

SENIORS HOUSING UPDATE

ASHA Upcoming Meetings Calendar

2021 MID-YEAR MEETING

July 26-27

Hyatt Regency Lake Tahoe
Incline Village, NV

2021 CHAIRMAN'S CIRCLE EVENT

NEW October 11-12

Hotel Bennett
Charleston, SC

2021 FALL EXECUTIVE BOARD MEETING

NEW November 1

Marriott Marquis
Houston, TX

2022 ANNUAL MEETING

January 24-26

Arizona Biltmore
Phoenix, AZ

STAY TUNED:

Regional Roundtables
dates and locations
to be determined.

The Mission Makes the Difference:

Dr. Laverne Joseph reflects on a job well done.



Asked what he's most proud of during his long career and Dr. Laverne Joseph's answer is simple: The mission to create affordable housing has made a real difference in the lives of many seniors.

That guiding principle has shaped Joseph's commitment to seniors throughout his 34-year tenure as president and CEO of Retirement Housing Foundation (RHF). He retired March 1 and will continue to spearhead some volunteer projects for the nonprofit organization.

Joseph led RHF to become one of the nation's largest affordable seniors housing owners and operators. Under his guidance, the Long Beach, CA-based organization tripled in size. Today RHF serves more than 22,500 residents in 198 communities in 29 states, Puerto Rico and the U.S. Virgin Islands. An ASHA member since its formation, Joseph recently took some time to talk with us.

Q: How did you start your career?

A: I'm an ordained minister in the United Church of Christ. After I was ordained, I worked for Peace Memorial Church in the Chicago area to help expand a nursing home and build several senior living projects. Our church-related co-sponsor

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New Domain and Emails

As part of our previously announced refresh of our logo and identity package, we also updated our website domain and email addresses. Our new URL is www.ashaliving.org. Although the old email addresses for staff will continue to work if used, we encourage you to update our contacts and begin using our new addresses:

NEW	david@ashaliving.org	David Schless
NEW	doris@ashaliving.org	Doris Maultsby
NEW	jeanne@ashaliving.org	Jeanne McGlynn Delgado
NEW	megs@ashaliving.org	Megs Bertoni
NEW	sheff@ashaliving.org	Sheff Richey

ASHA Welcomes New Advisory Committee and Associate Members

(since February 1, 2021)

ADVISORY COMMITTEE

Atlas Senior Living

Scott Goldberg
Birmingham, AL

ASSOCIATE MEMBER

Glennis Solutions

Brad Frasher
Louisville, KY

Matter State

Real Estate Investments

Dave Mazurek
Meridian, ID

Scribner Capital, LLC

James Scribner
Weston, CT

Walker-Heley Partners

Alice Walker
Austin, TX

Wallick Properties

Takia Waller
New Albany, OH

"Help Us Tell the Real Story" Request Deadline Extended

ASHA and ProMatura have extended the deadline to April 30

for submissions to our Help Us Tell the Real Story request. We would like to learn more about your successes in keeping residents, families, and team members happy, hopeful, connected, and feeling at home during the COVID era. Please share your successes by sending us documents you produced, descriptions of what you did, photos, videos, anything you put together, services or activity you modified, large or small, that produced a positive impact on mental or emotional health for residents or staff. Please call 800-201-4783 or 662-234-0158 and you can ask to describe your success to someone at ProMatura who will capture the information.

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was Evangelical Health System, which later became Advocate Health Care. I served several terms as its board chair. Then I was asked to be the CEO of RHF, which was also associated with the Church. Every position I've served in has prepared me for the next one.

Q: How so?

A: I had learned from my years at Advocate what it takes to create a successful system. When I joined RHF, the organization was losing \$5 million a year in cash. So, we were able to design a good system and expand the organization from about 65 apartment communities in 11 states to the 198 communities we have now from the Virgin Islands to Hawaii, and we are still growing. Making a difference in the lives of so many people has kept me energized.

Q: Your involvement in ASHA goes back to the early 1990s. What did you value most about ASHA?

A: The leadership is inspiring. I value how the members share stories about how they address problems and expand their missions. I've learned a great deal from my involvement with ASHA.

Q: What are the benefits for leaders of nonprofit organizations who like you are also involved in LeadingAge.

A: The advocacy work of LeadingAge and ASHA are a huge benefit to the entire industry. I've testified a dozen items before various Congressional committees. One of my favorite things afterwards was to talk with legislators and staff members. Those conversations showed that they had gained new and practical insights into the seniors housing sector.

Q: What are the keys to successful affordable housing for older adults?

A: There is tremendous demand for affordable seniors housing.

We have more than 22,000 residents and 43,000 people on our waiting list. The key to success is finding the resources to build more communities.

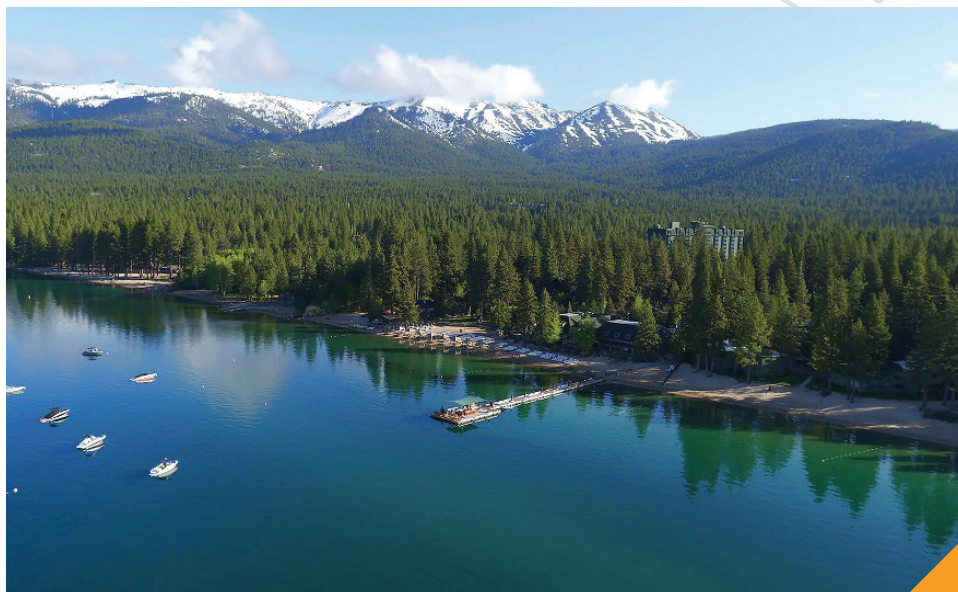
Many years ago, affordable seniors housing was funded under the HUD 202 program. But that source of capital gradually diminished, replaced in part by tax credits. The problem was that there weren't enough funds to operate the HUD 202 buildings, though they now receive a modest subsidy. When I testified before Congress, I pointed out that affordable housing with a service coordinator on-site saves the government money. In many cases, the only alternative for low-income seniors is a skilled nursing setting which is much more expensive.

Q: Do you have any advice for our Rising Leaders – the next generation of industry leaders?

A: Follow your heart and the opportunity. There is a need for leaders of the affordable housing mission. Unless people have a good, affordable place to live, life is extremely difficult. The stories about people in need have kept me motivated all these years. I remember the story of a woman who gave up her apartment to help her brother pay his hospital bills. She was living in her car but then lost that too because she couldn't afford the payments. She ended up living on the streets. One day, she walked past a new community we had under way in Los Angeles. She filled out an application and was the first resident we accepted. When that happened, she said she fell on her knees and thanked God that she now had a place to live and she would always be grateful for the difference it made in her life.

Q: Any other thoughts?

A: It's been a pleasure being a part of ASHA and knowing and working with the members and leaders of the organization. My hope is that the rising generation of leaders will address the great need among seniors for a good, affordable place to live. It's a mission that makes a difference. ▲



Save the Date 2021 Mid-Year Meeting

We hope you will be able to join us July 26-27, 2021. The Mid-Year Meeting will be held at the picturesque Hyatt Regency Lake Tahoe Resort in Incline Village, NV. Additional information about registration will be sent later this spring.

A list of available sponsorships is located [here](#). For information about our available sponsorship opportunities at the Mid-Year Meeting, please contact Doris Maultsby at doris@ashliving.org. ▲

ASHA's Mid-Year Meeting
is generously sponsored by:

SENIORS HOUSING BUSINESS
The Magazine for Seniors Housing Real Estate and Operations

MERIDIAN
CAPITAL GROUP

K&RE **DIRECT SUPPLY**

kwalu.

NHI
NATIONAL HEALTH INVESTORS

LTC
REIT

ProMatura

LUMENT

propel
INSURANCE

Where You Live Matters: How to Put ASHA's Consumer-facing, On-line Resources to Work for You

Earlier planning. When seniors learn about the holistic benefits of community living after visiting the Where You Live Matters website and its social media channels, they're more likely to choose a senior living option earlier.

More productive appointments. A base knowledge allows potential residents to get to important matters more quickly, ask pertinent questions, and feel more confident moving forward.

A faster sales cycle. When your sales team can spend less time educating and more time selling, they can close sales more quickly.

Share resources in your marketing automation programs. Sales and marketing teams can thoughtfully connect and follow up with prospects by offering smart information to address concerns or questions.

Connect on social media. Share Where You Live Matters Facebook and Instagram posts on your community's feed to provide information and inspiration to your followers.

Add the logo to your website. Link to educational articles on your community's website. They'll open in a separate tab, and you'll provide visitors with enhanced understanding and a greater sense of trust.

List your community. Drive organic traffic to your website by including your community in the Community Locator Tool on WhereYouLiveMatters.org.





[A] Balfour Senior Living

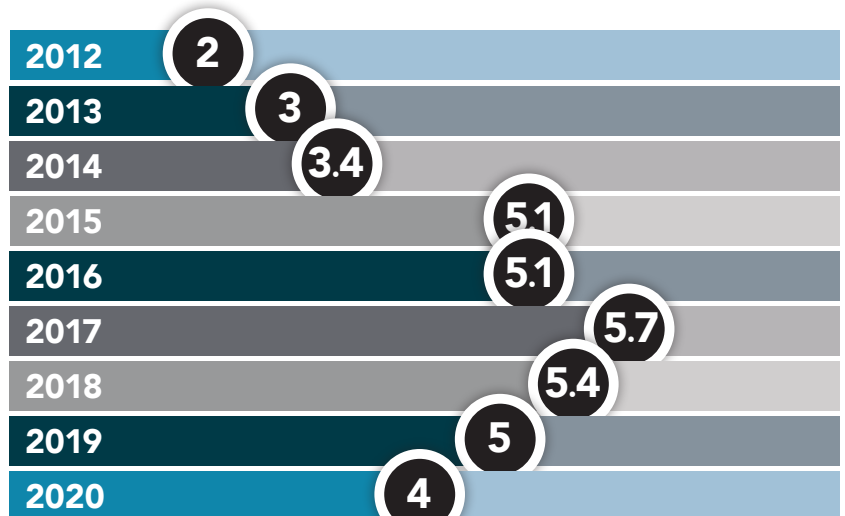
[B] Leisure Care



ALZ Walk to End Alzheimer's 2021

American Seniors Housing Association (ASHA) continues its partnership with the Alzheimer's Association to raise funds and support their efforts to find a cure for Alzheimer's disease. The centerpiece of this effort has been broad support of the Alzheimer's Walks that take place in cities across the U.S. Since 2012, ASHA members have raised \$39 million and we hope you will consider getting your organization involved in the Alzheimer's Walks. For more information about forming a team under the ASHA umbrella, please contact Doris Maultsby at doris@ashaliving.org. ▲

Amount Raised by ASHA Members in Millions



For further information on any of the topics in this *Seniors Housing Update*, please contact:

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For access to all links referenced in this *Seniors Housing Update*, please login to the "Members Area" of the ASHA website (www.ashaliving.org) and select **ASHA Updates > 2021**.

To receive login credentials, contact Meghan Bertoni at megs@ashaliving.org.