

## WHY ASCHA MEMBERSHIP?

This is a short summary of key services for ASCHA members, as well as what ASCHA does for Alberta's seniors. Beyond this high level overview, we encourage you to review our current [ASCHA Direction](#), the [2018 Annual Report](#), the [Membership Satisfaction Report](#) and our "hot off the press" [Common Terminology Report: What We Heard 2018](#).

**Bring your voice, wisdom and experience** to the table and help us shape the future of seniors housing. Your voice frames our Advocacy Toolkit including priorities that form our Key Talking Points.

**Government comes to us for advice and suggestions** related to seniors housing on a regular basis. We also represent members on numerous external committees.

**Be well informed of all issues related to seniors housing** and seniors programs in a timely fashion.

Communication mechanisms include but are not limited to:

- ASCHA Weekly Rollout
- Region Meetings
- ASCHA Website Members Area
  - resources, minutes, correspondence, etc.
- Direct Emails
- Capital Development Hub

**Enjoy the many services** that have been developed and customized by members for members.

These services include but are not limited to:

- Education and best practices to keep your employees performing at optimum capacity.
  - Online Tutorials for your front line employees in The Learning Centre for Seniors Living
  - Access to over 400 policies
  - Access to numerous relevant toolkits
- Cost saving programs including energy, cellular, education, etc.

## WHAT'S IN IT FOR ALBERTA'S SENIORS?

- Seniors' voices influence ASCHA and its strategic direction as ASCHA is highly committed to public relations.
- Alignment with an association whose Noble Cause is for: *"seniors to be empowered to have choice and a life of purpose wherein they are honoured, valued and respected"*.
- Approximately 60,000 Albertans visit our website/ Facebook page annually to access all of our resources and information that assist them in housing choice in their lives.
- Your residents/tenants enjoy services from employees that have access to current best practices to support them.
- Resources saved through membership cost saving programs can be re-directed into seniors' services.