

Inspire. Serve. Advocate.



**Aging Services
of Minnesota**

LEADING CHANGE ■ CHANGING LIVES



SURVIVE AND THRIVE

Join today to get the information, resources and support you need!



Inspire.
Serve.
Advocate.

Unprecedented challenges to your future

A Call to Action!

Even as our Aging Services advocacy team wraps up our 2011 Legislative Report and 2011 Legislative Conference, we are not wasting one moment before starting on the work ahead for the 2012 Session. Work I believe must include you! While you are not yet a member of Aging Services, you have likely heard about the impacts of this past Legislative Session on your establishment.

There currently exists a dichotomy in St. Paul. Every politician claims in their campaign literature they support seniors, however the reality is a widespread lack of support for senior housing and services – particularly Assisted Living – in the halls of the Capitol and in the state agencies.

Dwindling Reimbursement Rates

Last month the Minnesota Legislature passed a 5% rate cut to Customized Living that goes into effect September 1, 2011. This builds on a pattern of cuts, including a 2.58% reduction on July 1, 2009, a 5% reduction on July 1, 2010 and the notable reductions to providers with implementation of the Elderly Waiver Customized Living Tool last year. This trend simply can't continue!

Growing Regulatory Pressure

Effective Oct. 1, 2011 every prospective resident of your building will have to comply with a mandatory transitional consultation with a government employee through the Senior Linkage Line – a new piece of policy rooted in the assumption seniors looking at housing-with-services could and should remain at home, are being sold services they don't need, and are being overcharged for the services they do need.

As the demand for senior services grow, putting additional pressure on our state resources, policymakers will continue to attempt to "control the growth" by curbing your payments and seeking to add additional regulatory burdens. ***The time has come for us to work together.*** This summer, I'm asking you to join our Association and stand up for your residents, your staff, and your future financial survival.

Gayle M. Kvenvold
President/CEO

Unprecedented value for your business

You can shape the future for your business and those you serve, and it all starts with joining forces with Aging Services of Minnesota! Membership will bring you essential benefits to help your business survive and thrive, including:

- ✓ Advocacy Power
- ✓ Technical Assistance
- ✓ Cutting-edge Information and Resources
- ✓ Excellence in Education
- ✓ Unsurpassed State and National Networks
- ✓ Money-Saving Solutions

As your partner, Aging Services will engage you in the development of our statewide public policy agenda, empower you to advocate on behalf of your residents and give you a voice in shaping the future of older adult services in Minnesota.



Special Membership Offer

Until September 30, take advantage of our lowest dues offer ever – **just \$500 for 16 months of membership, plus several other free benefits.** You will receive immediate access to the largest network of leaders in your field, an unsurpassed technical assistance team at your side to answer questions anytime, and the highest quality professional development opportunities designed to help differentiate your business in the marketplace, build waiting lists, increase quality and maximize your revenues.

In short, our team lives by our promise to serve, to inspire, and to advocate!

**FREE WITH
MEMBERSHIP!**

Adding Value...

Beyond the many advantages of voting membership, new members joining this month will immediately receive the following benefits at no additional charge:

- **Legislative Report**
(August)
- **Legislative Briefing Webinar**
(September)
- **Assisted Living Home Care Conference**
(October)
- **New Member Orientation**
(November)

Keep reading to learn more about these and other important elements of an Aging Services membership for you and your community!



Strength in Numbers

Aging Services is the largest association in Minnesota representing the spectrum of older adult service providers, including:

- **485** senior housing providers
- **223** care centers
- **90** multi-facility organizations
- **170** business partners
- **30** associate members

Membership

with exceptional value

As Minnesota's foremost association of senior housing and service providers, **Aging Services of Minnesota** welcomes you to a new age of advocacy, knowledge and support for your work.

With over forty years of experience helping our membership navigate the rapidly changing landscape of regulations, resources and market demands, Aging Services of Minnesota understands the challenges you face each day as your business grows more complex. We are the strong partner you need to have working at your side to succeed.

We invite you to explore the power of membership, including the many benefits designed to help you be more successful today and in the future.

Our Mission

working together to create the future of older adult services through excellence and innovation

We Value

- Older people and their right to make choices
- Our members and their calling to missions of service
- Our employees and volunteers and the informal networks of family, friends and neighbors that support them
- Accountability to our communities
- Reinvestment of our resources in our communities
- Integrity, collaboration, innovation and creativity
- Prudent stewardship of resources

What Members are Saying...



"The access to information and resources as a member of Aging Services of Minnesota helps me to be proactive and to successfully address the challenges we face as a provider community - challenges within the regulatory and legislative environments as well as our general operations. For me, Aging Services membership has value beyond measure."

**Mark E. Anderson, Regional Director of Housing
Walker Methodist**



Join the Conversation

There are many opportunities for you and your colleagues around the state to shape the work of the Association, from written feedback, phone conversations, webinars or in-person meetings of our many member-driven committees, such as our **Housing Cabinet**, **Housing-with-Services Council**, **Independent Senior Housing Council**, **Home & Community Based Services Cabinet**, **Assisted Living Council** or others.

Some public policy challenges already under discussion:

- Drafting our 2012 Legislative Agenda
- Redesign of Minnesota's Home Care regulations
- Shaping the DHS quality standards and licensing for residential support services
- Crafting modifications to the Fire Code (and ensuring member understanding/compliance)
- Identifying ways to manage increased service needs for low-income customers
- Responding to increases in eligibility requirements for public assistance programs
- Advocating with state agency staff on issues related to hazardous waste, property and sales taxes, homecare surveys, etc.
- Addressing the new Mandatory Transitional Consultation requirement
- Protecting against negative impacts to adult foster care homes
- And much, much more.

2011 Legislative Session Report

Each year, Aging Services members receive a free report outlining the background, summary and key implications of each piece of legislation impacting your business. In addition, the members-only area of our website provides interactive links to bill language, related resources and staff contacts to ensure you understand each legislative change.

Beyond this printed report, members were invited to attend the complimentary **2011 Legislative Conference** held July 28. Free video recordings of this program are also available for members.

Join today and get your free copy!



A FREE WEBINAR! Prospective Member Legislative Briefing

Even before you send in your paperwork to join Aging Services, our public policy team wants to introduce themselves by showing you firsthand the value of membership. Join us from the comfort of your office this September for a live and interactive webinar, featuring details on key legislation impacting housing-with-services providers and the key dates and resources you need to help you survive and thrive in the months ahead! Membership is not required and there will be no registration fee or no phone charges to participate.



Kari Thurlow
Vice President of Advocacy

Technical Expertise at your side

Personal Assistance

A dedicated and experienced team of experts is only a phone call away. Aging Services provides needed answers in a variety of areas spanning the field of aging services, including:

- Regulations
- Licensing
- Clinical Excellence
- Policies and Procedures
- Strategic Planning
- Crisis Communications
- Transformation Strategies
- Survey Assistance
- Public Relations
- Marketing
- Statistical Reports
- Products and Services
- Group Purchasing
- Legislative Advocacy
- State Agency Advocacy
- Research and Data Analysis
- Revenue Maximization
- Leadership Development



Lori Meyer
Senior Vice President

Meet our Team



Mary Youle
**Vice President of Housing and
Community-Based Services**

Having served Aging Services members for over 25 years, Mary is an unparalleled resource in the field of senior housing and services. As an architect of Minnesota's housing and services public policy, Mary is part of our technical assistance team available to members, covering questions related to various requirements and reimbursement issues for housing, home care and community-based service providers. Whether you have a question about housing-with-service laws and rules, assisted living requirements, tenant landlord, the supervision of unlicensed staff, infection control issues in your home care survey or more, Mary is always a knowledgeable contact available with the answers you need and resources designed to help you thrive.

What Members are Saying...

"Aging Services has always been right beside me all the way as a source of information, support and networking with other providers. I can't imagine getting through the last 20 years on my own with all the changes in older adult services. Membership is absolutely indispensable to my work."

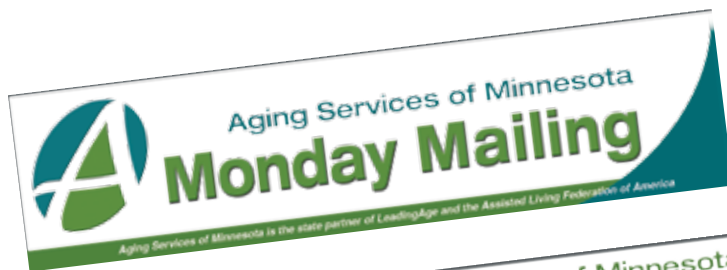
**Donna Flaata, Executive Director Pro Tem, Plains Division
Brookdale Senior Living**

Knowledge

through trusted resources

News

Aging Services of Minnesota provides a continuous flow of information, from breaking e-mail alerts and weekly *Monday Mailing* reports, to a deeper look at key issues through the *Housing & Services Advantage*, *HUD Update* and other newsletters. Whether it is a timely President's Message or a press release to the Minnesota media, Aging Services of Minnesota is the definitive source of credible news in the field of aging services.



Research

As the primary source for environmental scanning, operational benchmarking and other data on trends and conditions in the field of older adult services, members and policymakers alike benefit from Aging Services' understanding of the field today and insight into creating the future. Through a variety of easy-to-use resources, Aging Services provides access to data you can use.



Darrell Shreve
Vice President
of Health Policy



Jeff Bostic
Director of Data
and Financial Policy



Jessica Sorensen
Vice President of Public Relations

Resources

Aging Services' produces manuals, brochures and pamphlets designed to educate, meet regulatory requirements, or assist members in staff development, marketing and consumer relations – all at reduced prices. The online Store is your entry point to these quality products.



**The #1 publication requested
by new members!**

Education

through shared learning

Signature Events:

- Institute for Older Adult Services
- Midsummer Senior Living Conference for Housing Professionals
- Annual Meeting & Leadership Forum
- Assisted Living Home Care Conference (with Minnesota HomeCare Association)

Go online to agingservicesmn.org and select Events for a current list of scheduled programs.



Heidi Simpson
Director of Education

It's a complex world, calling for the right tools and the right knowledge. Aging Services of Minnesota's educational offerings are at hand to meet the needs of aging services professionals:

- Aging Services' "**On Target Solutions**" programs offer timely training on today's hot topics and emerging issues, such as reimbursement, marketing, landlord tenant, employee law or dementia care.
- **Certificate programs** offer advanced professional development for housing-with-services managers, nurse managers and marketing professionals, and our newest Dementia Certificate Program (in partnership with the Alzheimer's Association).
- **Aging Services' signature events** offer educational opportunities on cutting-edge themes, leadership development, and practical training at all levels.
- Aging Services' **Leadership Academy** is a year-long leadership development program designed specifically to cultivate leaders in the field of aging services.

Aging Services of Minnesota leads the field in education designed to help you succeed. From hands-on workshops and small networking groups across the state to webinars and phone conferences and statewide events, training is delivered in a variety of ways to meet specific needs and a variety of learning styles.

**FREE WITH
MEMBERSHIP!**

Join Aging Services and Try an Event Free!

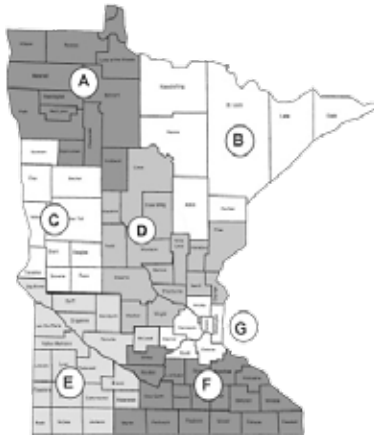
We want you to experience the quality of our professional development programs. Each new member joining Aging Services this month will receive one complimentary registration to attend our annual Assisted Living Home Care Conference on October 26, 2011. This program is an educational partnership between Aging Services and the Minnesota HomeCare Association.

Connecting to your new community

Aging Services of Minnesota members know through working together we achieve far more than we can individually. A hallmark component of membership is the welcoming community of colleagues that gather in formal and informal ways to network. Regularly scheduled association meetings in seven regions of the state provide easy ways for members to stay connected.

District Meetings

District Meetings are designed for Administrators, Housing Managers and other leaders to network with colleagues from the region, access timely information emerging from legislative, regulatory and association environments and shape the work of Aging Services of Minnesota.



These complimentary meetings occur in January, March, June and October. CEUs are often provided on a variety of timely hot topics at no charge.

ALNET

Assisted Living Nurse Networking meetings are designed for nurses working in assisted living programs and in housing-with-services settings to gather, learn and gain support from their peers. These complimentary meetings occur in February, April, July and November.

**FREE WITH
MEMBERSHIP!**

New Member Orientation

Be our guest this November for an exclusive members-only look inside Aging Services of Minnesota. Provided at no charge to you, this two-day event offers a mix of essential education, unsurpassed networking and several enjoyable activities designed to ensure we truly maximize the value of your membership. You won't want to miss this opportunity to meet your full staff team, Association leadership and take home tools and relationships with new colleagues from around the state. Your only expense for this event is your precious time.



Visit us online

With a few clicks of your mouse, agingservicesmn.org is there when you need it. From information on careers, products, events, legislative action, regulations or media and consumers connections, log on today.





- **Trusted Vendors**
- **Valued Products**
- **Quality Services**
- **Leveraged Cost Savings**
- **No Commitment Levels**

Money-Saving Solutions you can trust

We understand how challenging your role as a provider can be. To save you time and money, Aging Services Group has been established to offer a variety of product and service solutions. These services are a free member benefit, but you never have any obligation or commitment to purchase anything.

As a wholly owned company of Aging Services of Minnesota, our experienced team of experts at Aging Services Group is uniquely positioned to negotiate for you using the combined purchasing power of our Association to bring affordable, customized products and services that meet a wide range of your operational and administrative needs.

Meet our Team

Our staff is ready to help you save money, access the best product and service solutions and streamline your purchasing through our Aging Services Group programs, including:

Group Purchasing



Patti O'Brien,
Vice President of
Marketing, Sales &
Customer Services

Insurance



Jared Schei,
Vice President of
Business Development

Consulting Services



Elizabeth Sether,
Nurse
Consultant

These Aging Services Group team members have all served in leadership positions within Aging Services of Minnesota member organizations prior to working for the Association.

Strength

through partnerships

State Partnerships

Lobbying is but one tool Aging Services employs to champion older adult services in the public policy arena. Working with others who share a vision of excellence and innovation is crucial to our advocacy effectiveness. For example, Aging Services of Minnesota is a founding partner of the Long-Term Care Imperative – a collaborative effort to advance a shared vision for older adult housing, health care and supportive services.



Aging Services also works on special projects with a broad group of strategic partners, such as:

- **Minnesota HomeCare Association**
- **Minnesota Adult Day Services Association**
- **Alzheimer's Association - Minnesota-North Dakota**
- **AARP Minnesota**
- **HealthCare Auxiliary and Volunteers of Minnesota**
- **Minnesota Leadership Council on Aging**
- **Minnesota Hospital Association**
- **HealthForce Minnesota**
- **Office of Ombudsman for Long-Term Care**
- **plus many others**

National Partnerships

Aging Services is the Minnesota state partner for both **LeadingAge**, a national association serving over 5,100 not-for-profit senior living communities across the country, as well as the **Assisted Living Federation of America (ALFA)**, the largest national association exclusively dedicated to professionally operated assisted living communities.



A Winning Partnership

93% of members believe Aging Services performs effectively as an advocate and spokesperson for their organization.

94% of members report receiving “excellent” customer service when they called on Aging Services staff.

95% of members report Aging Services provides them with information essential to their business’s ongoing success.

96% of members report Aging Services is a powerful influence in shaping older adult services in Minnesota.

96% of members report they are willing to recommend Aging Services membership to others.

Source: Aging Services of Minnesota Member Value Survey June, 2011



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

