



ARGENTUM  
EXPANDING SENIOR LIVING

# 2018 Argentum Owner/Operator Membership Guide

ADVOCATE. EDUCATE. INNOVATE.



George Blankenship, a former executive at Tesla, Apple, and GAP, discussed innovation and cultivating brand loyalty among customers at the 2017 Argentum Senior Living Executive Conference. Join over 2,700 senior living professionals at the 2018 Senior Living Executive Conference, May 14-16, 2018 in San Diego, CA to hear from other inspirational thought leaders. [argentum.org/conference](http://argentum.org/conference)

## ARGENTUM - EXPANDING SENIOR LIVING

Argentum is the leading national trade association serving companies that own, operate, and support professionally managed senior living communities in the United States.

## YOUR RESOURCE FOR ADVOCACY, EDUCATION, AND INNOVATION

Membership in Argentum gives your company insight into and input on important issues facing the industry, like emergency preparedness, workforce development, memory care, and elder abuse prevention, and is a resource for national and state advocacy, professional development, training, certification, education, and research.

We invite you to join Argentum to influence the collective voice shaping the operating environment for owners and management companies alike.

“The senior living industry continues on its growth trajectory, thanks to its successful model of person-centered care sought by residents, their families and loved ones. As the industry matures, senior living leaders face many complex issues. Argentum is fully prepared to help its members navigate these challenges and embrace these opportunities through education, innovation, and advocacy in this rapidly changing landscape.”

— James Balda  
President and CEO  
Argentum

### 2018 ARGENTUM CORPORATE PARTNERS



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Integrated Care. Better Outcomes.

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YARDI

## ENGAGE IN ARGENTUM'S INDUSTRY-ADVANCING PROGRAMS

### Commit to Quality

Underscoring the importance of high-quality senior living, Argentum training, and standards programs provide the foundation to elevate the knowledge base and professionalize the industry. Through Argentum, organizations are better equipped with best practices in emergency preparedness, workforce development, memory care, and elder abuse prevention. Join Argentum to gain the knowledge to design and execute your own playbook for sustained growth and success.

### Strengthen the Workforce

One of Argentum's key imperatives is to assist the industry in navigating the challenges and embracing the opportunities in workforce

development. The strategy is to strive for a robust workforce of caring, committed employees who choose the senior living industry as a career path. Argentum's plan will focus on job creation, investing in training and development, and tracking metrics to ensure employee engagement and opportunity.

### Propel Your Team Forward

The Senior Living Certification Commission's (SLCC's) Assisted Living Executive Director Certification program is quickly becoming a nationwide industry standard. 400 Certified Directors of Assisted Living (CDAL) and counting are playing a pivotal role in improving the resident experience. Make a company-wide commitment today.

### Argentum Critical Imperatives



#### WORKFORCE DEVELOPMENT

Growing a workforce of trained professionals to serve seniors.



#### CONSUMER CHOICE

Promoting strategies for financing long term care services and supports.



#### QUALITY IMPROVEMENT

Nurturing environments that enhance the quality of life for senior living residents.



#### MEMORY CARE

Enhancing awareness and best practices for the care of residents with dementia.



#### OPERATIONAL EXCELLENCE

Improving the senior living business through innovation and technology.



Sen. Tim Scott (R-SC) was presented with the Argentum Senior Living Champion Award during the Argentum 2017 Fly-In. (L to R): Ed Kenny, LCS CEO, Emily Schweitzer, NRC Health national accounts manager, Sen. Tim Scott (R-SC), Randy Richardson, Vi president, Maribeth Bersani, Argentum COO, Mike Pochowski, Brookdale director of government affairs. Join 75+ senior living advocates for the Argentum Public Policy Institute & Fly-In, March 20-21, 2018 in Washington, D.C. [argentum.org/ppi](http://argentum.org/ppi)

## DISCOVER THE POWER OF ARGENTUM MEMBERSHIP

OWNER/OPERATOR MEMBER BENEFITS	PREMIER (INQUIRE)	SUPPORTING \$2,500
Chief Executive Summit Invitation	✓	
VIP Argentum Senior Living Executive Conference Experience	✓	
Argentum Executive Advisory Board	✓	
Executive Roundtables	✓	
Member Recognition	✓	✓
Eligible for Member Committees and Work Groups	✓	✓
Senior Living Symposia	✓	✓
Public Policy Institute and Fly-In	✓	✓
Discounted Senior Living Executive Conference Registration	✓	✓
Discounted Certified Director of Assisted Living Exam	✓	✓
Complimentary Research Reports, Magazine, Advocacy Updates, etc.	✓	✓
Additional Benefits (view <a href="http://argentum.org/membership">argentum.org/membership</a> )	✓	✓

### PREMIER BENEFITS

#### Chief Executive Summit

Argentum has an unrivaled power to convene top CEOs, policymakers, and experts to advance excellence in senior living.

At the Argentum 2018 Chief Executive Summit, Argentum Premier Member CEOs will join influential thought leaders from the world's most revolutionary corporations to uncover ways to foster an innovative culture within your own company.

*Membership benefits are subject to change.*

#### VIP Argentum Conference Experience

All Premier member company employees are invited to exclusive networking events at the Argentum Senior Living Executive Conference, such as keynote meet-and-greets and the:

- **Argentum Leadership Luncheon**  
May 14, San Diego, CA
- **Argentum Leadership Reception**  
May 14, San Diego, CA

#### Argentum Executive Advisory Board

CEO is invited to serve alongside peers on the Argentum Executive Advisory Board (EAB). EAB members receive a complimentary invitation to participate in the following events:

- **CEO Dinner**  
May 14, San Diego, CA
- **EAB Meeting**  
May 15, San Diego, CA
- **CEO Lounge**  
May 15-16, San Diego, CA
- **Leadership Receptions**  
March 7, Dallas, TX  
October 17, Chicago, IL
- **Chief Executive Summit**  
Tentative: September 12-13

#### Executive Roundtables

Senior executives from a variety of disciplines (Operations, HR, Dining, etc) are invited to convene with peers to discuss business challenges. Roundtables meet annually at the conference or as determined by the roundtable.

#### Member Recognition - Premier

Support of your national trade association makes a difference and is recognized yearly via company recognition on [argentum.org](http://argentum.org), in Senior Living Executive magazine, and at the Senior Living Executive Conference and Expo.

### SUPPORTING BENEFITS

#### Member Recognition - Supporting

Recognition on [argentum.org](http://argentum.org).

#### Member Committees and Work Groups

Senior executives are invited to serve as volunteers and SMEs on special projects.

#### Senior Living Symposia

Premier Members receive priority registration for senior executives to attend quality improvement and workforce development symposia. Supporting Members are eligible to attend.

#### Argentum Public Policy Institute and Fly-In

Member company employees are invited to participate in advocacy training and meetings.

#### Argentum Senior Living Executive Conference

Discounted registrations to attend the annual conference May 14-16 in San Diego, CA. Executive Director Leadership Institute (EDLI) discounts are also available to attendees.

#### Assisted Living Executive Director Certification

Member discounts on the Certified Director of Assisted Living exam, practice test, and Primer.

#### Complimentary Publications

Access to *Argentum Quarterly* reports, special reports, advocacy e-alerts, and Advocacy Reports. Complimentary subscriptions to *Senior Living Executive* magazine, *Argentum Daily*, CEO Member Briefings, and membership e-updates.

# ERGO AWARDS



Sharon Reynolds, executive director of Five Star Senior Living, was presented with the 2017 Senior Living Community Leadership Award. Argentum's annual awards program honors exemplary leadership in senior living. The 2018 award recipients will be honored at the annual Senior Living Executive Conference, May 14-16, 2018 in San Diego, CA. We look forward to seeing you there. [argentum.org/conference](http://argentum.org/conference)

## DIRECTORS & EXECUTIVE ADVISORY BOARD (AS OF 10/1/2017)

**Lori Alford**  
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**Eli Almo**  
President/CEO  
Era Living

**Phil Anderson**  
CIO  
Bridge Seniors Housing

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EVP, Managing Partner  
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**Jerry Finis**  
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Pathway to Living

**Timothy Fox**  
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Blue Harbor Senior Living

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★2018 Argentum Director

## DIRECTORS & EXECUTIVE ADVISORY BOARD

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HCP

**Michael Zusman**

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**ARGENTUM**  
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