



WHCA / WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living

Associate Members: PARTNERS IN CARE

For more than 50 years, WHCA/WiCAL has been an effective advocate and resource for the more than 250 member facilities we serve, and their 30,000 workers and 27,000 residents. Let us connect you with Wisconsin's long term care community.

Who We Are...

WHCA/WiCAL is the state's largest and most representative nursing home trade association. Our members represent a full spectrum of the provider community-including proprietary, non-profit and government operated facilities.

What We Do...

Located just off the Square in Madison, we're a heartbeat away from state government, which allows the organization to be an effective voice for the long-term care profession. Our staff includes two attorneys, a governmental relations specialist, a member relations specialist and a financial specialist. WHCA/WiCAL is actively and professionally involved in virtually every area affecting nursing homes, assisted living, CBF's and their business partners.

Why You Should Join...

Your professional affiliation with the long-term care profession means you already recognize that advancing the industry's interests will benefit your business interests as well. By joining WHCA/WiCAL, you show continued support for an industry that helps support your business.

WHCA/WiCAL can offer associate members up-to-the minute information on issues that affect the industry. We are all working together to advance and enhance individual, as well as industry goals. Associate membership in WHCA/WiCAL allows you to participate in decision-making committees addressing legislative, financial and regulatory issues.

As an associate member, the organization encourages our members to support those who support us. We are truly, partners in care.

Come Partner With Us...

Your business recognizes the importance of Wisconsin's long-term care community. Show your continued support for the provider community that helps support your business community.

As An Associate Member Of WHCA/WiCAL You Will...

- **Be the first to know about political, regulatory, and other important issues that impact your customers.** We ensure that our members are fully apprised of what's going on in long term care, and that you know about any new developments or news as soon as it happens.
- **Get an edge in visibility and marketing.** From the Associate Member Spotlight in our weekly Friday Update e-newsletter, to prominence in our annual membership directory and enrollment in our quarterly mailing service, your business will be front-and-center with our membership.
- **Have a seat at the table.** As an associate member, you're invited to attend and participate in WHCA/WiCAL's monthly meetings, and serve on its Board of Directors or a variety of committees. When considering educational programming, we look first to our associate members as a resource or presenter.

Additional Benefits Include:

- Company listing in WHCA/WiCAL's Annual Directory, which is distributed to members and health care providers and agencies in the state.
- Recognition in WHCA/WiCAL's multiple publications.
- Access to WHCA/WiCAL's educational programs at member discounts.

For only \$325, you get all of this, and so much more! So join today by visiting www.whca.com or www.wical.org, and support those who support us... We truly are partners in care.

Testimonials

"American Data has been an Associate Member of the Wisconsin Health Care Association for seventeen years. We look at our membership not as a cost but as an investment. That investment was always returned many times over every year of our membership. From company promotion to political intervention to industry advice, the staff at WHCA/WiCAL is knowledgeable and always eager to help associate members in any way they can. We are proud to be an associate with WHCA/WiCAL and its staff."

JOHN EDERER
American Data,
Sauk City, WI

"Being an Associate Member of WHCA/WiCAL puts you in contact with well over 250 facilities throughout the State of Wisconsin. Your membership provides you with access to information and access to its membership in order to create a meaningful partnership which benefits both organizations."

DICK RAU
CEO - Clement Manor Inc.,
Greenfield, WI
Operations Vice President,
Benedictine Health System,
Long Term Care and Housing Division



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Join Us Today!

Membership Application

I/we hereby apply for Associate Membership in the Wisconsin Health Care Association.
The information provided will be used to create our membership listing for the
WHCA/WiCAL Annual Directory/Yearbook.

Company/Organization: _____

Contact Person: _____

Address: _____ Zip: _____

Telephone: _____ Fax: _____

e-mail: _____

Main Product or Service: _____

Location of Wisconsin Branches: _____

Sponsors (if any): _____

Associate Membership Fee:

Business: \$325 per year

Non-Business (Inactive Administrator): \$125 per year

Mail Check and Application to:

Wisconsin Health Care Association

Lake Terrace Office Building

121 East Wilson Street, Suite L200

Madison, WI 53703

Telephone: (608) 257-0125 • Fax: (608) 257-0025