

Do you market your products and/or services to assisted living providers?

Then consider this opportunity . . .



**LOUISIANA ASSISTED
LIVING ASSOCIATION**

Phone: 225-791-5811

Fax: 225-791-5812

Email: lala@laassisted.org

www.laassisted.org

Reach these business prospects through LALA!

Since its founding in 1999, the Louisiana Assisted Living Association has grown to become the primary voice for assisted living communities in Louisiana, with more than 70 members. With an Industry Partner Membership in LALA, you will have the opportunity to network with assisted living providers and other suppliers who are committed to providing quality goods and services to seniors. With a LALA membership, your company will benefit from the opportunity to:

- Exhibit at LALA's Annual Conference at a discounted member rate (a \$300 value that nearly covers the cost of your membership);
- Sponsor one or more of our educational programs and events throughout the year (industry partner members get exclusive sponsorship opportunities not available to non-members);
- Receive the LALA member roster (in an electronic file format) containing addresses, phone numbers and contact names for all our member communities;
- Participate in LALA's Regional Meetings, held annually in four regions in the state;
- Attend Association-sponsored educational programs at discounted member rates;
- Serve on one of LALA's committees to share your industry-specific expertise;
- Participate in our educational programs as a guest speaker;
- Receive regular mailings and member alerts with the latest news regarding assisted living communities and relevant regulatory or legislative issues;
- Have your company's name and web address listed in our Member Directory displayed on the LALA website.

Receive all these marketing benefits for only
\$350 per year!



Membership Categories & Fees

Provider Member

This membership category is open to individuals/companies that own, operate, manage or develop assisted living residences, personal care homes and retirement/independent living communities. A facility under development is qualified to be a provider member. To qualify for membership benefits, corporate-owned communities must pay dues for all facilities owned in Louisiana.

The LALA annual membership fee for Provider Members is \$24 per unit (based on the # of units/apartments for assisted living communities and the maximum # of residents for personal care homes). A minimum of \$250 in dues is required annually for communities with 10 or fewer units/residents. For communities under development, the fee structure is based on your projected number of units and is pro-rated for the first three years of membership. Please contact the LALA office at 225-791-5811 for more information.

LALA is an affiliate of the Assisted Living Federation of America (ALFA). LALA members are eligible to join ALFA. For more information, visit the ALFA website at www.alfa.org or call 703-691-8100.

Note: LALA Provider dues are not tax deductible as a charitable contribution for federal income tax purposes, but a portion of dues may be deductible as a business expense. LALA estimates that 43% of a provider's dues are not deductible as a business expense because of LALA's legislative activities on behalf of its members.

Industry Partner

Industry Partners are vendors to assisted living residences, senior housing facilities or similar type of facilities or has an interest or involvement in the industry but that do not own, operate or manage long term care, assisted living or senior living facilities. The membership fee for Industry Partners is \$350 annually.

Supporting Partner

Supporting Partners are individuals who are not associated with any company that develops, owns operates or manages assisted living residences, senior living facilities or similar types of facilities but would like to take advantage of LALA Member Benefits. The membership fee for Supporting Partners is \$100 annually.

Note: Industry Partner and Supporting Partner dues are not tax deductible as a charitable contribution for federal income tax purposes, but may be deductible as a business expense. Industry Partner and Supporting Partner dues are not used for legislative activities.

In compliance with the bylaws, all member applications shall be approved by the LALA Board of Directors. In addition, dues must be paid in full before membership can commence.



Industry Partner Member Information Form

Company Name _____

Type of Business/Service/Product _____

Primary Contact _____ Title _____

Mailing Address _____

Street Address _____

Phone _____ Fax _____ Cell _____

E-mail Address _____

Parent Company Name _____

Parent Co. Contact _____ Title _____

Mailing Address _____

Street Address _____

Phone _____ Fax _____ Cell _____

E-mail Address _____

If you would like additional staff from your company to receive email updates from LALA, please list their names, titles and email addresses below:

Name _____ Title _____

Phone _____ Email _____

Name _____ Title _____

Phone _____ Email _____

Name _____ Title _____

Phone _____ Email _____

Please list below information/news regarding changes or new developments at your company (expansions, new services offered, key staffing changes, etc.):

**Please fax your completed form to the LALA office at 225-791-5812 or mail to:
LALA, PO Box 1231, Denham Springs, LA 70727.**