

ALFA, as a member-based organization, **creates the future of senior living** by influencing federal and state public policy, promoting business excellence, and ensuring an informed public on behalf of providers of professionally-managed, consumer-driven senior living communities. Provider membership in ALFA is an **investment to advance quality of life** for seniors and their families and ensure a future of **innovation, entrepreneurialism** and **excellence** in senior living.

ALFA invites your organization to join other senior living providers to advance the resident-center philosophy of senior living. ALFA offers valuable resources, tools and collaborative opportunities to help your company and community leaders make a contribution to your mission and the future of senior living.

Senior Living News, Information and Resources

Senior Living Executive Magazine (SLE) – Print & Digital

ALFA's bi-monthly magazine sharing news, information and useful best practices. Every community leader will receive a print subscription as part of their company's membership and it is also available. It is the industry's publication focused on business excellence and senior living news. Visit www.alfa.org/magazine.

ALFA Update

The weekly read of must-know news in senior living plus best practices and tips on how to engage in ALFA. Every person in a leadership role should receive it weekly via e-mail. Visit www.alfa.org/alfaupdate.

ALFA News Center

Looking for the latest news, research or discussions about senior living? The ALFA News Center is the place to go to find it. Visit www.alfa.org/newscenter.

Professional Growth & Collaboration

ALFA Annual Conference & Expo

This is the premier event for senior living providers and their community, regional and corporate executives. The ALFA Conference will offer advanced sessions and inspirational media serving executive directors and senior leaders looking for a whole new experience each year. *Save the date – May 7-9, 2013 in Charlotte, NC.* Visit www.alfa.org/conference.

ALFA Executive Roundtables

ALFA Executive Roundtables are revolutionizing the way executives in senior living interact by bringing the right people with common interests together to solve real-world business challenges facing senior living. These exclusive, by-invitation-only peer groups are comprised of the most senior company executives from nine categories of business. Visit www.alfa.org/executiveroundtables.

ALFA Social Media

Engage in ALFA's Social Media properties, including [LinkedIn](#), [Facebook](#), [Twitter](#) and [YouTube](#). Be sure to join in on the conversation and share your questions, thoughts and expertise.

Business Tools

ALFA Community Directory

ALFA gets 30,000+ unique visitors a month to its Web site. Every ALFA member company receives premium community listings as part of their membership. Take advantage of the opportunity to post photos, logos and other information to differentiate each of your communities from the competition. Visit www.alfa.org/communitysearch.

ALFA Career Center

Positioned as a resource for senior living professionals, 80+ senior living companies are currently posting executive, clinical, HR and sales jobs to ALFA's job board. Members receive a discount on postings, and benefit from cross-posting positions to SimplyHired.com, Twitter, Facebook and participating chapter and affiliate websites. Visit www.alfa.org/careercenter.

Senior Living Supplier Guide

The Senior Living Supplier Guide is the online resource to turn to when you need suppliers of products and services focused on serving assisted living, independent living and retirement communities. Whether you are a senior living professional who is seeking companies to participate in an RFP or you're ready to buy today, the Senior Living Supplier Guide will help you do it faster and smarter. www.seniorlivingsupplierguide.com.

ALFA Business Services

We've partnered with fine companies to offer both value and savings on business solutions. Our growing list of options includes a purchasing program, an energy savings program and a special renters insurance program for your residents. Visit www.alfa.org/businessservices.

ALFA Member Solutions

ALFA accepts articles and white papers written by our allied members to educate your company on issues critical to running a successful senior living community. Find the solution to what keeps you up at night in these free online articles.

Visit www.alfa.org/membersolutions

Political & Regulatory Advocacy

The Voice of Senior Living in Washington, DC & State Capitals

ALFA champions public policy that advances quality of life for seniors and their families and spurs innovation, entrepreneurialism and excellence in senior living. We do so on your behalf by educating policymakers and regulators at both the federal and state levels of government. ALFA's reach to the states is strengthening through six state chapters and relationships with ALFA state affiliates across the country.

Visit www.alfa.org/publicpolicy.

ALFA Advocacy Fly-in

No one knows senior living better than the people who serve seniors and their families daily. More than 170 ALFA member executives climb the steps of Capitol Hill annually to update lawmakers on potential and active laws and regulations that are helpful or hurtful to the future of senior living and the seniors served. Learn about the biggest issues in public policy and then lead the fight.

Visit www.alfa.org/flyin.

ALFA State Legislative & Regulatory Tracker

ALFA's State Legislative and Regulatory Tracker keeps companies apprised (through "push" email) of relevant legislative and regulatory initiatives and union activity in the state/s in which they operate--in real time. This site also provides one stop shopping for all of the state regulations and licensing contacts.

Visit www.alfa.org/states.

ALFA Online Action Center

ALFA's Online Action Center eases communications between senior living executives and their federal or state legislators on issues of great importance to the senior living business and local matters important to your community. Visit www.alfa.org/capwiz.

Awards

ALFA Hero Awards and ALFA Champion Recognition

Each year, the ALFA Hero Awards recognize individuals who are ideal representatives of the hundreds of thousands of people serving in the senior living field. Nominations come from member companies and their communities from all over the country and winners are recognized at the annual conference.

Visit www.alfa.org/hero

ALFA Best of the Best Awards

The Best of the Best Awards honor programs, services, and products that advance business excellence and serve as the gold standard in senior living. Winning programs are recognized each year at the ALFA conference and in *Senior Living Executive* magazine.

Visit www.alfa.org/bestofthebest.

New to ALFA? Remember to send a roster of the communities your company manages along with a list of staff to membership@alfa.org. Make sure to include the name, title, and email address for all executives that should receive ALFA Member benefits.

If you are already a member of ALFA visit www.alfa.org/myalfa to make changes to your personal or company profile.

Forgot your password? Leave the password box blank and it will be emailed to you.

For questions, contact membership@alfa.org or call our offices at 703-894-1805.