Advocacy in Action

SINCE THE BEGINNING OF THE PANDEMIC, ASHA has tirelessly advocated for financial relief for the senior living industry to help with the significant COVID-19 expenses and associated revenue loss. The target of our efforts has been the Health and Human Services (HHS) Provider Relief Fund (PRF) which was created by Congress as part of the CARES Act and subsequent COVID relief measures.

Our work is not yet complete. While we were successful in securing an estimated $1 billion from the PRF in 2020, it is simply not enough. HHS is expected to allocate the PRF’s remaining funds in the coming weeks and ASHA has been aggressive in making the case for an additional $3-$5 billion for the industry. To do that, our strategy is to engage members of Congress to weigh in with HHS and/or congressional leadership on our behalf in support of our request for funding. The most basic and effective means of doing that remains a personal visit with the member of Congress and/or their staff. Fortunately, virtual meetings have allowed us to connect with more congressional offices and include ASHA members who are not only industry representatives, but constituents. ASHA members have been very effective at describing the reality of the financial stress from COVID-19 on their business.

continued inside
This year, ASHA has met with more than 100 congressional offices. Each meeting gives us the opportunity to request financial relief, and to educate the member of Congress and staff about the benefits of senior living generally and the extraordinary work each company did to keep their residents and staff safe during the pandemic. This story must be told, and the Seniors Housing PAC (SH PAC) helps us do just that. With 535 elected representatives in the U.S. House and Senate, every member of Congress is important.

Recently, ASHA’s Chairman, Doug Schiffer (Allegro Senior Living) and Seniors Housing PAC Chair, Richard Hutchinson (Discovery Senior Living) joined a virtual meeting with ASHA’s legislative team and Senators Rick Scott (R-FL) and Tim Scott (R-SC) to discuss the PRF and the many issues impacting senior living. Both Senators expressed much support for our cause and committed to taking action to gain support for our request. As Senate Aging Committee Ranking Member, Senator Tim Scott is an influential voice on all issues impacting seniors and long term care. Senator Rick Scott is tasked with leading the election efforts for the National Republican Senatorial Committee and is a key voice within his caucus on issues impacting seniors.

In another key congressional meeting, ASHA Vice Chairman, Jerry Frumm (Senior Lifestyle) and Executive Board member David Freshwater (Watermark Retirement Communities) and ASHA’s legislative team carried a similar message to Assistant Speaker Katherine Clark (D-MA-05), Representative Lisa Blunt Rochester (D-DE-AL), and Representative Stephanie Murphy (D-FL-07). Each of these Congresswomen are leaders in the Democratic caucus and influential with the Biden Administration. Their understanding of the industry is apparent, and their support has been strong and ongoing.

These are just a few examples of the kind of access and interaction ASHA can achieve with a strong SH PAC. Our industry must continue to actively engage with Congress. As we move past the pandemic, there are numerous issues that will impact our businesses that require active engagement on Capitol Hill: workforce shortages and immigration reform, federal regulatory oversight, long-term care financing, labor policies to unfairly strengthen union organizing efforts, legal liability associated with COVID-19, tax treatment of senior living business and investment, and much more.

**Save the Date: 2021 Chairman’s Circle Event**

Members who make a personal contribution of $2,000 - $5,000 to the Seniors Housing PAC in 2021 are eligible to attend the Chairman’s Circle Event on October 11-12 in Charleston, SC.

This event will feature a strategic roundtable discussion, golf outing, hands on cooking class with a world class chef, and relaxed networking.

The Hotel Bennett is now accepting reservations from Seniors Housing PAC Chairman’s Circle members. Please contact Sheff Richey at sheff@ashaliving.org with any questions about the Seniors Housing PAC, this year’s event, or hotel reservations.
### Current 2021 Chairman’s Circle Level Contributors

**PREMIER**
- $5,000
- **Ken Assiran** Capital Health Group, LLC
- **John Atkinson** Willis Towers Watson
- **David Barnes** Watermark Retirement Communities
- **Steve Benjamin** Validus Senior Living
- **Thilo Best** Longview Senior Housing Advisors
- **Colleen Blumenthal** HealthTrust
- **Randy Bufford** Trilogy Health Services
- **Robb Chapin** Bridge Seniors
- **Dwayne Clark** Aegis Living
- **Chris Coates** Evergreen Senior Living
- **Breck Collinsworth** Resort Lifestyle Communities
- **Mike Damone** Cedarbrook Senior Living, LLC
- **Jeff Dickerson** Ridge Care
- **Donny Edwards** Sagora Senior Living
- **Jerry Finis** Pathway to Living
- **Tim Fox** Senior Resource Group
- **David Freshwater** Watermark Retirement Communities
- **Jerry Frumm** Senior Lifestyle
- **Tom grape** Benchmark Senior Living
- **Jim Gray** Bridgewood Property Company
- **Michael Grust** Senior Resource Group

**LEADERSHIP**
- $2,000
- **Matthew Alley** Senior Living Investment Brokerage
- **Eleanor Alvarez** LeaderStat and The Ganzhorn Suites
- **Phil Anderson** Bridge Seniors
- **Jeff Binder** Senior Living Investment Brokerage
- **Steve Blazejewski** PGIM Real Estate
- **Dave Bolitano** Lument
- **Matt Bork** Liberty Senior Living
- **Marcus Breuer** Touchmark
- **Bradley Clousing** Senior Living Investment Brokerage
- **John Cobb** Ventas
- **Tom Costello** Discovery Senior Living
- **Jim Coughlin** Northbridge Companies
- **Joe Daniels** Direct Supply
- **Corey Denman** Direct Supply
- **Karen Doering** Senior Star
- **Doug Dollenberg** Brightview Senior Living
- **Kirk Domsescl** Duane Morris LLP
- **Sarah Duggan** Synovus Financial Corporation
- **Marilynn Duker** Brightview Senior Living
- **Alexis Evanich** PointClickCare
- **Chris Fenton** PGIM Real Estate
- **Julie Ferguson** Ryan Companies
- **Ben Firestone** Blueprint Healthcare Real Estate Advisors
- **Jacob Gehr** Blueprint Healthcare Real Estate Advisors
- **Guy Geller** Orace Management, Inc.
- **John Getchey** ReNew REIT
- **Joel Goldman** Hanson Bridgett LLP
- **Paul Gordon** Hanson Bridgett LLP
- **Sarabeth Hanson** Harbor Retirement Associates
- **Dave Harper** Capital One Healthcare Real Estate
- **Judd Harper** The Arbor Company
- **Chris Hollister** Pegasus Senior Living
- **Donald Husi** Ziegler
- **Justin Hutchens** Ventas
- **Bob Karn** Allegro Senior Living
- **Alice Katz** The Vinca Group
- **Michelle Kelly** National Health Investors
- **Pam Kessler** LTC Properties, Inc.
- **Aaron Koelsch** Koelsch Communities
- **Andy Kohlberg** Kisco Senior Living
- **Chris Kronenberger** Blue Moon Capital Partners LP
- **Joe La Rue** Sun Health
- **Steve Levy** Senior Lifestyle
- **Clint Main** LTC Properties, Inc.
- **Jeanne McGlynn Delgado** American Seniors Housing Association
- **Daniel McKeever** PGIM Real Estate

**$4,999**
- **Kevin McMeen** MidCap Financial Services, LLC
- **Mike McMillen** Arena
- **Eric Mendelsohn** National Health Investors
- **Brian Morgan** Primrose Retirement Communities
- **Suzanne Myers** Huntington National Bank
- **George Netscher** SafelyYou
- **Wendy Nowokunski** Northbridge Companies
- **Michael Okaty** Foley & Lardner LLP
- **Earl Parker** Commonwealth Senior Living
- **Kevin Pascoe** National Health Investors
- **Wick Peterson** Senior Resource Group
- **Sevy Petras** Priority Life Care
- **Alan Plush** HealthTrust
- **Michael Pokora** Willis Towers Watson
- **Jason Punzel** Senior Living Investment Brokerage
- **Wil 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
- **Jeff Sands** HJ Sims
- **Ryan Saul** Senior Living Investment Brokerage
- **Bryan Schachter** Watermark Retirement Communities
- **Dana Scheppmann** PGIM Real Estate
- **Larry Schiffer** Allegro Senior Living
- **David Schless** American Seniors Housing Association
- **Bill Scioitino** Discovery Senior Living
- **Loren Shook** Silverado
- **Bill Shorten** Cascade Living Group
- **Toby Siefert** Senior Living Investment Brokerage
- **Tim Smick** Harbor Retirement Associates
- **Todd Stone** Ray Stone, Inc.
- **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
- **Kevin Wilbur** Franklin Companies
- **Aron Will** CBRE Capital Markets
- **Mark Woodka** OnShift, Inc.
- **John Yedinak** Senior Housing News

**Numbers as of July 14, 2021.**
2021 Company Campaigns

Running a company campaign is a great way to maximize the SH PAC’s support. Click here for our guide on how to run an SH PAC company campaign.

For more information or campaign materials, please contact Sheff Richey at sheff@ashaliving.org.

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

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<tr>
<th>Company</th>
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2021 SH PAC Campaign Update

As of June 30, 2021, the SH PAC has raised over 80% of the 2021 goal! Of that, 158 individuals from 90 companies have contributed $433,775 to the SH PAC.

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 megs@ashaliving.org.