



30th
ANNIVERSARY
asha
American Seniors Housing
ASSOCIATION

CELEBRATING 30 YEARS

OF ADVOCACY, RESEARCH, COLLABORATION
AND CONSUMER EDUCATION

APRIL 2021

 **ASHA** American Seniors Housing Association

1991 - 2000

American Seniors Housing Association

2000 - 2015

AMERICAN SENIORS HOUSING ASSOCIATION
Living Longer Better

2015 - 2020

asha
living longer better

2021

As I write this brief 30th Anniversary Message,

I must acknowledge the extremely challenging and difficult circumstances of the past year. The ASHA staff have worked tirelessly to support the industry throughout the COVID pandemic and remain optimistic during these trying times that the industry will ultimately recover and again thrive. We want to express our sincere appreciation and deep admiration for the work you have done to protect the older adults who live in your communities and team members who have served so admirably on the front lines the past 13 months. Although the COVID crisis has challenged our industry in ways no one could have possibly imagined, we will emerge stronger and more resilient. I am grateful for your continued support of ASHA in these challenging times and look forward to seeing you in person at our Mid-Year Meeting in Lake Tahoe, July 26–27.



[A] L to R: Bob Kramer, Thilo Best, John Erickson, David Schless, Jeff Ferguson and Noah Levy
[B] L to R: Joe Eby, Mark Schulte, Tiffany Tomasso, Dan Baty, Jim Emerson and Arnie Whitman
[C] Bill Thomas
[D] Margaret Wylde, PhD
[E] L to R: Michael Grust, Joel Nelson, Lynne Katzmann, Eric Mendelsohn and John Cochrane
[F] L to R: Adam Kaplan, Wendy Nowokunski, David Barnes, Alan Butler and Jesse Jantzen

EARLY YEARS

As we reflect on the 30th Anniversary of ASHA's founding this month, I want to express my sincere gratitude to the many people who have created and nurtured the growth of the American Seniors Housing Association, which I was fortunate enough to help launch in April 1991.

I continue to believe that the DNA of the National Multifamily Housing Council remains very much a part of ASHA 30 years later.

The National Multifamily Housing Council (NMHC) was created in the late 1970s by a number of multifamily housing legends including Trammell Crowe, Sam Zell, Preston Butcher, Howard Ruby and others who were concerned with the detrimental impact of rent control. NMHC was the ideal organization to start and incubate ASHA. I am forever grateful to Jim Stroud and Mary Leary who helped me land the job that led to my tenure with ASHA, where I had the opportunity to work with NMHC's CEO Jonathan Kempner.

The leadership of NMHC at that time included Dick Michaux, Duncan Matteson, Doug Crocker and Bill Elliott of Angeles Housing Concepts, who became ASHA's first Chairman in 1991 and served a three-year term. As a 25-year-old, it was impossible to not be influenced by the enormous talent that surrounded me, and I continue to believe that the DNA of NMHC remains very much a part of ASHA 30 years later.

ASHA was initially focused on providing a voice for senior living owners and operators on Capitol Hill. We were laser-focused on issues that impacted senior living communities, which at that time included a lot of fair housing and tax issues, including imputed interest that adversely impacted residents of some entrance fee continuing care retirement communities (and later was corrected thanks to our leadership).

THE 90s...

Our members early on included the premier companies of the day, Alternative Living Services, American House, American Retirement Corporation, Angeles Housing Concepts, Brookdale, Capital Senior Living, Classic Residence by Hyatt, ERA Care, Forest City Residential Development, Fourmidable Group, Freedom Group, Gemini Properties/Senior Star, Greystone Communities, Hillhaven Corporation, JMB Realty Corporation, Kapson Senior Quarters, Kisco Senior Living, Legan, Inc., Leisure Care, Life Care Services, Marriott Senior Living Services, Oxford Realty Services Corp., Painewebber Properties, Prudential Mortgage Capital Company, Retirement Housing Foundation, Senior Lifestyle Corporation, Senior Resource Group, Summerville, Sunrise, The Fountains, The Shelter Group/Brightview Senior Living, Thompson White & Associates, Walker Methodist and eventually Colson & Colson/Holiday Retirement Corporation.

Bill Colson of Holiday Retirement Corporation agreed to join ASHA in early 1992, in large part because he tired of me calling him every Friday afternoon inviting him to come to one of our meetings.

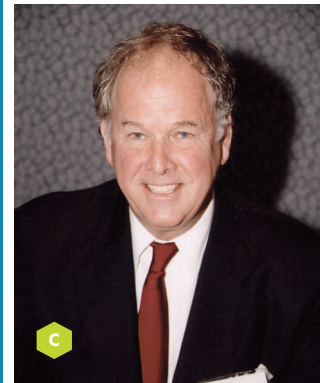
ASHA's meetings early on were small gatherings, and they provided an open forum for candid conversations about all

aspects of this then fledgling business. As David Freshwater and others noted, you could openly ask (or call) Bill Colson about anything, and he would tell you exactly what they were doing. For that matter, you could call on any of the members and they would also try to help. These individuals set the stage for an environment that focused on the belief that rising tides lifted all boats, which I like to think holds true to this day.

Because there was virtually no senior living data in the early 1990s, ASHA filled this void to demonstrate that, among other things, senior living was an investment that could in fact be profitable. The collection of revenue/expense data beginning in 1993 with the hospitality group of what was then Coopers & Lybrand was as important as anything we did in the 1990s. This work, which we called *The State of Seniors Housing*, is of course now an annual undertaking that involves ASHA, NIC, Argentum, LeadingAge, and NCAL.

We have also gone on to sponsor a tremendous amount of groundbreaking consumer research over the years and have partnered with some of the very best research talent in the business, including ProMatura, HealthTrust, Rockwood Pacific, Moore Diversified Services, ATI Advisors and others.

continued on back cover



AND NOW...

In addition to our advocacy, research and meetings, ASHA moved into consumer education as part of extensive strategic planning that we completed in late 2014. Our *Where You Live Matters* (WYLM) program is unique and has allowed us to educate millions of older adults and their adult children about the benefits of senior living. Our consumer facing platform also proved to be incredibly valuable to us during the COVID crisis. It allowed us to effectively counter negative media coverage with factual information about how the industry successfully adapted to this unprecedented challenge.

I have always been proud of the ASHA value proposition and have taken great pride in keeping our membership dues very reasonably priced. This value proposition has been possible because of the talent and dedication of the professionals with whom I have been privileged to work from the beginning. In the early days, the staff was comprised of my former colleague from the National Association for Senior Living Industries, Julie Whitehead, and Ken Preede who joined us from the Alzheimer's Association. With Julie's departure, Steve Lefkovits, then with NMHC, introduced me to the talented Doris Maultsby (also with NMHC), who agreed to join ASHA as we were on the verge of becoming an independent organization in January 2001.

Other colleagues who contributed significantly included Rachelle Bernstecker, who had been with Marriott Senior Living Services and who served as our Vice President for Government Affairs for over a decade prior to her retirement. We were then extremely fortunate to replace Rachelle with Jeanne McGlynn Delgado, who had worked for both the National Association of Realtors and then NMHC.

Jeanne's experience on Capitol Hill has elevated our government affairs outreach, and we have rounded out the professional staff with Sheff Richey (Manager of Government Affairs) and Meghan "Megs" Bertoni (Manager of Member Services), who both contribute in numerous ways to our success.

ASHA also benefits from the work of a number of professionals with whom

we partner, including: Paul Gordon, Joel Goldman, Diane O'Malley and Noel Cook of the San Francisco-based law firm, Hanson Bridgett; Pete Watson, Colleen Gaughan and Haley Maxwell of GlynnDevins, who help run our *Where You Live Matters* consumer education program; Stuart Chapman, Chas Thomas and Beau Schulyer of Thorn Run Partners (Legislative Consultants); Jamie Gregory of Calfee Strategic Solutions (Legislative Consulting); Dr. Kristen Paris, Dr. Margaret Wylde and Edie Smith of ProMatura (Research); Colleen Blumenthal, Alan Plush and Samantha Medred of HealthTrust (Research); Anne Tumlinson of ATI Advisory; Steve Johnson of SJ Connects (Crisis Communications); Ron Culp of Culp & Co. (Crisis Communications); Jim Bowe of GlenAire HealthCare (Communications and Public Relations); Annette Moinette and Kay Simecek (Graphic Design) and most recently, Jane Adler (Communications).

I would also like to thank all the current and past Executive Board and Executive Committee members of ASHA. The leadership of our organization over the past 30 years has been exceptional. I am personally grateful to all of our volunteer leaders, including our past Chairs: Bill Elliott, Jeffrey Beck, Chris Coates, Phil Downey, Bill Kaplan, Mark Schulte, Noah Levy, Bill Thomas, Patricia Will, Ed Kenny, Bill Pettit, John Rijos, Larry Cohen and Michael Grust.

The COVID crisis has required a significantly greater time commitment from our current Executive Committee than at any previous time our history, and I am most grateful to Doug Schiffer of Allegro Senior Living (Chairman), Jerry Frumm of Senior Lifestyle (Vice Chairman), Kathryn Sweeney of Blue Moon Capital Partners (Treasurer), Lynne Katzmann, PhD of Juniper Communities (Secretary) and Richard Hutchinson of Discovery Senior Living (Seniors Housing PAC Chair). They have each contributed enormously to our work over the past year and have done so on top of the considerable day-to-day responsibilities they each have with their respective companies.

In closing, I would like to thank each and every member of ASHA over the past 30 years. It has been a great honor and privilege to work for you, and I look forward to serving the industry in the years to come.



[G] L to R: Justin Dickinson and Aron Will

[H] L to R: Katie Kensinger and Anne Campbell

[I] L to R: Steve Levy, Kathryn Sweeney and Jon Deluca

[J] Dan Madsen

FRONT COVER:

LEFT: L to R: Mary Leary, Karen Anderson

MIDDLE: L to R: John Rijos, Bill Sheriff and Bill Kaplan

RIGHT: Bill Colson

With much gratitude,

A handwritten signature in blue ink, which appears to read "David Schless".

David Schless, President