

## Why Contribute to Argentum's Silver PAC?

It's common knowledge that there is more money being spent in politics today than ever before. The Citizens United v. FEC Supreme Court Case of 2010 which established "Super PACs," that are allowed to accept unlimited contributions from the wealthiest of donors, has brought unprecedented levels of spending into our political elections.

With so much "big money" in today's political theatre, how can individuals still have a voice in the political process? One of the best ways to do just that is to contribute to a political action committee, or PAC, that shares your values and that will support like-minded candidates. A PAC is a way for individuals to pool their contributions and then distribute them to worthy candidates who champion their ideals.

Argentum's Silver PAC is the senior living industry's preeminent tool for advocating on Capitol Hill. It allows us the necessary access to join critical conversations that are already taking place in Washington regarding issues that can have a tremendous impact on our industry, the residents we serve, and thus our jobs. Through Silver PAC we are able to attend events with key lawmakers, share our compelling story and educate them on our issues. The fact is that there are hundreds of other associations, companies and interest groups in Washington, all competing to get a precious few minutes of a Congressman or Senator's time to discuss their issues. When Argentum's staff or members attend events with elected officials, it opens doors for the industry. With the currently business friendly environment, it is crucial that we are proactive in pushing an agenda that will allow the senior living industry to thrive going forward.

The stronger Silver PAC is, the more doors we are able to open. It allows us to educate lawmakers on our philosophy of resident centered care and to share our ideas to address the complex needs of the senior living industry all while building and strengthening important relationships. It enables us to become a vital source of information for lawmakers and their top aids on issues related to senior living.

In addition to supporting members of Congress and Senators in Washington, Silver PAC is the only senior living PAC committed to supporting the PACs of our state partners. After years of gridlock in Congress, many state legislatures are picking up the slack. State legislative sessions in 2018 saw near unprecedented activity with dozens of bills introduced to raise the minimum wage, impact arbitration agreements, combat elder abuse and effect staffing requirements among other things. That is why it is essential Argentum state partners have robust PACs to advocate at the state level and Silver PAC contributes over \$100,000 annually to bolster their efforts.

To support Silver PAC is to support the senior living industry on all fronts. It gives Argentum the necessary resources to advocate for our members and residents they serve both federally and in the states. That's why it is important that we all work together to create a bright future for senior living.