



Silver PAC Frequently Asked Questions

Q: What is Argentum's Silver PAC?

A: Silver PAC is a non-partisan fund which Argentum members who want to support candidates that understand the senior living industry contribute to. Individuals give money to the fund, which is then distributed to federal representatives who support our goals of increasing access to and affordability of quality senior living services.

Q: Why does senior living need a PAC?

A: Legislators make decisions that impact our ability to serve our residents and their families every day. Silver PAC allows us to meet with elected officials and explain the needs of our industry face to face. Through Silver PAC, legislators can ask us questions and we can educate them on the value senior living professionals provide to residents and their families. It allows us the opportunity to participate in the political process and establish relationships with lawmakers that will ensure senior living professionals can provide quality care for years to come.

Q: Besides supporting the senior living industry, what's in it for me?

A: Silver PAC is a powerful tool for senior living professionals, but ensuring a bright future for senior living is not the only reason to join. There are exclusive benefits to Silver PAC membership. All contributors to Silver PAC will receive recognition at Argentum's Annual Conference & Expo and invitations to participate in regular conference calls with DC political insiders. Silver PAC recognizes donors at the following levels:

ADVOCATE CIRCLE

\$100 or more within a calendar year receives special recognition at the annual conference

DIRECTOR CIRCLE

\$500 or more within a calendar year receives the above benefits and the opportunity for Argentum to arrange visits to Capitol Hill with legislative staff when visiting DC

CHAIRMAN CIRCLE

\$1,000 or more within a calendar year receives the above benefits, special recognition in Argentum's Mid-Year and Year-End Reports and the opportunity to represent Argentum fundraisers in your home state

TRUSTEE CIRCLE

\$3,000 or more within a calendar year receives the above benefits, recognition in all publications from Silver PAC and an invitation for Trustee and guest to attend the Annual Trustee Circle Dinner

SILVER CIRCLE

\$5,000 within a calendar year receives the above benefits, special recognition (differentiated from Trustee Circle) in all publications from Silver PAC and an invitation to a special event.

Q: How can I donate?

A: Donating to Silver PAC is quick and simple. Click to contribute online using a personal debit or credit card, or visit argentum.org/invest or send a personal check made payable to "Argentum's Silver PAC" to:

Argentum's Silver PAC
c/o Neil Cohen
1650 King Street Suite 602
Alexandria, VA 22314

(Reminder: Corporate credit cards and corporate checks are not permitted under federal law. Individuals may contribute up to \$5,000 per calendar year)



Q: How are PACs regulated?

A: PACs are regulated by the Federal Election Commission (FEC) and are required to file monthly reports disclosing their receipts and disbursements. The Federal Election Campaign Act and FEC Regulations create specific rules for how PACs collect donations and contribute to elected officials. PAC's must file regular reports with the FEC listing the name and address of the candidate receiving a contribution and the amount contributed. Likewise, PACs must also report the name, address, occupation, employer, and amount contributed from any member of a PAC who contributes over \$200 per calendar year.

Q: How do federal representatives use our PAC money?

A: PAC contributions are used by representatives on their campaign: to pay for polls, surveys, TV ads, production and time running TV ads, fundraising, direct mail, telephone calls, staff, etc.

Q: Does Silver PAC give to both Democratic and Republican lawmakers?

A: Yes, Silver PAC has been formed to promote public policy that benefits Argentum's members, residents, and employees. Thus, we make contributions to legislators who support our mission, regardless of which side of the aisle they reside.

Our PAC only supports those candidates who share our position on business issues and will help advance public policies that serve Argentum members and the residents they care for. Not all Argentum members are Democrats and not all are Republicans. However, we are all dedicated to serving our residents, their families, and our employees; and support legislators who make that possible.

Q: Does Silver PAC give to State Partner PACs?

A: Yes, Silver PAC supports the PAC of State Partners each year as allowed by law. As Silver PAC grows over time, it will contribute up to \$250,000 annually to the PACs of State Partners.

Q: My company has a PAC, can that PAC give to Silver PAC?

A: Yes, federal law allows a PAC to contribute up to \$5,000 per calendar year to another PAC.

Q: Is there a prize for the company that collectively contributes the most to Argentum's Silver PAC?

A: Yes, in 2015 Silver PAC introduced a new competition for member companies – the Granger Cobb Cup for Excellence in Political Action, or the Cobb Cup – named after the late Granger Cobb for his longtime dedication to advocating on behalf of our industry and the residents that we serve. The Cobb Cup is a trophy presented to the owner/operating company that contributes the most money to Silver PAC each year. The name of the winner is engraved on the trophy, much like hockey's Stanley Cup, and the trophy will be passed around annually from winner to winner to take back to their offices to display. Each year, the new winner will have their company's name engraved on the trophy and they will remain in possession of the trophy so long as they are Silver PAC's highest contributing company.

Q: Who should I contact if I have additional questions about Silver PAC?

A: If you have any questions that we have not answered, please contact Neil Cohen, Argentum's PAC Administrator, at ncohen@argentum.org.