



# THE POWER OF MEMBERSHIP.

*The Strength of Community.*

Joint National and State Membership for Providers

**LeadingAge**<sup>®</sup>  
California  
**LeadingAge**<sup>®</sup>

# INSPIRE. SERVE. ADVOCATE.

Membership with LeadingAge at the national level and LeadingAge California spans the entire aging services continuum, including skilled nursing, assisted living, affordable housing, life plan communities, adult day and PACE programs, hospice, and home-based services.

Membership in both associations, delivers professional tools and resources—and offers access to a network like no other. You'll join more than 6,000 organizations and 38 state partners committed to making America a better place to grow old. Together we are building an equitable and inclusive aging services sector, in which opportunities to exist to thrive.

LeadingAge California's influence can be found in all aspects of the policy arena. Leadership in our strategic goals comes from our highly engaged members, who help shape the future by developing public policy, hosting elected officials in their communities, writing letters, providing testimony in public hearings, meeting with legislators and participating in advocacy events at the Capitol.

## Business Solutions & Discounts

*to help you access the right partners for the right price.*

Association members receive special discounts and incentives from our trusted Corporate Alliance Program partners—and our member-driven group purchasing program Value First offers discounted pricing and rebates on food, equipment, and supplies.

## Policy & Regulatory Guidance

*to deepen your understanding on critical issues.*

Association policy, regulatory, and legal experts help members navigate the increasingly complex aging services landscape. You'll receive guidance on federal laws, technical assistance on essential topics, and advice on state regulations and standards.

## Advocacy & Public Relations

*to amplify the collective voice of providers.*

Through our relationships with lawmakers and the press, our state and national Associations elevate and illuminate the issues that matter most to aging services providers and older adults. Nationally and in your state, we fight to remove barriers to care and improve funding for the sector.

## Education & Professional Development to

*strengthen your organization.*

At the LeadingAge Annual Meeting + EXPO and Leadership Summit, and LeadingAge California BOLD Annual Conference and Expo, aging services providers can earn CE credits while networking with peers from across the sector. On-demand learning is available anytime from the LeadingAge Knowledge Center—and it's discounted or free for members. You'll also have exclusive access to the signature Leadership Academy, which has ignited the careers of hundreds of aging services professionals.





## Hands-on Help & Resources

*to support your day-to-day work.*

Our National and California associations deliver a steady stream of news, information, and tools for members. Our Center for Workforce Solutions is a one-stop shop for recruitment and retention tools. The Center for Managed Care Solutions & Innovations offers a host of resources to navigate managed care and Medicare and Medicaid alternative payment models. You'll also have access to national and state LeadingAge staff experts, and can tap LeadingAge Consulting for even more one-on-one attention.

## Insider Access

*to a network of peers and partners.*

Our members are a community of like-minded peers and other aging services organizations. Members from across the country connect with one another at events, through advisory groups, and on the My.LeadinAge Member Community to exchange knowledge, solve problems, and share resources.

## Prestigious Research & Expertise

*to help you adopt best practices.*

We help you apply promising practices and leverage the latest insights from across the field. The LeadingAge Center for Aging Services Technologies (CAST) offers tools that make it easy to evaluate and adopt emerging technologies. Members also participate in research and pilots led by the LeadingAge LTSS Center @UMass Boston.

## Thought Leadership & Innovation

*to advance the field and your place in it.*

We work with members, regulators, and other stakeholders to explore ideas and innovations. We're developing affordable aging services options so you can reach the underserved "middle market," and uncovering new ways to increase quality across the continuum.

## We know you're busy!

You can rely on LeadingAge and LeadingAge California to ensure you never miss a member benefit. Your entire staff can get up-to-date news and resources through member update calls, emails, action alerts, and 24/7 access to community groups on [leadingage.org](http://leadingage.org) and [leadingageca.org](http://leadingageca.org).

# BECOME A MEMBER TODAY

Ready to join? There has never been a greater need for an effective, unified, and collaborative voice for aging services:

Adult Day

Affordable Housing

Assisted Living

Home Health

Hospice

Life Plan Community

PACE

Nursing Home

Our members are united by a collective commitment to:

- **Quality & Innovation:** We provide quality care and services. Our work reflects promising practices, and we seek to advance innovation.
- **Integrity & Transparency:** We are mission-driven organizations. We are accountable to our workforce, our community, and the people we serve.
- **Shared Learning & Fellowship:** We are a cross-continuum community of providers serving older adults, people with disabilities, and youth. Our collective power is made greater through sharing, learning, and collaboration.
- **Inclusion, Diversity, & Equity:** We are steadfast in our efforts to build an equitable and inclusive aging services community, in which our staff, leadership, and the people we serve reflect the rich diversity of the U.S., and opportunities exist for all to thrive.
- **Compassion & Community:** We believe that aging services should be person-centered and rooted in community. Our work is guided by compassion and respect.



We are making America better for older adults in all the places they call home.



LeadingAge is focused on caring for our nation's elders like no other organization. I encourage you to join—you will not regret it.

— Deke Cateau  
CEO, A.G. Rhodes,  
Atlanta, GA

Now, more than ever, we are grateful for the leadership and collaboration that are hallmarks of what this association makes possible.

— Lorri W. Sommer, CPA, MBA  
CFO, The Park Danforth,  
Portland, ME



To become a member visit  
[www.leadingageca.org/become-a-member](http://www.leadingageca.org/become-a-member) or  
contact [membership@leadingageca.org](mailto:membership@leadingageca.org).

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