

FLORIDA ASSISTED LIVING ASSOCIATION

# Associate Membership



## Get Connected, Be Supported, Stay Engaged!

At FALA, we've spent over 30 years supporting assisted living communities and adult family care homes and raising the standards of care in Florida. Your membership helps create a thriving network that promotes excellence in service to seniors. Become an Associate Member today and benefit from all that FALA has to offer.



### Message from Bijou Ikli, FALA CEO

We know that you will benefit from being an essential part of our organization. Your membership strengthens our mission and empowers us to create a brighter future together. We look forward to continuing this journey with you—Get Connected, Be Supported, Stay Engaged!



# Become a Valued Member of Our FALA Family!

Your Associate Membership makes it possible for FALA to provide critical resources, regulatory support, and strong advocacy for assisted living communities and adult family care homes across Florida. Without dedicated members like you, our work would not be possible.

## Recent Accomplishments:

- **Legislative Wins:** FALA successfully blocked language from the 2025 “Improving Screening for and Treatment of Blood Clots” bill that would have increased liability for our ALF members and required additional education and policy changes. In 2024, FALA successfully advocated for policies that enhance the quality of life and care for residents, winning a 15% increase in Medicaid Assisted Care Services (ACS) rates and an increase in the Personal Needs Allowance (PNA) for Optional State Supplementation (OSS) eligible ALF residents (from \$54 to \$160 per month). FALA successfully blocked language from a bill that would have increased liability for our ALF members and required additional education and policy changes.
- **Emergency Preparedness:** Our resources helped members stay prepared during the hurricane season, providing essential guidance and relief support before, during, and after multiple storms.
- **Community Impact:** Initiatives like Emily’s Angels, FALA Senior Days, and the new Growing Bolder Club were launched to enrich the lives of Florida seniors at no additional cost to FALA members.
- **Expanded Support:** FALA continued to enhance training programs, provide regulatory guidance, add new trainers, and increased local chapter meetings to provide even more assistance to members.

# What’s Ahead for FALA

Exciting things are on the horizon! By becoming an Associate Member, you will be a part of our vibrant community and have access to our vast network of Facility Members across the state. **Here’s a preview of what’s to come:**

- **More Networking Opportunities:** From local chapter meetings to regional and state-wide events, FALA offers unparalleled opportunities to connect and engage with ALF and AFCH providers both locally and across the state.
- **Strategic Advertising and Sponsorship Opportunities:** Align with FALA to boost your brand recognition and loyalty. With our growing membership, your reach extends further. FALA offers valuable advertising through our website, social media, newsletters, and magazines. Optimize your marketing budget by sponsoring statewide, regional, and local events and key initiatives throughout the year.
- **Customized Education Opportunities & Regulatory Support:** We offer new education and consulting services to help associate members support assisted living providers and residents. Conducting business in this regulated environment requires understanding ALF rules and regulations. FALA provides access to industry experts and tailored training to keep you competitive.
- **Enhanced Palladium Partner Benefits:** This ultimate partner distinction is being retooled to provide more exposure to our Facility Members.

## Message From Leadership

### From FALA Board Chair, Monique Spruill:

*“FALA stands strong because of you. With your support, we continue advocating for quality care and providing valuable services. Let’s keep the momentum going!”*

### From FALA Board Immediate Past Chair, Donna Damiani:

*“Your commitment is vital to our shared mission of enhancing the lives of Florida’s seniors. We are grateful for your ongoing support, and we encourage you to renew your membership so we can continue making an impact together.”*





## Join the Journey with FALA!

Your Associate Membership provides invaluable resources to our members AND you enable FALA to continue to advocate for our members and their residents, while delivering unparalleled support to help them succeed and thrive. We would be proud to have you as part of our FALA family as we continue raising the standards of care across Florida!

## Why Join?

- Access to the owners and operators of a vast network of Facility Members across the state.
- Complimentary listing in FALA's online Member Directory, with company logo and hotlink to your website.
- Communications, such as Member Alerts, regulatory/legislative updates, newsletters, conference information, chapter meeting notices, etc.
- Member Rates for exhibit fees at Annual Conference & Tradeshow, chapter and other event registrations, advertising on FALA website and publications.
- Mailing list up to twice per year of FALA Facility Members (provided only upon request; no email addresses included).



## How to Join?

- **Online:** Visit [www.FALA.org](http://www.FALA.org) to join securely online.
- **By Phone:** Call the FALA office at 850.383.1159 to provide payment over the phone.



## Questions?



Contact Us at:

- **Phone:** (850) 383-1159
- **Email:** [YourAdvocate@FALA.org](mailto:YourAdvocate@FALA.org)
- **Website:** [www.FALA.org](http://www.FALA.org)