



Business Member Partnership Benefits

LeadingAge Florida was established in 1963 as the only Florida not-for-profit corporation representing the full continuum of care and housing for seniors. We serve mission-driven communities trusted with providing quality care and service for the elderly.

Advocacy – LeadingAge Florida and LeadingAge national provide representation for our members by advocating for their interests on state and national issues. As a member, you receive weekly alerts containing state and federal regulatory changes, access to webinars on timely topics and access to an expert public policy staff to assist you with regulatory questions and challenges. Contact Susan Langston at (850) 671-3700 or email her at slangston@leadingageflorida.org for more information on Advocacy issues and how you can make a difference in our state.

Communication – Stay informed about industry news, state and national news, legislative issues, community and district activities and other member news through alerts and our bi-weekly newsletter The **LeadingLINK**. The Association's newsletter arrives in your inbox every other week. Your membership includes Member Alerts on late breaking news and regulatory changes impacting your business, and updates on legislative activity are available via weekly conference calls during Legislative session. For further information contact Greg Ungru at (850) 702-0309 or at gungru@LeadingAgeFlorida.org.

Education – LeadingAge Florida provides numerous educational opportunities throughout the year, including a legislative workshop, as well as our annual convention and webinars and workshops, which allow participants an opportunity to earn continuing education credits. LeadingAge Florida members receive a **discounted registration fee** on all our meetings, and we offer a number of free webinars each year. Contact Elizabeth Lane at: elane@LeadingAgeFlorida.org for more information on LeadingAge Florida's educational program.

Exhibiting Opportunities – LeadingAge Florida Business Members receive discounts on exhibiting at our Annual Convention and other events throughout the year. For Exhibiting Opportunities please contact Julie Copeland at 850-702-0317 or email jcopeland@LeadingAgeFlorida.org.

Visibility To Our Community Members – Business Members' products and services are marketed to our community members in the following ways:

- A list of our Business Members is distributed to community members with new member information and in regular communications from LeadingAge Florida.
- A list of our community members is provided to all Business Members via a printed directory and an online directory.
- Your business will be listed by category in our annual LeadingAge Florida Membership Directory and on the LeadingAge Florida website at www.leadingageflorida.org.
- Our monthly **Business Spotlight** in our **LeadingLINK** newsletter highlights a Business Member and the work they are doing to support providers of aging services. **(Coming Soon)**

Speaker Presentations – Business Members have the opportunity to submit proposals for presentations for meetings, seminars and workshops. Proposals will be reviewed for content and relevance for LeadingAge Florida members.

LeadingLINK Newsletter Submission – Business Members have the opportunity to submit articles for the bi-weekly **LeadingLINK** newsletter. This represents an opportunity to position your firm as a thought leader for the nearly 1,000 LeadingAge Florida members who read **LeadingLINK**.