

Inspire. Serve. Advocate.



## **BUSINESS PARTNERS**

*Join today to increase your company's success and visibility!*



**Aging Services  
of Minnesota**

LEADING CHANGE ■ CHANGING LIVES



Inspire.



Serve.



Advocate.



# Who is Aging Services of Minnesota?

Aging Services of Minnesota is Minnesota’s largest association of older adult services organizations. Today our membership encompasses over 1,000 organizations including over 700 provider member sites. Together, we work with over 50,000 caregivers throughout the state and serve more than 125,000 seniors each year in settings across the continuum from their homes to independent housing, assisted living and care centers. Aging Services members are diverse but share a common focus on person-directed living, missions of service to their communities and choice in older adult services. Aging Services of Minnesota is the state affiliate of LeadingAge (formerly AAHSA) and the Assisted Living Federation of America (ALFA).



## Aging Services of Minnesota

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## Aging Services of Minnesota Membership

- 223 care centers (174 free-standing or campus-based and 49 hospital-attached)
- 503 senior housing providers (366 are housing-with-services)
- 91 corporate members owning or managing two or more senior communities
- 174 business partners
- 29 associate member companies
- 37 honorary members
- 14 individual members

Provider members represent nearly 20,000 care center beds and more than 28,000 senior housing units.

# Why Become a Business Partner Member?

There are many reasons to belong to Aging Services of Minnesota, but the most powerful benefit is the ability to *increase your company's success and visibility*. We can help you achieve this goal.

1. **Direct access to your target audience** – Aging Services of Minnesota provides the communication channels you need to reach those who make purchasing decisions.
2. **Stay ahead of your competition** – Be the first to find out about new contacts, changes in leadership and other important information about each of our member organizations allowing you to build better relationships and go directly to the source versus cold calling.
3. **Build your identity** – Showcase your products and services at our annual Institute in February in Minneapolis and be recognized as a trusted Business Partner member.
4. **Enhance your credibility with providers of older adult services** – Aligning your company with Aging Services of Minnesota helps you show prospective and current clients that you support their missions and service to older adults.
5. **Keep up in a fast-pace environment** – Take advantage of timely information, education programs and products to keep you informed about issues important to this unique service sector.
6. **Offer solutions to providers of older adult services** – Many forums are available for you to voice your ideas during critical decision-making times and demonstrate your knowledge by speaking at events and educational programs.

## Listen to What Current Business Partners are Saying About Us

*“Well worth the investment of our corporate resources. Great to be part of an association dealing with the huge aging demographic trend of the next 30-40 years.”*

*“Invaluable opportunity to connect with the senior care industry that we serve.”*

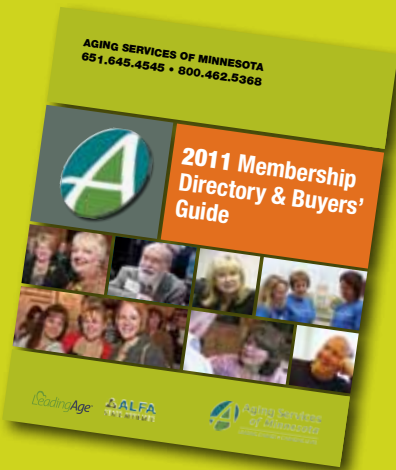
*“We love to have the opportunity to meet with our customers and potential clients away from their offices at Aging Services events. It is a casual time to bond and network.”*

*“Aging Services of Minnesota is THE place for networking and learning for healthcare professionals.”*

**Source: 2011 Business Partner Survey**

# Benefits Included in Membership

1. **Membership Directory & Buyers' Guide** – Your company's business description and contact information will be listed in both the printed and online version of this important member resource, and you are eligible for advertising space at a reduced member rate. The directory includes a list of provider members with key staff who are decision-makers. Membership includes an updated copy of the printed directory each year.
2. **Access to Members-Only Information on [agingservicesmn.org](http://agingservicesmn.org)** – You will have exclusive access to the most up-to-date member information and resources, including key contacts, demographic and industry data, ability to post jobs on the Minnesota Health Care Jobs Bank and more.
3. **Institute & Expo** – Business Partners save \$800 on Institute booth fees! The Institute is one of Aging Services of Minnesota's signature annual events and attracts close to 1,000 decision-makers out of an overall attendance of over 3,000. Professionals of all disciplines within the aging services field attend to learn and network with their peers and vendor partners. This three-day event in February features over 100 educational programs and a two-day expo that sells out 174 booths every year.
4. **Annual Meeting and Leadership Forum** – You can network informally with over 300 CEOs, administrators, housing managers, corporate office leaders and other key decision-makers for four days in a relaxing environment each September at Madden's Resort in Brainerd.
5. **Great Rates and Savings** – Receive reduced member pricing on all products, services and events designed to keep you informed about issues impacting your current clients and potential customers. We offer over 70 educational opportunities a year.
6. **News and Information** – You and your designated staff will receive our most valuable information tool, *Monday Mailing*. This weekly newsletter keeps you up-to-date on fast-paced changes at the state and national level that affect older adult services providers. You also have access to the monthly publications *Care Center Advantage*, *Housing & Services Advantage* and *HUD Update*.
7. **Advertising Opportunities** – Our website, printed directory and *Monday Mailing* provide powerful, high-traffic, measurable opportunities for you to advertise to your target audience at reduced member rates.



8. **Committee Involvement** – Service on committees helps build relationships with provider members. When working together, you can understand the issues your clients face and use your expertise to find solutions to their problems.
9. **Webinar Presentations** – Aging Services of Minnesota produces two webinars per month and we invite our Business Partners to participate by submitting a topic idea and presenting. This is a great opportunity to raise your visibility with your target audience and position your company as a subject matter expert and strategic partner for the future.
10. **Access to Knowledgeable Professionals** – Aging Services of Minnesota staff are available to help you find answers to tough questions, connect you with resources and assist you in your everyday challenges. We're just a phone call or e-mail away!
11. **Visibility** – Provider members do business with companies that support them. Be proud to be an Aging Services of Minnesota member! New Business Partners receive a membership plaque for display in your office and are announced in *Monday Mailing*. Business Partners attending the Institute receive a distinguished Business Partner ribbon.
12. **Access to Current Mailing Lists** – For an additional \$50 per list request, we will provide you with a one-time use, Excel file list for your marketing needs (e-mails are *not* provided).



## Aging Services Team Member



**Jenny Prosser**  
**Director of Meetings & Conference Services**

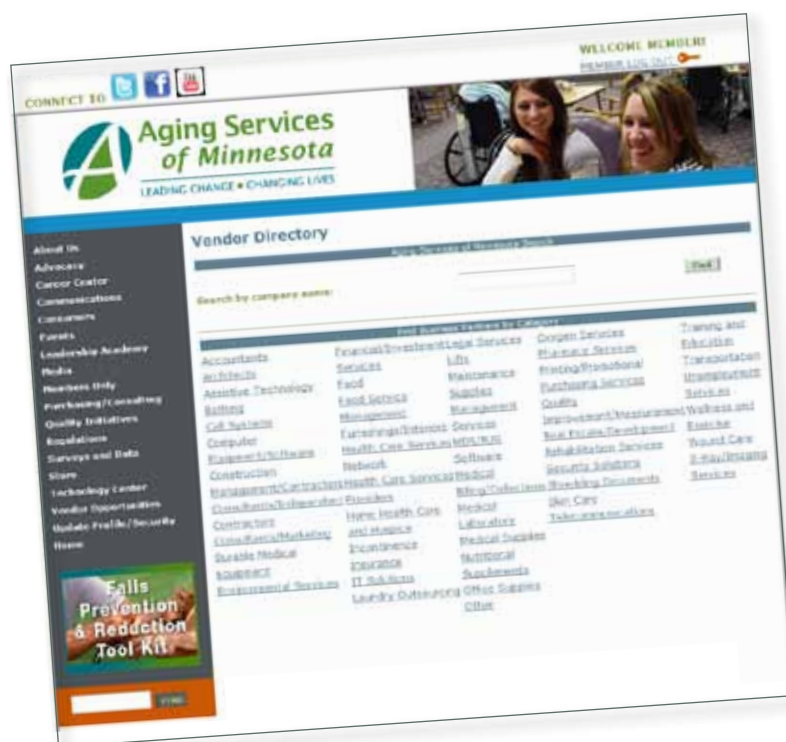
# Ready to Become a Business Partner?

Join the top leaders and decision-makers in the aging services field by becoming an Aging Services Business Partner in three easy steps:

1. Complete the Business Partner application form included with this information (or download the form at <http://www.agingervicesmn.org/inc/data/BusinessPartner.pdf>)
2. Contact Jenny Prosser at 651.603.3548 or [jprosser@agingervicesmn.org](mailto:jprosser@agingervicesmn.org) for information about annual or prorated dues.
3. Submit your application with dues payment in one of these ways:
  - Payment via Check – Mail to Aging Services of Minnesota, Attention: Jenny Prosser, 2550 University Avenue West, Suite 350 South, St. Paul, MN 55114.
  - Payment via Credit Card – E-mail to [jprosser@agingervicesmn.org](mailto:jprosser@agingervicesmn.org) or fax to 651.645.0002, Attention: Jenny Prosser.

When Aging Services of Minnesota receives your application and payment, your full benefits will begin immediately as our guest until the Board approves your application. Once approved, your name will be among these Business Partner leaders:

<http://www.agingervicesmn.org/index/VGDirectory>.



## Disclaimers

Aging Services of Minnesota reserves the right to determine whether a company meets the standards for membership determined by the Aging Services of Minnesota Board of Directors. Business Partner Membership is contingent upon your organization being in good standing. Business Partners that operate unethically or in a way that will reflect negatively upon the association and its members will be removed from membership and not allowed to participate in association events.

Business Partner Membership does not indicate endorsement or support of a particular product or service by Aging Services of Minnesota or its Board of Directors.

Aging Services of Minnesota is not responsible for the actions or information distributed by its Business Partners. We recommend that provider members use due diligence when selecting any business firm.

This category of membership excludes the ability to vote, hold office or serve as a Director.

Membership dues to Aging Services of Minnesota are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.

# Business Partner

## Member Application Form

Organization \_\_\_\_\_

Primary Contact \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip+4 \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

Geographic scope of your market (check only one):  State  Regional  National

Number of employees \_\_\_\_\_

What is your primary interest in an Aging Services membership?

\_\_\_\_\_  
\_\_\_\_\_

Describe your products or services in 25 words or less (for printed and online Buyers' Guide)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Other contacts from your organization:

Dues Contact \_\_\_\_\_ (Name/Title)

Email \_\_\_\_\_

Directory/Advertising Contact \_\_\_\_\_ (Name/Title)

Email \_\_\_\_\_

Name to be Listed in Member Directory \_\_\_\_\_ (Name/Title)

Email \_\_\_\_\_

Other \_\_\_\_\_ (Name/Title)

Email \_\_\_\_\_

How did you hear about Aging Services of Minnesota?

\_\_\_\_\_  
\_\_\_\_\_

**Product/Service Category** – please circle one primary category and, if applicable, check up to two secondary categories. Aging Services reserves the right to determine appropriate use of additional business categories.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Accountants                         | <input type="checkbox"/> Furnishings/Interiors          | <input type="checkbox"/> Printing/Promotional                 |
| <input type="checkbox"/> Apparel                             | <input type="checkbox"/> Health Care Services Network   | <input type="checkbox"/> Purchasing Services                  |
| <input type="checkbox"/> Architects                          | <input type="checkbox"/> Health Care Services Providers | <input type="checkbox"/> Quality Improvement/Measurement      |
| <input type="checkbox"/> Assistive Technology                | <input type="checkbox"/> Home Health Care and Hospice   | <input type="checkbox"/> Real Estate/Development              |
| <input type="checkbox"/> Audio/Video Systems                 | <input type="checkbox"/> Incontinence                   | <input type="checkbox"/> Rehabilitation Services              |
| <input type="checkbox"/> Bariatric Equipment                 | <input type="checkbox"/> Insurance                      | <input type="checkbox"/> Retirement Services                  |
| <input type="checkbox"/> Bariatric Needs                     | <input type="checkbox"/> Interior Design                | <input type="checkbox"/> Security Solutions                   |
| <input type="checkbox"/> Bathing                             | <input type="checkbox"/> IT Solutions                   | <input type="checkbox"/> Shredding Documents                  |
| <input type="checkbox"/> Call Systems                        | <input type="checkbox"/> Laundry Outsourcing            | <input type="checkbox"/> Skin Care                            |
| <input type="checkbox"/> Computer Equipment/Software         | <input type="checkbox"/> Laundry Services               | <input type="checkbox"/> Surfaces                             |
| <input type="checkbox"/> Construction Management/Contractors | <input type="checkbox"/> Legal Services                 | <input type="checkbox"/> Telecommunications                   |
| <input type="checkbox"/> Consultants/Independent Contractors | <input type="checkbox"/> Lifts                          | <input type="checkbox"/> Television Programming/Private Cable |
| <input type="checkbox"/> Consultants/Marketing               | <input type="checkbox"/> Maintenance Supplies           | <input type="checkbox"/> Textiles                             |
| <input type="checkbox"/> Dietary Equipment and Design        | <input type="checkbox"/> Management Services            | <input type="checkbox"/> Therapeutic Services                 |
| <input type="checkbox"/> Durable Medical Equipment           | <input type="checkbox"/> MDS/RUGS Software              | <input type="checkbox"/> Training and Education               |
| <input type="checkbox"/> e-Health Records                    | <input type="checkbox"/> Medical Billing/Collections    | <input type="checkbox"/> Transportation                       |
| <input type="checkbox"/> Environmental Services              | <input type="checkbox"/> Medical Laboratory             | <input type="checkbox"/> Unemployment Services                |
| <input type="checkbox"/> Exterior Restoration                | <input type="checkbox"/> Medical Supplies               | <input type="checkbox"/> Wellness and Exercise                |
| <input type="checkbox"/> Financial/Investment Services       | <input type="checkbox"/> Nutritional Supplements        | <input type="checkbox"/> Wound Care                           |
| <input type="checkbox"/> Food                                | <input type="checkbox"/> Office Equipment               | <input type="checkbox"/> X-Ray/Imaging Services               |
| <input type="checkbox"/> Food Service Management             | <input type="checkbox"/> Office Supplies                | <input type="checkbox"/> Other: _____                         |
|  | <input type="checkbox"/> Oxygen Services                |   |
|  | <input type="checkbox"/> Pharmacy Services              |   |

I understand that membership is conditional upon approval by the Aging Services of Minnesota Board of Directors and that before becoming a member I must remit the necessary dues.

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Please submit application and dues to:**

- Payment via Check – Mail to Aging Services of Minnesota, Attention: Jenny Prosser, 2550 University Avenue West, Suite 350 South, St. Paul, MN 55114.
- Payment via Credit Card – E-mail to [jprosser@agingservicesmn.org](mailto:jprosser@agingservicesmn.org) or fax to 651.645.0002, Attention: Jenny Prosser.

**METHOD OF PAYMENT**

Amount \_\_\_\_\_

Check # \_\_\_\_\_

(Make checks payable to Aging Services of Minnesota)

Visa     MasterCard     AmEx

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

<b>FOR AGING SERVICES USE</b>
Application Received
_____
Payment Received
_____
Dues Payment Processed
_____
Application Processed
_____

# Join us...



## Like Us on Facebook [Facebook.com/AgingServicesMN](https://www.facebook.com/AgingServicesMN)

The Aging Services of MN Facebook page is a place to connect with fellow colleagues in the field of aging services and to keep up on the latest news and updates from Aging Services. You'll find information on upcoming events, links to resources, photos, polls and more.



## Follow Us On Twitter [Twitter.com/AgingServicesMN](https://twitter.com/AgingServicesMN)

Aging Services is connecting with other thought leaders and civic organizations in Minnesota and across the country on Twitter. We're promoting the great work of our members, engaging in discussions about big ideas and connecting with media to offer new story ideas.



## Comment on the Aging Exchange Blog [www.agingexchange.wordpress.com](http://www.agingexchange.wordpress.com)

The AgingExchange blog offers a wider and deeper look at the world of aging services to external audiences. The new tag line of the blog says it all – “a look at the people, issues and ideas shaping the future of aging in Minnesota.” Visit the blog today to join the conversation and offer your insight on the most important issues in the field of aging services today. Be sure to sign up to receive regular updates when new posts are added.



## See Us On YouTube [youtube.com/user/AgingServicesMN](https://www.youtube.com/user/AgingServicesMN)

Our YouTube channel is a great place to learn more about the people and organizations that are changing the future of aging services in Minnesota. Here you can view video profiles of our Aging Services Award winners, interviews on timely topics and our multi-media advocacy work.

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[www.agingervicesmn.org](http://www.agingervicesmn.org)

*Aging Services of Minnesota is the state partner of  
LeadingAge and the Assisted Living Federation of America*

