



Michigan Center for Assisted Living ASSOCIATED BUSINESS PARTNERS



Let's Work Together

MCAL is committed to its Associated Business Partners. This membership opportunity is designed for those companies that share a genuine interest with MCAL in furthering the quality of assisted living in the long-term care continuum. Moreover, Associated Business Partners are dedicated to the success of the profession, they are proud to support programs and services that advance long-term care and they offer solutions for a variety of industry-related issues.

By partnering with MCAL, you'll gain exposure for your business, you'll strengthen your market position and you'll build powerful alliances with leaders in assisted living.

Following are ways MCAL supports its Associated Business Partners:

- Critical industry information
- Special recognition and acknowledgments
- Member discounts and value-added services
- Involvement in advocacy and grassroots programs
- Key networking and member access opportunities

Please take a look at what our association has to offer and contact us with any questions you may have. Let's work together.

Following is a description of benefits by functional category:

Michigan Center for Assisted Living			
Members-only Web site access (MCAL & HCAM)	x	Hard copy of annual member directory	x
Listing in annual member directory	x	Electronic member alerts	x
Access to Web-based newsletter	x	Electronic legislative alerts	x
Subscription to quarterly magazine	x	One complete set of facility member mailing labels	x
Participation on committees	x	Access to Silverchair Learning Systems	x
Annual dues billing	x	Discount on multiple booths at annual expo	x
Annual Dues: \$395.00			



Michigan Center for Assisted Living

DESCRIPTION OF BENEFITS



Publications

Listing of associate members in all Insights newsletters [exclusive] — A new edition of *Insights*, an electronic version of the popular MCAL newsletter read by Assisted Living professionals statewide, is published biweekly. This publication is designed to give you an edge in today's competitive market.

Listing in member directory [exclusive] — All association members are listed in the MCAL member directory. This is an important way to get your name in front of the decision-makers at each facility.

Subscription to quarterly magazine [exclusive] — *Promoting Excellence* is distributed to facility members, legislators, regulators, media and other interested parties, including our valued Associate Partners. This magazine highlights the positive activities occurring in facilities throughout the state, and informs both our members and the public about the long-term care profession.

Annual Expo

One discounted exhibit space at annual expo — Large 8-foot-by-10-foot piped and draped booth in Michigan's premier long-term care trade show. More than 700 decision-makers participate in this annual event and exclusive exhibit time maximizes your potential exposure.

Discount on multiple booths at annual expo — Multiple booths allow you to showcase larger pieces of equipment or create an environment for small "table" meetings with potential customers. Expanding the size of your booth is an easy way to make a statement and attract attendees.

Listing in annual convention registration booklet — This booklet will reach thousands of potential customers. Therefore, it will provide exposure and recognition of your organization's support and commitment to the industry.

Listing in annual vendor catalog — Each attendee at the annual convention and expo receives a copy of the vendor catalog. It's a great resource for long-term care professionals searching for products or services within a particular category.

Annual Convention

Discounted - member rate - full-package registration to annual convention — Attending the actual education sessions throughout the day is a great way to network. In addition, all award and recognition lunches are well attended by conference participants.

Other Events

Participation on committees [exclusive] — Volunteer to participate in the committee structure of MCAL and you'll help forward the strategic goals of the association. Committee participation allows you to stay current on what's happening in the world of your clients and provides wonderful networking opportunities with key decision-makers in the industry.

Additional Benefits

Annual dues billing [exclusive] — For ease and convenience, divide your annual dues into four quarterly installments.

A hard copy of member directory — Use this directory to network with your colleagues and solicit new .

Electronic member alerts [exclusive] — Use this alert to stay up-to-date on the most important issues impacting the long-term care industry.

One complete set of facility member mailing labels [exclusive] — Make copies of these labels and use them for business-related mailings.

Partnership with Silverchair Learning Systems [exclusive] — Silverchair recognizes the burden that heavy regulations and chronic recruitment and retention challenges place on providers. Partner with Silverchair and you'll offer innovative modules within a comprehensive education system to relieve facility members of such problems as ongoing new employee orientation, annual regulatory compliance training, related administrative tasks and paperwork.

Exclusive Benefits

Although many of the products and services offered by MCAL can still be purchased separately by non-members at a higher rate, all benefits designated as "exclusive" are offered only to our Associate Members.



Michigan Center for Assisted Living ASSOCIATED BUSINESS PARTNERS



Application

Effective Jan. 1, 2008, the Associated Business Partners is open to persons or organizations interested in the objectives of the Michigan Center for Assisted Living, but not eligible for institutional membership. Therefore, the Associated Business Partners shall not be available to persons, partnerships or corporations that participate in the management, control or operation of facilities eligible for institutional membership. Associated Business Partners shall enjoy such privileges and benefits as stipulated by the Constitution, Bylaws and Executive Committee of MCAL; however, Associated Business Partners do not have voting privileges and cannot hold elected office or be assigned committee chairmanship. Associated Business Partners dues are based upon the calendar year, Jan. 1 through Dec. 31, and are billed annually. A prorated invoice for the current year dues will be generated and mailed to your attention upon receipt of this completed application.

Company _____

Mailing Address _____

City, State & Zip _____

County _____

Contact Name _____

Contact Title _____

Phone _____ Fax _____

E-mail _____ Web site _____

Company Category (check one):

- | | | |
|--|---|---|
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Home Help | <input type="checkbox"/> Recruitment/Employment |
| <input type="checkbox"/> Education/Training | <input type="checkbox"/> Laundry | <input type="checkbox"/> Security/Monitoring |
| <input type="checkbox"/> Design/Build/Remodel | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Skin Care/Incontinence |
| <input type="checkbox"/> Environmental Supplies and Services | <input type="checkbox"/> Linen/Carpet | <input type="checkbox"/> Technology/Software |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Medical Supplies and Equipment | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Insurance/Risk Management | <input type="checkbox"/> Nutrition | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Furniture/Furnishings | <input type="checkbox"/> Pharmaceutical | |
| <input type="checkbox"/> Home Health | <input type="checkbox"/> Rehabilitation/Therapy | |

Annual Membership Dues: Associated Business Partners *Annual Dues: \$395*

Method of Payment (check one):

Remit completed Associate Partnership Program application to:

Michigan Center for Assisted Living

7413 Westshire Drive
Lansing, Mich. 48917

Visa MasterCard Check made payable to MCAL

Credit Card # _____ Exp. Date _____

Signature _____ Date _____

Contact our staff should you have any questions about the MCAL Membership:

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