

CAPITOL CONNECTION



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

From Left to Right:

David Freshwater, Watermark Retirement Communities; Jeanne McGlynn Delgado, ASHA; David Schless, ASHA; Representative Stephanie Murphy (D-FL-07); Representative Lisa Blunt Rochester (D-DE-AL); Representative Katherine Clark (D-MA-05); Jerry Frumm, Senior Lifestyle; Brad Howard, Chief of Staff for Representative Stephanie Murphy; Sheff Richey, ASHA



continued

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



From Left to Right: Doug Schiffer, Allegro Senior Living; Richard Hutchinson, Discovery Senior Living; David Schless, ASHA; Jeanne McGlynn Delgado, ASHA; Senator Tim Scott (R-SC); Senator Rick Scott (R-FL); Sheff Richey, ASHA

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.

There are many ways to engage with Congress, including:

- Hosting a member of Congress for a community visit
- Signing a call-to-action letter
- Meeting with local congressional staff
- Participating in ASHA's Senior Living Fly-in lobbying day

Having a strong voice in Congress is an essential part of the overall success of senior living.



Save the
DATE

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	David Hands	Salem Equity
	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
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	Dwayne Clark	Aegis Living	Greg Roderick	Frontier Management
	Chris Coates	Evergreen Senior Living	Anja Rogers	Senior Star
	Breck Collingsworth	Resort Lifestyle Communities	Doug Schiffer	Allegro Senior Living
	Mike Damone	Cedarbrook Senior Living, LLC	Wendy Simpson	LTC Properties, Inc.
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	Jerry Finis	Pathway to Living	Kathryn Sweeney	Blue Moon Capital Partners LP
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	David Freshwater	Watermark Retirement Communities	Bob Thomas	Senior Star
	Jerry Frumm	Senior Lifestyle	Donald Thompson	Senior Living Communities, LLC
	Tom Grape	Benchmark Senior Living	Dale Watchowski	American House REDICO
	Jim Gray	Bridgewood Property Company	Margaret Wylde	ProMatura Group
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LEADERSHIP \$2,000 – \$4,999	Matthew Alley	Senior Living Investment Brokerage	Kevin McMeen	MidCap Financial Services, LLC
	Eleanor Alvarez	LeaderStat and The Ganzhorn Suites	Mike McMillen	Arena
	Phil Anderson	Bridge Seniors	Eric Mendelsohn	National Health Investors
	Jeff Binder	Senior Living Investment Brokerage	Brian Morgan	Primrose Retirement Communities
	Steve Blazejewski	PGIM Real Estate	Suzanne Myers	Huntington National Bank
	Dave Boitano	Lument	George Netscher	SafelyYou
	Matt Bork	Liberty Senior Living	Wendy Nowokunski	Northbridge Companies
	Marcus Breuer	Touchmark	Michael Okaty	Foley & Lardner LLP
	Bradley Clousing	Senior Living Investment Brokerage	Earl Parker	Commonwealth Senior Living
	John Cobb	Ventas	Kevin Pascoe	National Health Investors
	Tom Costello	Discovery Senior Living	Wick Peterson	Senior Resource Group
	Jim Coughlin	Northbridge Companies	Sevy Petras	Priority Life Care
	Joe Daniels	Direct Supply	Alan Plush	HealthTrust
	Corey Denman	Direct Supply	Michael Pokora	Willis Towers Watson
	Karen Doering	Senior Star	Jason Punzel	Senior Living Investment Brokerage
	Doug Dollenberg	Brightview Senior Living	Will Purvis	Liberty Senior Living
	Kirk Domesick	Duane Morris LLP	Rebecca Randolph	Brinkmann Constructors
	Sarah Duggan	Synovus Financial Corporation	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
	Ben Firestone	Blueprint Healthcare Real Estate Advisors	Matthew Ryan	Houlihan Lokey
	Jacob Gehl	Blueprint Healthcare Real Estate Advisors	Jeff Sands	HJ Sims
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	Paul Gordon	Hanson Bridgett LLP	Larry Schiffer	Allegro Senior Living
	Sarabeth Hanson	Harbor Retirement Associates	David Schless	American Seniors Housing Association
	Dave Harper	Capital One Healthcare Real Estate	Bill Sciortino	Discovery Senior Living
	Judd Harper	The Arbor Company	Loren Shook	Silverado
	Chris Hollister	Pegasus Senior Living	Bill Shorten	Cascade Living Group
	Donald Husi	Ziegler	Toby Siefert	Senior Living Investment Brokerage
	Justin Hutchens	Ventas	Tim Smick	Harbor Retirement Associates
	Bob Karn	Allegro Senior Living	Todd Stone	Ray Stone, Inc.
	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	Kevin Wilbur	Franklin Companies
	Steve Levy	Senior Lifestyle	Aron Will	CBRE Capital Markets
	Clint Malin	LTC Properties, Inc.	Mark Woodka	OnShift, Inc.
	Jeanne McGlynn Delgado	American Seniors Housing Association	John Yedinak	Senior Housing News
	Daniel McKeever	PGIM Real Estate		

Numbers as of July 14, 2021.

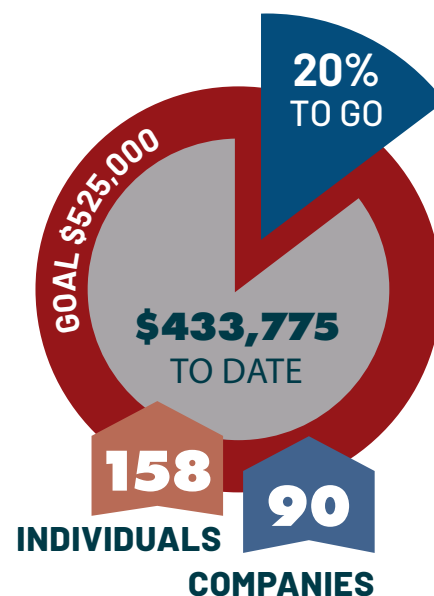
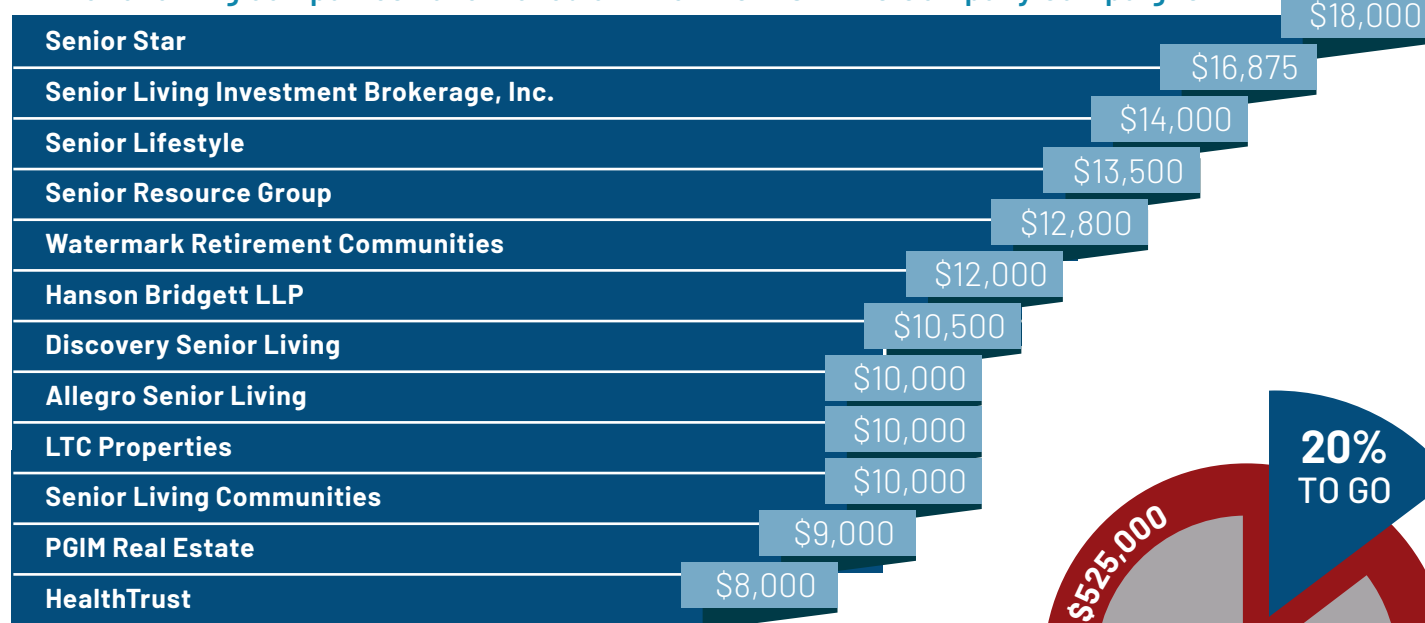
2021 Company Campaigns

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:



Numbers as of June 30, 2021.

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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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 Bertoni at megs@ashaliving.org.