



2021 Argentum Public Policy Institute

STANDING WITH SENIORS
IN A TIME OF HISTORIC CHANGE



A MESSAGE FROM JAMES BALDA, ARGENTUM PRESIDENT & CEO

Dear Argentum Advocates,

We are so pleased you have chosen to join us for our virtual Public Policy Institute. While this event may look and feel a bit different from our typical annual event and fly-in, we are confident you will leave with not only a deepened knowledge of the activities on Capitol Hill that may impact senior living, but also with an action plan for how you can get your voice heard and support critical advocacy efforts for your company, communities, residents, families, and staff.

For many months, we have been engaged in a dedicated effort to invest in ongoing government relations efforts and expanded advocacy activities at the federal and state levels. This strategy continues to be beneficial to the industry, as we are continuing to make important inroads with key contacts and members on Capitol Hill and the new administration. This effort will not only support our active and ongoing COVID-19 advocacy efforts, but also set us up for a productive path forward in the pandemic's aftermath.

To assist with this effort, we recently launched our new [Argentum Advocates](#) program, designed to offer unique benefits to those interested in advocating for senior living and those we serve. Upon registration for the Public Policy Institute, you were enrolled in this complimentary program, and we very much look forward to your engagement.

We have also prepared an [Argentum Advocates toolkit](#) that you can use to build awareness of this specialized program. In the toolkit, you will find access to sample letters; an informational one-pager; a fact sheet about our Silver PAC; and sample social media messages. And be sure to follow us on Instagram [@argentumadvocates](#) for the latest news.

We hope you will help us get the word out by encouraging others to join in this effort. There's never been a more important time for lawmakers to hear directly from those in senior living.

Finally, please continue to share your success stories with us—we welcome news on your latest meetings with your legislators and your grassroots advocacy efforts. We are here to support you and your teams with policy updates, talking points, data points, assistance with scheduling meetings, and more. Together with you, we can continue to advance senior living.



James Balda
President & CEO
Argentum



**We encourage you to share
your experience on
social media in real time!**

**Use #PPI2021 #StandingWithSeniors and tag us
@argentum on Twitter, LinkedIn, or Facebook or
@argentumadvocates on Instagram.**

AGENDA

MONDAY, FEBRUARY 22

12:30 – 1:30 pm

Welcome Senior Living Advocates!

Speaker: Pat Mulloy, Argentum Board of Directors Chairman

Today's Challenges and Why Your Voice in Washington is Critical

Learn of the challenges, issues and opportunities with the New Congress and New Administration and join Argentum's advocacy fight as we take our message to Capitol Hill.

Speakers: Maggie Elehwany, Senior VP of Public Affairs, Argentum; Paul Williams, VP of Government Relations, Argentum

1:30 – 2:15 pm

When are COVID-19 Resources and Relief Coming to Senior Living Communities?

Senior living was included in The CARES Act, specifically access to Provider Relief Fund monies to help with the tremendous financial impact the pandemic has had on assisted living communities. However, almost a year into the pandemic, almost 50% of assisted living providers, according to a recent survey, have yet to receive funding as promised because of the painfully slow processing of claims. Presenters will discuss the challenges that the federal government has faced with Provider Relief Fund distributions and what Congress can do to address the current situation. Presenters will also discuss senior living resources for testing, PPE and other critical necessities for the care of residents and protection of staff.

Speakers: Thomas R. Barker, Partner, Foley Hoag LLP; Alexander Somodevilla, Associate, Administrative Law, Foley Hoag LLP

2:30 – 3:15 pm

Remarks from Senator Bob Casey (D-PA)

Remarks from Senator Tim Scott (R-SC)

Update from the U.S. Senate Special Committee on Aging

Throughout its existence, the Special Committee on Aging has served as a focal point in the Senate for discussion and debate on matters relating to older Americans and has a long and influential history. This discussion will provide an insider's perspective of what is expected from the Aging Committee and more broadly on Aging and long-term care issues over the coming months. Congressional staffers will share their expectations on these immediate and long-term priorities of lawmakers on the Committee, detailing the issues that will be advanced in this Congress that will impact you and the seniors that you care for.

Speakers: Samantha Koehler, Senior Policy Aide, U.S. Senate Special Committee on Aging, Office of U.S. Senator Bob Casey; Conor Sheehey, Deputy Legislative Director, Office of U.S. Senator Tim Scott (Member, Aging Committee)

3:15 – 4:00 pm

Breakthroughs in Vaccines & Therapies for the Senior Living Community

This presentation will review issues the senior living industry has tackled over the past year, with an eye toward remaining challenges that we face moving forward. We'll discuss COVID-19 vaccines, treatments, and the tools, resources, and support needed to successfully serve the industry's residents, families, staff, and other stakeholders. Overall, the purpose of this presentation is to generate awareness and help participants make compelling cases for support when meeting with elected leaders.

Speaker: John Schulte, Vice President, Quality Improvement, Argentum

*The information presented here is as of February 18, 2021.
Please refer to argentum.org/ppi for any updates after that date.*

AGENDA

MONDAY, FEBRUARY 22

4:00 – 4:45 pm

Remarks from Senator Joe Manchin (D-WV)

Advocacy 101 & Hill Strategy Discussion

Tips on how to be a more effective advocate and make the most of your meetings in a virtual format.

Plus, Argentum policy team will be available to discuss upcoming Hill meetings and offer guidance and strategy.

Speakers: Maggie Elehwany, Senior VP of Public Policy, Argentum; Paul Williams, VP of Government Relations, Argentum; Tyson Belanger, Owner and Director, Shady Oaks Assisted Living

5:00 – 5:30 pm

Closed Session: Media Q&A with Senior Living Leaders (RSVP required)

TUESDAY, FEBRUARY 23

8:00 am – 12:00 pm

Virtual Congressional Meetings

Member arranged meetings with members of Congress to be held virtually.

12:30 – 1:30 pm

Keynote Presentation: Insights on Policies of the New Majority in Congress and How to Make an Impact in Polarized Times

To include presentation of Silver PAC Cobb Cup winners.

Speaker: Jim VandeHei, Co-Founder & CEO of Axios and Co-Founder and former CEO of Politico

1:30 – 1:45 pm

Join our Voice Now through Argentum Advocates

Argentum is leading the way with the Argentum Advocates program, which is focused on sharing critical policy issues and opportunities for advocacy that will impact the future of the senior living industry. Collectively, we can influence change on Capitol Hill that will ultimately improve care and service. The program is free and open to any individual interested in ensuring a resilient future for senior living. Learn about the benefits of this program and how you can personally engage in advocacy efforts.

Speaker: James Balda, President & CEO, Argentum

1:45 – 2:45 pm

Remarks from Senator Susan Collins (R-ME)

Workforce Challenges and the Labor Agenda under President Biden and a new Congress

Federal initiatives to address workforce challenges and solutions need to be on the top of the agenda for policymakers at the federal level. Learn how President Biden's labor agenda and a Democratic Congress will impact senior living communities and how you should prepare for legislative and regulatory changes that will seek to increase union organizing activity and restrict employee choice in deciding whether they wish to be represented by a union.

Speakers: Maury Baskin, Co-Chair, Littler Workplace Policy Institute, Kristen Swearingen, Vice President, Legislative & Political Affairs, Associated Builders & Contractors, Inc. and Chair, Coalition for a Democratic Workplace

AGENDA

TUESDAY, FEBRUARY 23

3:00 – 3:15 pm

Remarks from Senator Rick Scott (R-FL)

Recognition of Legislative Champions

Recognizing the achievements of Argentum members, members of Congress, and others for their contributions to the benefit of senior living.

4:00 – 5:00 pm

Remarks from Representative Abigail Spanberger (D-VA)

Remarks from Senator Maggie Hassan (D-NH)

**Confronting Skyrocketing Liability Insurance
Costs for Seniors Living**

The impact of COVID-19 has led to a dramatic reduction in carriers offering coverage and an increase in rates. Learn from experts, effective strategies and approaches to address this threat to the delivery of quality care.

Speakers: *Tara Clayton, Senior Claim Consultant, Willis Towers Watson; Scott Wallace, Managing Partner & Client Advocate, Willis Towers Watson*

5:00 pm

Conclusion

WEDNESDAY, FEBRUARY 24

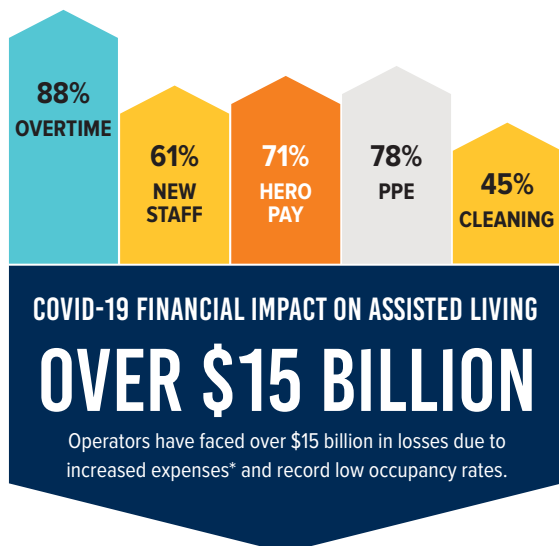
8:00 am – 5:00 pm

Virtual Congressional Meetings

Member arranged meetings with members of Congress to be held virtually.

CLOSURES LOOM

ASSISTED LIVING SENIORS AND CAREGIVERS NEED URGENT HELP



*Percentage of assisted living providers with increased expenses as a result of COVID-19



56% of Assisted Living Providers anticipate closures within the next year, potentially forcing seniors from their homes and caregivers

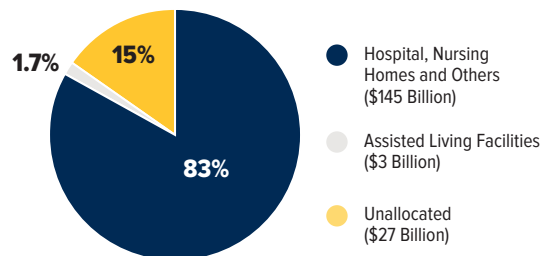
OVER HALF of Assisted Living Providers are currently operating at a loss



COVID TARGETS THIS POPULATION

75-84 YEARS OLD
are **220X** more likely to die

85 YEARS OR OLDER
are **630X** more likely to die



PROVIDER RELIEF WOEFULLY SLOW AND INSUFFICIENT- THOUSANDS STILL HAVE NOT RECEIVED RELIEF FUNDING

SOLUTION

\$5 BILLION IN TARGETED FUNDING

To keep seniors in their homes and with their caregivers. Legislation must target funds to assisted living as defined by The Older Americans Act (USC 42-Sect.3002)

Sources: Internal member surveys conducted by Argentum and the National Center for Assisted Living (2020-2021); CDC National Center for Health Statistics, 2016 National Study of Long-Term Care Providers.

TALKING POINTS

Caregivers of Most Vulnerable Population Still Wait for Relief

- Argentum is the largest national association representing senior assisted living facilities, memory care and continuing care senior facilities. These communities offer choice and comfort in the final years of life for nearly 2 million seniors and employ 1 million caregivers. These residences are not nursing homes—but they care for the same vulnerable populations.
- After more than a year of the pandemic, thousands of assisted living facilities still wait for federal COVID-19 relief. For 56% of caregivers, closing their residences is imminent, according to a recent survey.

Assisted Living Residents Are Highly Affected by COVID-19

- Assisted living provides direct and personalized care, where social distancing is not possible, 24-hours-a-day, seven days a week: 63% need assistance with bathing; 48% need assistance with dressing; and 40% need assistance with toileting. Over 42% suffer from Alzheimer's or some form of dementia.
- The average age of an assisted living residents is 85. The majority suffer from chronic conditions and comorbidities, thereby making them the most vulnerable to COVID-19. According to the CDC, individuals age 85 or older who are COVID positive have a 630-times higher risk of death from COVID-19, compared to 19–29-year-olds.

We encourage you to share your experience on social media in real time!

Use #PPI2021 #StandingWithSeniors and tag us @argentum on Twitter, LinkedIn, or Facebook or @argentumadvocates on Instagram.

Closures Loom. Financial Resources Are Urgently Needed for PPE and Testing

- High costs of PPE, additional staff needs, hero pay, testing, and sharp declines in occupancy rates have totaled \$15 billion, and are increasing substantially each month. Many report exorbitant increases in PPE expenditures, as high as a 2,000% increase for gowns and 1,500% increase for masks.
- Thousands of assisted living communities wait for financial relief from the Provider Relief Fund. Money promised to these caregivers in September 2020 still has not been processed.
- Closures loom. Over half of assisted living providers are operating at a loss—up 20% from October 2020—and 56% say they won't be able to sustain operations for another year, according to recent reports.

What Can Congress and the Administration do? Prioritize seniors and their caregivers by:

1. In the next COVID package, provide targeted relief to assisted living to help with PPE, staffing, and testing needs. Facilities have faced upwards of \$15 billion in increased expenses, combined with lost revenue. Any legislation must include \$5 billion in funding to assisted living as defined in the Older Americans Act ([USC 42-Sect.3002](#)), as well as to other senior congregate care settings such as independent living.
2. Immediately address the backlog in the Provider Relief Fund. Ensure that assisted living caregivers who were promised relief finally receive that relief.
3. Ensure that vaccines are rapidly distributed to seniors in all senior congregate care settings (skilled nursing, assisted living, independent living). Ensure that caregivers are incentivized to take the vaccine.

STATE DATA

THE COST OF COVID-19, STATE BY STATE

56% of Senior Living Providers Operating at a Loss

STATE	STATE ECONOMIC IMPACT OF SENIOR LIVING	COVID-19 ECONOMIC IMPACT	STATE	STATE ECONOMIC IMPACT OF SENIOR LIVING	COVID-19 ECONOMIC IMPACT
Alabama	1,000,000,000	-\$31,613,376	Nebraska	1,000,000,000	-\$114,933,869
Alaska	444,500,000	-\$274,447,751	Nevada	1,100,000,000	-\$166,675,539
Arizona	4,700,000,000	-\$450,547,895	New Hampshire	555,700,000	-\$38,953,256
Arkansas	63,800,000	-\$176,317,164	New Jersey	3,500,000,000	-\$412,994,356
California	26,500,000,000	-\$1,931,725,797	New Mexico	715,000,000	-\$104,096,209
Colorado	3,600,000,000	-\$237,448,280	New York	10,000,000,000	-\$843,294,536
Connecticut	2,600,000,000	-\$150,801,563	North Carolina	7,500,000,000	-\$448,285,553
Delaware	638,200,000	-\$46,371,337	North Dakota	541,900,000	-\$59,079,126
Florida	14,500,000,000	-\$1,004,291,185	Ohio	4,800,000,000	-\$535,709,420
Georgia	5,000,000,000	-\$541,311,322	Oklahoma	612,400,000	-\$235,336,276
Hawaii	447,300,000	-\$15,056,818	Oregon	7,200,000,000	-\$85,342,779
Idaho	1,300,000,000	-\$98,034,807	Pennsylvania	6,200,000,000	-\$499,755,039
Illinois	5,900,000,000	-\$676,745,692	Rhode Island	742,600,000	-\$68,957,775
Indiana	3,200,000,000	-\$375,841,517	South Carolina	1,900,000,000	-\$261,375,029
Iowa	821,200,000	-\$191,974,121	South Dakota	656,600,000	-\$65,345,424
Kansas	157,900,000	-\$165,200,046	Tennessee	2,400,000,000	-\$434,999,448
Kentucky	1,200,000,000	-\$215,732,952	Texas	8,800,000,000	-\$1,400,901,144
Louisiana	2,700,000,000	-\$239,394,185	Utah	1,800,000,000	-\$207,590,461
Maine	1,300,000,000	-\$23,527,869	Vermont	428,600,000	-\$6,985,253
Maryland	3,600,000,000	-\$212,551,609	Virginia	5,100,000,000	-\$301,834,694
Massachusetts	6,000,000,000	-\$302,346,934	Washington	7,400,000,000	-\$186,594,088
Michigan	7,700,000,000	-\$367,653,561	West Virginia	410,100,000	\$356,191,515
Minnesota	4,200,000,000	-\$278,023,730	Wisconsin	8,600,000,000	-\$71,872,389
Mississippi	702,600,000	-\$165,287,945	Wyoming	204,300,000	-\$31,176,911
Missouri	2,100,000,000	-\$276,748,889			
Montana	1,100,000,000	-\$56,336,673			
			National		-\$15,443,613,105

Loss projections are based on national loss data and severity of COVID-19 within each respective state.

SPEAKERS



SENATOR BOB CASEY (D-PA)

U.S. Senator Bob Casey fights every day for Pennsylvania families. He is a strong advocate for policies that improve the health care and early learning of children and policies that will raise wages for the middle class. Senator Casey serves on four committees including the Senate Finance Committee and Senate HELP Committee. He is also the highest ranking Democrat on the Senate Special Committee on Aging, where his agenda is focused on policies that support seniors and individuals with disabilities.

SENATOR SUSAN COLLINS (R-ME)

First elected in 1996, U.S. Senator Susan Collins has had a long-standing interest in health care. In 1997, she founded the Senate Diabetes Caucus and has led the effort to more than triple federal funding for diabetes research. As the founder and co-chair of the Congressional Task Force on Alzheimer's Disease, she has worked to increase funding for Alzheimer's research and to strengthen support for family caregivers. Senator Collins is the Chairman of the Senate Special Committee on Aging and serves as the ranking member of the Transportation, Housing, and Urban Development Appropriations Subcommittee. She also serves on the Intelligence Committee as well as the Health, Education, Labor and Pensions Committee.



SPEAKERS



SENATOR MAGGIE HASSAN (D-NH)

U.S. Senator Maggie Hassan is committed to working with members of both parties to represent New Hampshire values and to solve problems to expand middle class opportunity, support small businesses, and keep America safe, secure, and free. She is the second woman in American history to be elected both Governor and United States Senator. Senator Hassan was first elected to the New Hampshire Senate in 2004. In 2013, she was sworn in as the 81st Governor of New Hampshire. Elected to the U.S. Senate in 2016, Senator Hassan is a member of the Senate Homeland Security and Governmental Affairs (HSGAC) Committee; the Health, Education, Labor, and Pensions (HELP) Committee; the Finance Committee; and the Joint Economic Committee.

SENATOR JOE MANCHIN (D-WV)

U.S. Senator Joe Manchin was sworn into the United States Senate on November 15, 2010 to fill the seat left vacant by the late Senator Robert C. Byrd. Born and raised in the small coal mining town of Farmington, W.Va., Sen. Manchin grew up learning the values that all West Virginians share — family, common sense, fairness and hard work. Senator Manchin currently serves as the Chairman of the Senate Energy and Natural Resources Committee, and also serves on the Senate Committee on Appropriations, the Senate Committee on Armed Services, and the Senate Committee on Veterans' Affairs.



SPEAKERS



SENATOR RICK SCOTT (R-FL)

U.S. Senator Rick Scott was elected to the U.S. Senate in 2018 and is currently serving his first term representing the state of Florida. Prior to his election to the U.S. Senate, he served two terms as the 45th Governor of Florida. Sen. Scott currently serves on the following Committees: Senate Committee on Homeland Security and Governmental Affairs, Committee on Armed Services, Commerce, Science, & Transportation Committee, Senate Committee on the Budget, and the Senate Special Committee on Aging.

SENATOR TIM SCOTT (R-SC)

First elected in 2013, Tim is a leader on tax reform, education and job training, and innovative ideas to reinvest in our nation's distressed communities. His signature legislation creating Opportunity Zones was passed as part of the 2017 tax reform package and has the potential to bring billions of dollars of private investment into distressed communities across the country. Tim serves on five Senate Committees, including Finance, and as the Ranking member for the Special Committee on Aging.



SPEAKERS



REPRESENTATIVE ABIGAIL SPANBERGER (D-VA)

Elected in 2019, U.S. Representative Abigail Spanberger represents Virginia's 7th Congressional District, which is comprised of ten counties throughout Central Virginia. She serves on the U.S. House Committee on Foreign Affairs and the U.S. House Committee on Agriculture. She chairs the Conservation & Forestry Subcommittee of the Committee on Agriculture. In early February she partnered with Young Kim (R-CA) to introduce bipartisan legislation to establish a new grant program to help small businesses and essential employers acquire PPE.

JIM VANDEHEI

*Co-founder and CEO of Axios and Co-Founder
and former CEO of Politico*

Jim VandeHei is a media entrepreneur and expert on American politics. He is the co-founder and CEO of Axios and co-founder and former CEO of Politico. Before founding Politico, VandeHei spent more than a decade covering the power politics of Washington. He cut his teeth at Roll Call, where he routinely broke exclusive national stories. He moved to the Wall Street Journal in the late 1990s, and then the Washington Post in 2002. His expertise in a variety of areas – Congress, the White House, campaigns, lobbying, policy, and media – allows VandeHei to tailor his speeches to the specific needs and interests of his audience.



SPEAKERS



THOMAS R. BARKER

Partner, Foley Hoag

Thomas Barker has been a partner at Foley Hoag since March of 2009. Tom focuses his practice on complex federal and state health care legal and regulatory matters with a special expertise in Medicare and Medicaid law including coverage, reimbursement, and regulatory oversight. In May of 2019, he was appointed as a commissioner of the Medicaid and CHIP Payment and Access Commission (MACPAC), an advisory body that provides policy advice to Congress and the states on the Medicaid and CHIP programs. Prior to joining the firm, he was acting General Counsel of the U.S. Department of Health and Human Services (HHS) and General Counsel of the Centers for Medicare & Medicaid Services (CMS).

MAURY BASKIN

Co-chair, Littler Workplace Policy Institute

Maury Baskin is the co-chair at Littler Workplace Policy Institute focusing on national labor policy, challenging excessive government regulation on behalf of small and large businesses and advising employers in compliance issues. He has extensive experience in dealing with labor relations and union pressure tactics, employment discrimination, and wage and hour law. Maury has served as lead counsel at all levels of the federal and state courts and before the U.S. Supreme Court, and has recently led successful challenges against nationwide federal labor regulations. He has also succeeded in the courts in numerous cases involving the National Labor Relations Board (NLRB) and the Department of Labor (DOL).



SPEAKERS



TYSON BELANGER

Owner and Director, Shady Oaks Assisted Living

Tyson Belanger graduated with a B.A. from Yale University in 1998, served 3 tours in Iraq as a Marine infantry officer, and earned an international relations Ph.D. from Harvard University in 2014. In 2016, he bought Shady Oaks Assisted Living in Bristol Connecticut (TIN #061556008) from his parents. Shady Oaks is a small, cozy, and loyal home. During the 2020 COVID-19 spring surge, Tyson and 17 staff members formed a caregiving bubble and lived quarantined on-site for over two months. Tyson recently received a Phase III denial from the Department of Health and Human Services. It had no explanation or way of appeal. Tyson seeks due process and equal protection for his CARES Act Phase III application and a fair review for all Phase III denied applications submitted by other homes.

TARA CLAYTON, J.D.

Senior Claim Consultant, Willis Towers Watson

Tara has extensive experience dealing with senior living general liability, professional liability, and medical malpractice claims. Prior to joining Willis Towers Watson, she served as vice president of operations legal counsel for a multi-state senior living provider. Tara uses her broad knowledge and expertise to develop risk management tools that help clients reduce claim activity. She also uses her negotiating skills and experience to provide clients with strategic and tactical advice concerning effective claim resolution. Tara received her J.D. from Brandeis School of Law at the University of Louisville, and her Bachelor in Health Sciences degree in Clinical Laboratory Science from the University of Louisville.



SPEAKERS



SAMANTHA KOEHLER

*Senior Policy Aide, U.S. Senate Special Committee on Aging,
Office of U.S. Senator Bob Casey*

Samantha Koehler is a staffer on the U.S. Senate Special Committee on Aging, serving as Senior Policy Aide under Chairman Senator Bob Casey. Her current work focuses on the intersection of aging and health policy, including aging direct services, rural health, long-term care, and Medicare access and affordability. Prior to joining the federal government Samantha was a direct practice social worker. As a Care Manager for older adults, she focused on long-term care planning and access to health and social services. Samantha has her MSW and MPH from the University of Michigan.

JOEL NELSON

President & CEO, LCS

As president and CEO of LCS, Joel is responsible for executing the business strategy for all business lines in the LCS Family of Companies. He provides leadership and strategic direction for business growth, service excellence, enhancing the company's stability, and establishing value among financial partners, property owners, and other stakeholders in the senior living industry. Focused on the LCS vision to create opportunities for purposeful living filled with rich experiences, Joel takes great pride in serving more than 40,000 seniors in 135 senior living communities across the country. Outside the organization, Joel serves as a board member of the national associations.



SPEAKERS



JOHN SCHULTE

Vice President, Quality Improvement, Argentum

Schulte joined Argentum in 2018 to lead the association's quality initiative. Prior to that he led accreditation for Sufka & Associates in Washington, D.C. where he helped associations prepare for personnel certification accreditation. He also served as executive vice president for the National Environmental Balancing Bureau in Gaithersburg, Md., where he led the standards and personnel certification programs consistent with industry best practices. He holds a bachelor's degree in management from the University of New Orleans and has completed continuing education courses and workshops from the American National Standards Institute.

CONOR SHEEHEY

*Deputy Legislative Director, Office of U.S. Senator Tim Scott
(Member, Aging Committee)*

Conor Sheehey serves as Deputy Legislative Director to Senator Tim Scott, managing the Senator's health, labor, and retirement security policy portfolios. Conor has served in Sen. Scott's office since 2017 after working as a Teach For America corps member in the Bronx and completing his Master's at the Relay Graduate School of Education. Conor earned his B.A. with distinction at the University of Virginia, which he attended as a Jefferson Scholar.



SPEAKERS



ALEX SOMODEVILLA

Associate, Foley Hoag

Alexander Somodevilla is an Associate in Foley Hoag's Administrative Law Department. Alexander provides coverage, reimbursement, and compliance strategies advice to a broad range of healthcare providers, manufacturers, and payers. Alexander also helps healthcare companies navigate state and federal healthcare regulatory issues. Prior to joining Foley Hoag, Alexander served as a Senior Research Associate at the George Washington University Milken Institute School of Public Health where he focused on healthcare legal and policy issues involving Medicaid, Medicare, and the Affordable Care Act. Alexander has also worked at a boutique law firm specializing in provider reimbursement issues.

KRISTEN SWEARINGEN

*Vice President, Legislative & Political Affairs,
Associated Builders & Contractors, Inc.*

Kristen Swearingen serves as vice president of legislative and political affairs at Associated Builders & Contractors (ABC) National. She leads the association's lobbying efforts on Capitol Hill and coalition efforts in the business community. She currently chairs the 600-plus member Coalition for a Democratic Workplace, fighting against the Protecting the Right to Organize (PRO) Act. Prior to joining ABC, Swearingen served as a staffer in the office of former Sen. Jim Bunning (R-Ky.). Ms. Swearingen is a graduate of the College of Charleston.



SPEAKERS



SCOTT WALLACE

Managing Partner, Client Advocate

Scott works with clients on complex claim and placement issues relating to professional liability exposures. Prior to his current role, Scott served as a claims advocate in the Atlanta and Chicago offices of a global broker, specializing in professional liability claims. Before joining the brokerage industry in 2007, Scott was an insurance coverage litigation attorney in Chicago. He holds his J.D. from the University of Georgia School of Law and his B.A. from Michigan State University.

ZACHARY W. WILLIAMS

Managing Partner, Forbes Tate Partners

Zach has constructed and executed dozens of strategies on behalf of Forbes Tate Partners' clients on issues, including, but not limited to: tax, finance, housing, healthcare, and technology. A partner at Cauthen, Forbes & Williams – which later became Forbes Tate Partners – and former managing director of Cauthen and Associates in Washington, DC, Zach's broad experience in Democratic politics began with his work with the Alabama Democratic Party in the 1996 statewide, coordinated campaign. A graduate of the University of Southern Mississippi, Zach received his Bachelor's degree in Political Science and Foreign Languages and also studied business law at the L'Ecole Supérieure du Commerce Extérieur in Paris, France.



Show Where You Stand!

#StandingWithSeniors #PPI2021

IT'S TIME TO USE YOUR VOICE— WITH ARGENTUM ADVOCATES

Now, more than ever, your voice is needed on Capitol Hill. The pandemic has put a spotlight on all senior living and long-term care communities, and the threat of intrusive federal oversight is upon our industry. It's imperative that we unite to tell our story and the stories of our heroic caregivers and residents.

Argentum is leading the way with its **Argentum Advocates** program, which is designed to educate and engage individuals who are interested in advocacy and policy issues related to the senior living industry. As a member, you can now join us in our fight for federal resources and in combating onerous federal regulation. Argentum Advocates will help you get your voice heard through:

- **Targeted and tailored advocacy assistance** specific to your community needs
- **Direct access to members of Congress and staff** through exclusive Capitol Hill forums focusing on the needs of senior living
- **Timely briefings** on the latest federal legislative and regulatory information that you need to know for your community
- **Assistance scheduling meetings** directly with your congressional delegation, as well as talking points and data points
- **Exclusive seminars** on teaching advocacy skills and how to best educate your federal leaders on the needs of the senior living industry through Argentum's Leadership Forum
- **Federal and state legislator contact information** (personal home of record and all communities/businesses)
- **Key access, analysis, and insight into the federal process** including opportunities to submit Congressional testimony to directly impact the legislative process, and opportunities to submit comments regarding proposed regulations
- **Access to Congressional action alerts** tailored to senior living
- **Exclusive invitation to Silver PAC**, a political action force dedicated exclusively to advancing the needs of senior living providers

Follow us  [@argentumadvocates](https://www.instagram.com/argentumadvocates) and [use our toolkit to spread the word!](#)

A MESSAGE ABOUT SILVER PAC

Did you know that one of the benefits of being a member of Argentum Advocates is the eligibility to contribute to Silver PAC? Silver PAC is Argentum's political action committee created specifically to support elected officials, both Democrats and Republicans, who understand senior living and who are positioned to support policies that enhance the lives of seniors.

As a result of COVID-19, the senior living industry has never been more needed—more critical to the physical, mental, emotional, and spiritual health of America's seniors. That is why your participation in and contribution to Silver PAC is more vital than ever. Argentum's role in educating, advocating, and shaping public policy is critical.

Argentum's Silver PAC is entirely funded by voluntary contributions from individuals throughout the senior living industry. Contributions from corporations are prohibited—that is why it is important that we get involved individually. **No contribution is too small.** Every dollar makes a difference by helping ensure that priorities critical to our industry are addressed on Capitol Hill.

[Contributing to Silver PAC is easy.](#) You can contribute using a personal credit card or send a personal check made payable to Argentum's Silver PAC to the following address:

Argentum's Silver PAC
1650 King Street, Suite 602
Alexandria, VA 22314

If you have any questions, please read the Silver PAC Factsheet (p.20) or reach out to silverpac@argentum.org.

We hope that you will consider making a contribution today and we thank you in advance for your support.



James Balda
President & CEO
Argentum

Please note that contributions to Silver PAC are not deductible as charitable contributions for federal income tax purposes.

SILVER PAC FACTSHEET

A VITAL LEGISLATIVE CONNECTION

What is Argentum's Silver PAC?

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.

Why does senior living need a PAC?

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.

How are PACs regulated?

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 contributions and disburse funds 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.

How do federal representatives use PAC money?

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

Who should I contact if I have additional questions about Argentum's Silver PAC?

If you have any questions, please contact silverpac@argentum.org.