

**CAPITOL
CONNECTION****SENIORS HOUSING**
POLITICAL ACTION COMMITTEE

ASHA Members Advocate for Senior Living During Capitol Hill Fly-In

ON SEPTEMBER 26–28, ASHA MEMBERS CAME TO WASHINGTON, DC

to advocate for the senior living industry, specifically for two of ASHA's priority legislative issues – solutions to the ongoing senior living workforce shortages and veterans' access to assisted living.

It was a busy time to be on Capitol Hill as Congress was approaching the funding deadline of September 30th and facing a government shutdown. With schedules tight and unpredictable that week, our group still managed to meet with over 50 U.S. House and Senate offices over the course of 1½ days that brought renewed and positive attention to our industry and our federal policy priorities. Working on two fronts, we pursued a targeted lobbying agenda to advance immigration reform and veterans assisted living legislation and met with over 25 offices including a

continued inside



Fly-In Group

few impromptu “sidewalk conversations” with Senators. On a parallel track, ASHA member lobbying efforts included more than 25 Senate GOP focused meetings on seniors’ issues specifically addressing Alzheimer’s research funding and programs. Additionally, the group received a comprehensive staff briefing on immigration reform and workforce efforts by Representative Lloyd Smucker’s (R-PA) staff.

Key priorities include:

1 Expanding Veterans’ Options for Long Term Care Act

ASHA is leading coalition efforts to advance this bi-partisan legislation (S. 495 / H.R. 1815) in the House and Senate to create a pilot program to assess the effectiveness of offering veterans the opportunity to reside in an assisted living community to access their care needs. If enacted, this legislation would demonstrate the value proposition of assisted living as another option for veterans’ care and at a significant cost savings to the VA relative to nursing home care. Assisted living provides veterans with a safe version of home that prioritizes care, services, and independence.

Fly-in attendees met with key members of Congress to ask for their support of this legislation. They also met with lead sponsor and Senate Veterans’ Affairs Committee Chairman Jon Tester’s (D-MT) staff on the progression of the bill.

2 Immigration Reform to Address the Senior Living Workforce Shortage

Fly-in participants also urged Congress to enact smart immigration reforms to support today’s senior living workforce and ensure a future pipeline of workers are available to meet the nation’s demands for care, including policies that: **1)** create a worker visa program for long term care essential and in-demand positions (H.R. 3734); and **2)** accelerate the worker authorization process for migrants seeking asylum in the U.S. (S. 255 / H.R. 1325)

3 Alzheimer’s Research and Funding

The cost of Alzheimer’s disease is growing at an unsustainable pace and will remain unchecked until Alzheimer’s is resolved. It is critical to advance legislation to improve the lives of people impacted by Alzheimer’s and all other dementia. Policymakers must ensure existing and emerging treatments are accessible and affordable for everyone by increasing Alzheimer’s disease research funding in the 2024 budget by \$321 million, while also passing both re-authorizing bills, NAPA & AAIA.

The senior living industry was well represented by ASHA Public Policy Chair Michelle Kelly, National Health Investors; ASHA Chair Jerry Frumm, Senior Lifestyle; Suzette Graham, Patriot Angels; Jim Gray, Bridgewood Property Company; Jeff Hettleman, Brightview Senior Living; Mike McMillen, SafelyYou; Tim Sanders, Ventas Inc.; Bill Sciortino, Discovery Senior Living; Christian Sweetser, Erickson Senior Living; and Bob Thomas, Senior Star.

ASHA will work to gain support for these priority issues and build off the foundation set by the meetings held in September. We will continue to invite ASHA members to come to Washington, DC to meet with members of Congress throughout the year. These meetings are beneficial to our overall advocacy efforts as well as provide opportunities for ASHA members to experience first-hand the inner workings on Capitol Hill and gain a better appreciation for the value of having a strong SH PAC. There are many competing interests for members of Congress’ time and attention, and progress does not always come fast on Capitol Hill. The more often that elected officials

continued on page 3

“ The Fly-In was a tremendous opportunity to share our senior living story with key policymakers in DC. It also was a fascinating experience to get a peek behind the curtain of how bills progress, or don’t, through our political process. We need our voices consistently heard in these offices so that we don’t get lost in the shuffle of all that is going on in Congress.”

– Michelle Kelly, National Health Investors

“ The televised view of our legislative branch is often so distasteful that I was relieved/surprised to meet representatives and staffers who are actually trying to find solutions and get things done. Most encouraging is that ASHA, has a voice in the process and underscores the importance of the SH PAC to our advocacy efforts.

– Bill Sciortino, Discovery Senior Living

“ Senior Living has such an incredible, compelling story to share that resonated with every policymaker we met. Despite the political climate, telling our story and finding ways to serve seniors better was a welcomed conversation. The relationships made will pay dividends for years to come.”

– Mike McMillen, SafelyYou

“ Engaging with our country’s congressional leadership and staff about seniors housing is a unique opportunity to highlight the vital role our industry plays in the well-being of seniors. Our meetings with Senators and Congressional leaders will help pave the way for more informed policies and funding that nurture a more supportive environment for seniors through ongoing support of our industry.”

– Christian Sweetser, Erickson Senior Living

“ Being on the Hill for my first time was exhilarating. I was a little apprehensive at the start but was amazed at the interest and time the members of Congress and their staff allowed to discuss our main issues. The level of energy on the Hill was incredible. I would certainly do it again. It was welcoming to see and sense how interested the members of Congress were in our issues. Jeanne and all the ASHA team made the process easy, particularly for a ‘rookie.’”

– Jim Gray, Bridgewood Property Company

hear from industry representatives, the bigger impact we can make. ASHA members can also be advocates by contacting their members of Congress through letters, calls, or hosting a community visit back in their states and congressional districts.

House Meetings

- Representative Cliff Bentz (R-OR-02)
- Representative Suzanne Bonamici (D-OR-01)
- Representative Katherine Clark (D-MA-05)
- Representative Tom Cole (R-OK-04)
- Representative Veronica Escobar (D-TX-16)
- Representative Virginia Foxx (R-NC-05)
- Representative Tony Gonzales (R-TX-23)
- Representative Dan Kildee (D-MI-08)
- Representative Kevin Kiley (R-CA-03)
- Representative Morgan McGarvey (D-KY-03)
- Representative Lloyd Smucker (R-PA-11)
- Representative Bryan Steil (R-WI-01)
- Representative Beth Van Duyne (R-TX-24)

Senate Meetings

- Senator John Boozman (R-AR)
- Senator Mike Braun (R-IN)
- Senator Sherrod Brown (D-OH)
- Senator Ted Budd (R-NC)
- Senator Shelley Moore Capito (R-WV)
- Senator Bob Casey (D-PA)
- Senator Bill Cassidy (R-LA)
- Senator Susan Collins (R-ME)
- Senator John Cornyn (R-TX)
- Senator Tom Cotton (R-AR)
- Senator Kevin Cramer (R-ND)
- Senator Steve Daines (R-MT)
- Senator Dick Durbin (D-IL)
- Senator Joni Ernst (R-IA)
- Senator Lindsey Graham (R-SC)
- Senator Josh Hawley (R-MO)
- Senator Tim Kaine (D-VA)
- Senator John Kennedy (R-LA)
- Senator James Lankford (R-OK)
- Senator Cynthia Lummis (R-WY)
- Senator Jerry Moran (R-KS)
- Senator Markwayne Mullin (R-OK)
- Senator Lisa Murkowski (R-AK)
- Senator Pete Ricketts (R-NE)
- Senator Mitt Romney (R-UT)
- Senator Marco Rubio (R-FL)
- Senator Tim Scott (R-SC)
- Senator Kyrsten Sinema (I-AZ)
- Senator Cindy Hyde-Smith (R-MS)
- Senator Jon Tester (D-MT)
- Senator Thom Tillis (R-NC)
- Senator Chris Van Hollen (D-MD)
- Senator J.D. Vance (R-OH)
- Senator Roger Wicker (R-MS)
- Senator Todd Young (R-IN)



Left: ASHA Fly-In Attendees Briefed on Immigration Reform by Noelle Britton with Representative Smucker's (R-PA) Office

Below: From Left to Right: Tim Sanders, House Minority Whip Katherine Clark, Michelle Kelly, and Jerry Frumm



Right: ASHA Fly-In Attendees Meet with Senator Susan Collins (R-ME)

Below: ASHA Fly-In Attendees Meet with Representative Vernioica Escobar (D-TX), Sponsor of the DIGNITY Act



Current 2023 Chairman's Circle Level Contributors

The following ASHA members have personally contributed to the SH PAC at the Chairman's Circle Level.

PREMIER

\$5,000

■ Ken Assiran	■ Tim Fox	■ Dan Madsen	■ Doris-Ellie Sullivan
■ John Atkinson	■ David Freshwater	■ Wick Peterson	■ Kathryn Sweeney
■ David Barnes	■ Jerry Frumm	■ Sevy Petras	■ Bill Thomas
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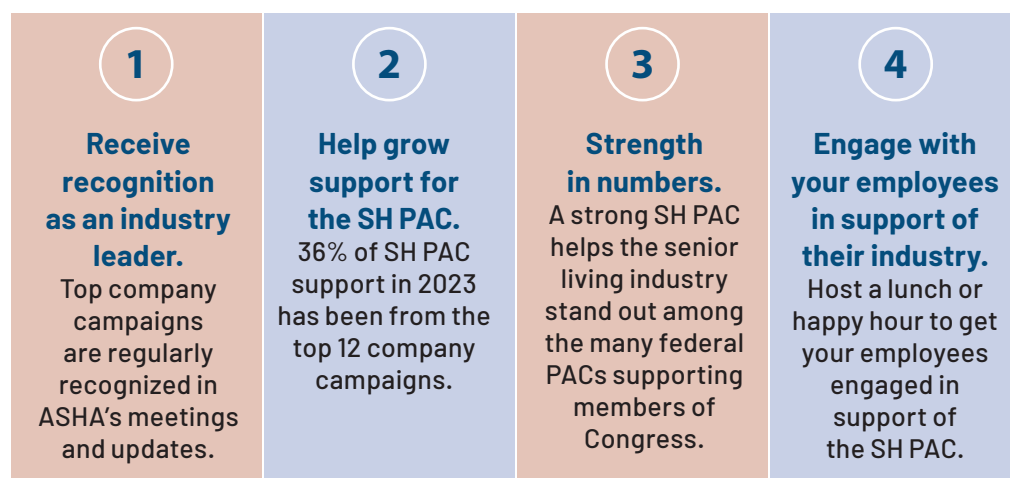
LEADERSHIP \$2,000 – \$4,999	2019			
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■ Corey Denman	■ Joseph La Rue	■ Justin Robins		

Host a Member of Congress for a Community Visit

A key piece of advocacy efforts for the senior living industry is having members of Congress come to visit your communities. These visits are a great opportunity to show off the wonderful and innovative programs you offer to your residents and the value you bring to seniors and your staff. As ASHA advocates for immigration reform to help with the senior living workforce, this is also an occasion for you to discuss the need for Congress to act now to address these issues.

If you don't know who your member of Congress is, ASHA can assist with putting you in contact with their office. We will then follow-up with the office to help get the meeting on their schedule. Seniors are an attractive constituent base for politicians, especially as we enter an election year in 2024. Contact Jeanne McGlynn Delgado at jeanne@ashaliving.org and Sheff Richey at sheff@ashaliving.org for assistance with setting up a community visit.

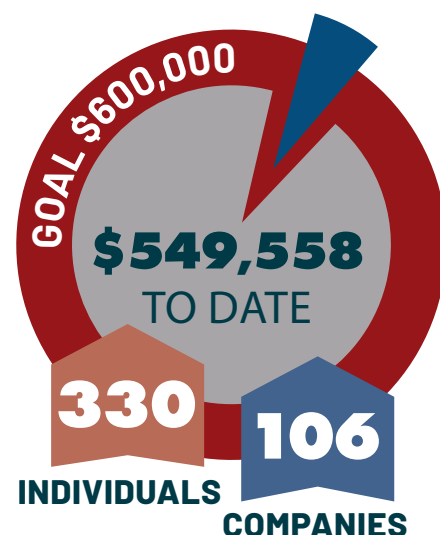
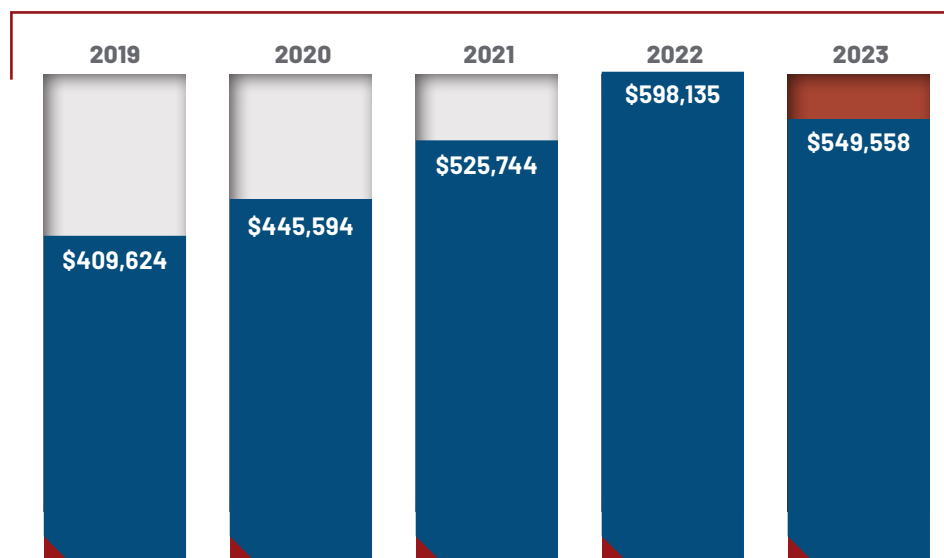
Four Reasons to Run an SH PAC Company Campaign



2023 SH PAC Campaign Update

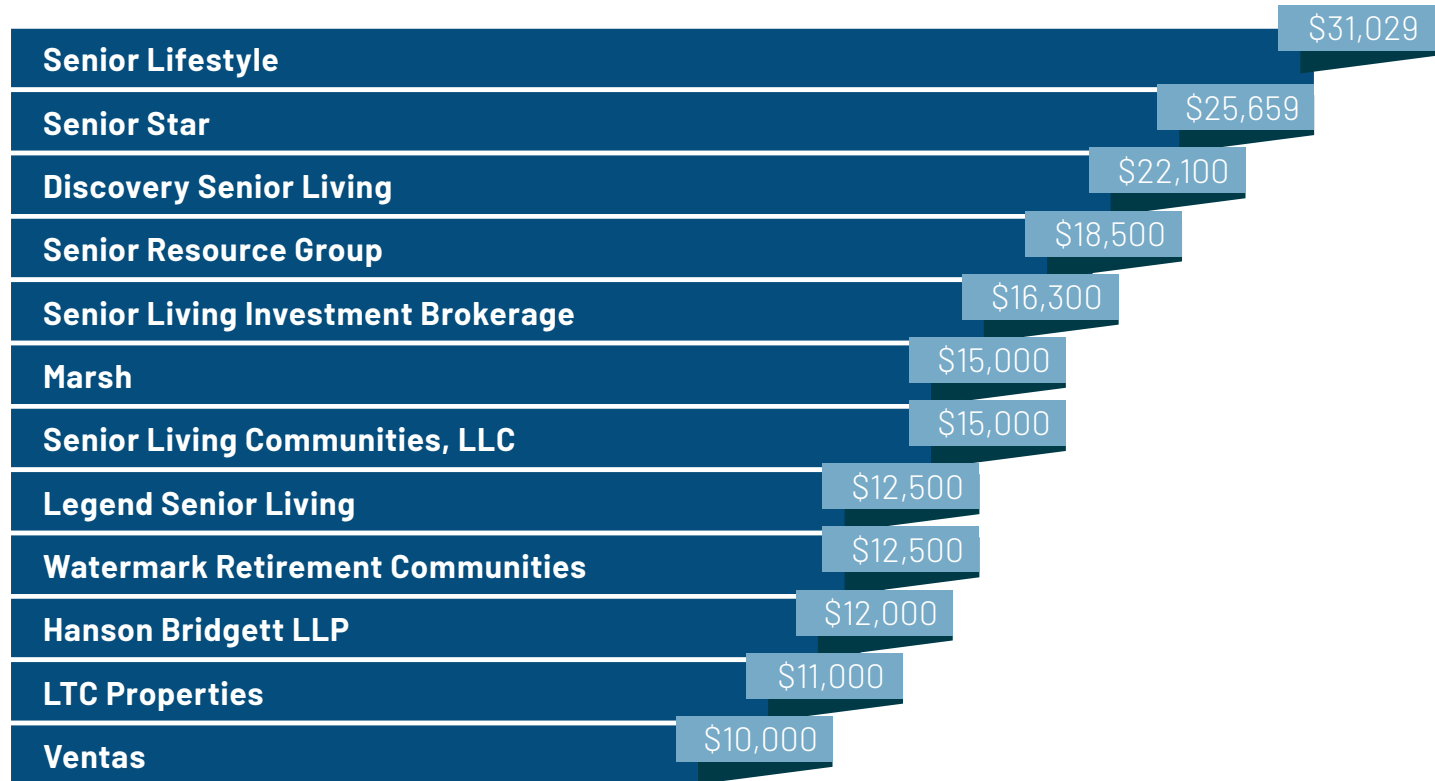
\$549,558 in total contributions from 330 individuals representing 106 companies. Contact Sheff Richey at sheff@ashaliving.org for more information on how to support the Seniors Housing PAC this year.

Contributions to SH PAC 2019 – 2023



SH PAC 2023 Company Campaigns

Running a company campaign is a great way to maximize the SH PAC's support. For more information or campaign materials, please contact Sheff Richey at sheff@ashaliving.org.



*As of November 15, 2023

2024 Chairman's Circle Event in Jackson, WY

Individuals who contribute to the Seniors Housing PAC at the Chairman's Circle level of between \$2,000–\$5,000 in 2024 are invited to attend next year's exclusive event taking place on October 16–17 at the Cloudveil Hotel in Jackson, WY. A special thank you to Bill and Bob Thomas of Senior Star who will be hosting the group for an evening reception while in Jackson. Contact Sheff Richey at sheff@ashaliving.org to make your early pledge to the 2024 SH PAC campaign which can be completed at any time next year.

Save the
DATE



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.