ProMatura Group
	Jim Gray	Bridgewood Property Company		

LEADERSHIP \$2,000 -\$4,999				
	Name	Company	Name	Company
	Matthew Alley	Senior Living Investment Brokerage	Kevin McMeen	MidCap Financial Services, LLC
	Phil Anderson	Bridge Seniors	Eric Mendelsohn	National Health Investors
	Jeff Binder	Senior Living Investment Brokerage	Brian Morgan	Primrose Retirement Communities
	Dave Boitano	Lument	Wendy Nowokunski	Northbridge Companies
	Marcus Breuer	Touchmark	Kevin Pascoe	National Health Investors
	Bradley Clousing	Senior Living Investment Brokerage	Wick Peterson	Senior Resource Group
	Chris Coates	Evergreen Senior Living	Jason Punzel	Senior Living Investment Brokerage
	John Cobb	Ventas	Will Purvis	Liberty Senior Living
	Karen Doering	Senior Star	Rebecca Randolph	Brinkmann Constructors
	Doug Dollenberg	Brightview Senior Living	Jeff Ringwald	Walker & Dunlop
	Marilynn Duker	Brightview Senior Living	MJ Ritschel	Kisco Senior Living
	Alexis Evanich	PointClickCare	Justin Robins	Senior Lifestyle
	Chris Fenton	PGIM Real Estate	Ken Roos	Arena
	Julie Ferguson	Ryan Companies	Shannon Rusk	Oppidan
	Guy Geller	Grace Management, Inc.	Matthew Ryan	Houlihan Lokey
	John Getchey	ReNew REIT	Ryan Saul	Senior Living Investment Brokerage
	Joel Goldman	Hanson Bridgett LLP	Bryan Schachter	Watermark Retirement Communities
	Paul Gordon	Hanson Bridgett LLP	Dana Scheppmann	Capital One Healthcare Real Estate
	Dave Harper	Capital One Healthcare Real Estate	Larry Schiffer	Allegro Senior Living
	Chris Hollister	Pegasus Senior Living	David Schless	ASHA
	Justin Hutchens	Ventas	Bill Sciortino	Discovery Senior Living
	Bob Karn	Allegro Senior Living	Toby Siefert	Senior Living Investment Brokerage
	Alice Katz	The Vinca Group	Rick Swartz	Cushman & Wakefield
	Michelle Kelly	National Health Investors	Christian Sweetser	Silverado
	Pam Kessler	LTC Properties, Inc.	Chris Taylor	Capital One Healthcare Real Estate
	Aaron Koelsch	Koelsch Communities	Ben Thompson	Senior Living Communities, LLC
	Andy Kohlberg	Kisco Senior Living	Josh Thompson	Senior Living Communities, LLC
	Chris Kronenberger	Blue Moon Capital Partners LP	Chris Urban	Ambrose Urban Capital Group
	Joe La Rue	Sun Health	Joe Weisenburger	
	Steve Levy	Senior Lifestyle	Kevin Wilbur	Franklin Companies
	Clint Malin	LTC Properties, Inc.	Aron Will	CBRE Capital Markets
	Jeanne McGlynn Delgado	ASHA	Mark Woodka	OnShift, Inc.
	Dan McKeever	PGIM Real Estate		

Numbers as of February 25, 2021.

2021 SH PAC Captains

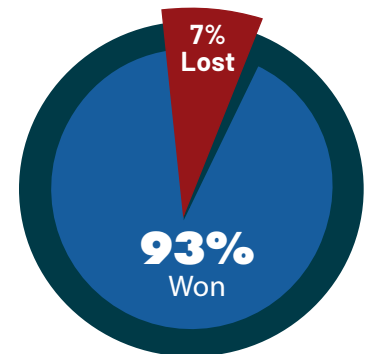
We are extremely grateful to the SH PAC Captains who have volunteered their time to assist with raising funds. SH PAC Captains are industry leaders who volunteer to reach out to their ASHA member peers about the SH PAC and its importance to our industry. If you or an individual at your company would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

48 SENATORS

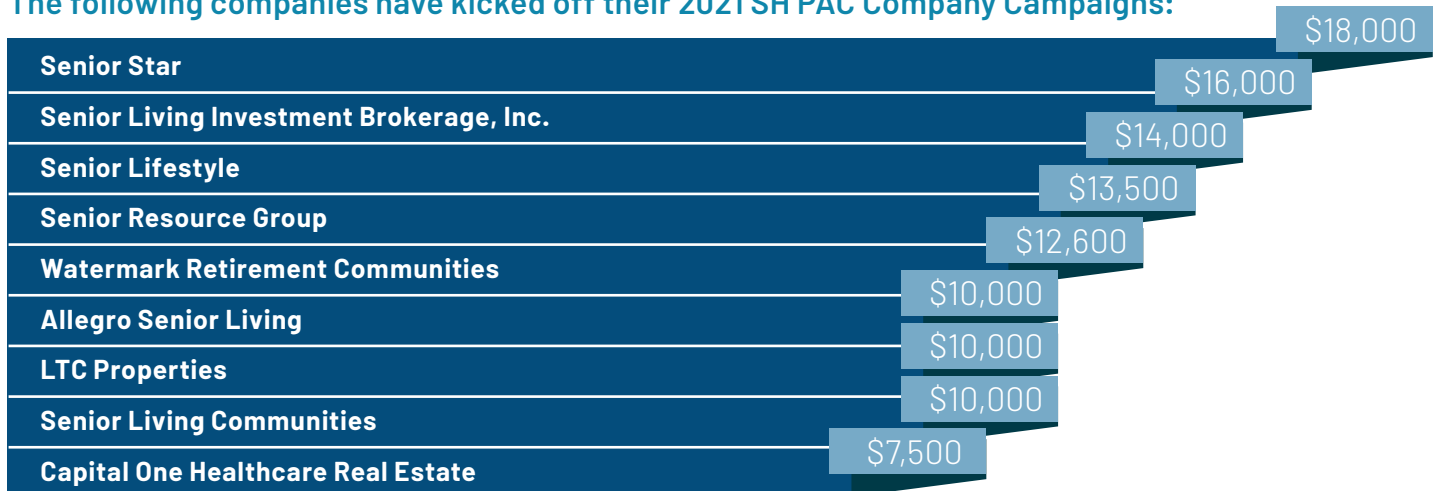
96 MEMBERS OF THE HOUSE OF REPRESENTATIVES



2021 Company Campaigns

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](mailto: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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asha
American Seniors Housing
ASSOCIATION

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 Bertonni at mbertonni@seniorshousing.org.