

## LeadingAge Premier Sponsor News, Updates and Deadlines January 27, 2012

### PEAK Leadership Summit is New

You'll see *big* changes in this year's LeadingAge "spring conference". In an effort to clearly differentiate the new PEAK Leadership Summit, our Education Team developed sessions targeted to the needs of CEOs, COOs, CFOs and Executive Directors.

There will be less focus on tactical information and a greater emphasis on how to strategize for the future; identify key trends impacting our field; understand new service models to meet consumer needs and expand their businesses; and position organizations for success.

Please consider how you may want to refocus your company's discussions with conference attendees based on these changes.

The conference [website](#) will be updated and the brochure will be available in February. Registration will open in early February. You can identify your exhibit booth location on our interactive [floor plan](#).

### PEAK Leadership Summit – Reserve Your Three Hotel Guest Rooms by Monday, February 27

As part of your Premier Sponsor "VIP Status", LeadingAge will reserve (using your credit card) up to [3 guest rooms](#) in the PEAK Leadership Summit headquarters hotel.

To take advantage of this benefit, please submit the attached form to Bruce Rosenthal by Monday, February 27.

### Inclusion in *LeadingAge Partners' and Premier Sponsors' Areas of Expertise Directory*

We are compiling the [LeadingAge Partners' and Premier Sponsors' Areas of Expertise Directory](#) to feature the expertise of each corporate sponsor.

This directory will be widely disseminated to LeadingAge staff, state association staff, aging services providers, the media, etc. to provide corporate sponsors with opportunities to demonstrate their expertise and knowledge.

To take advantage of this benefit, please prepare a list of up to 10 topics that demonstrate your company's areas of expertise. Please note:

- Your list should not be a list of your company's products or services.
- Your list should be expertise that could be featured at an education session at a conference or in an interview with a reporter.

Please send your list of areas of expertise to Bruce Rosenthal by Wednesday, February 15 to be included in the *Expertise Directory*.

## **LeadingAge will Feature Your Company's Social Accountability Accomplishments**

Our goal is to demonstrate to LeadingAge's provider members, board members and other leadership the many ways that LeadingAge Partners and Premier Sponsors support LeadingAge, LeadingAge members, and the aging services field by:

- "giving back" to the field of aging services and
- demonstrating shared values with LeadingAge and its members.

LeadingAge will post the information on its website and feature it in its communications to members.

Please send a list (including photos) of the ways in which your company is involved in social accountability – as it relates to LeadingAge and in general:

- Ways in which your company has leveraged LeadingAge sponsorship to provide useful information to members, e.g. case studies, webinars, survey findings, white papers, sponsored components at LeadingAge conferences, etc.
- Support for state associations
- Community involvement
- Diversity
- Support for your employees
- Environmental sustainability and energy efficiency
- Pro bono work
- Lobbying and advocacy on behalf of the field of aging services

Please send your list to Bruce Rosenthal. There is no deadline; when we receive your information, we will post it on the LeadingAge website.

## **The Value of Your LeadingAge Sponsorship**

IEG, a company that leads the way in sponsorship intelligence, noted that "buyers are demanding to know where a company stands before they purchase its products. Sponsorship, which allies companies with community responsibility and improved quality of life, is precisely the kind of statement consumers will respond to. When a company sponsors, it is providing something for its customers."

The findings from a recent IEG survey noted that when asked about the value of various benefits, nearly half of those sponsors surveyed rated the following a 9 or 10 on a 10-point scale where 10 is "extremely valuable": on-site signage, name on a proprietary area, presence on the organization's website, rights to the organization's sponsorship logo, and sponsorship identification on the organization's collateral materials. (NOTE: all of these are included in your Premier Sponsor sponsorship of LeadingAge.)

Please see [details](#) about your Premier Sponsor benefits.

## **How is LeadingAge Leading?**

To fulfill our mission, it is essential that we understand the major driving forces that will shape the future so we can use the power of these forces constructively and shape them when necessary. These forces drive LeadingAge's [leadership imperatives](#).

Noteworthy: an executive of a LeadingAge Premier Sponsor arrived at the LeadingAge office for a meeting this week. She opened her folder and pulled out a copy of the LeadingAge Leadership Imperatives – somewhat tattered and full of red-pen markings. On the plane on the way to Washington, DC, she had reviewed the document to identify the ways in which the Leadership Imperatives align with her company's work.

### **How is LeadingAge Advocating?**

As LeadingAge's Advocacy team wraps up 2011 and continues their work for 2012, they want to share some of the key activities and accomplishments, as well as identify some specific efforts that will continue this upcoming year. See attached "Advocacy Summary of 2011 and Setting the Stage for 2012."

### **Questions, Comments, Ideas?**

Please contact Bruce Rosenthal, Vice President for Corporate Partnerships, LeadingAge, [brosenthal@LeadingAge.org](mailto:brosenthal@LeadingAge.org), 202-508-9499.