

TABLE 2

Key Marketing and Sales Metrics by Type of Community Assisted Living (AL), Memory Care (MC) and Assisted Living and Memory Care Combined (AL/MC)			
Key Metrics	AL	MC	AL/MC
Inquiries to Produce One Tour	2.3	2.2	2.5
Inquiries to Produce One Move-In	7.2	7.2	9.2
Tours (Visits) to Produce One Move-In	4.3	3.6	5.1
Move-Ins to Move-Outs	1.4	1.2	1.4

Source: ProMatura Group, LLC 2012, unpublished preliminary data contributed by 13 companies for 252 communities.

portfolios. The results vary by type and size of community and the market areas in which the communities are located.

In a freestanding Assisted Living or freestanding memory care community, it takes an average of 7.2 inquiries to produce one move-in, and in a community with both Assisted Living and memory care, it takes 9.2 inquiries to achieve a move-in (Table 2).

This year, two winners of the Advocate of the Year award were announced at CALA's 2012 Assisted Living Advocacy Day. This award recognizes CALA members for exceptional advocacy efforts throughout the year, including participating in CALA events, working with policymakers and utilizing CALA tools to help spread the positive messaging of Assisted Living. **Todd Shetter, COO of ActivCare Living, and John Zikmund, Executive Director for Atria Tamalpais Creek**, are both inspiring examples of this type of "advocacy in action."



**Todd Shetter, ActivCare Living**  
A strong, long-time champion for Assisted Living and dementia care, Todd has helped create many opportunities to promote Assisted Living, including regional town hall forums, partnerships with local Alzheimer's Associations and related groups, and media interviews. These activities have served to significantly increase awareness and recognition of Assisted Living's value to individuals, families, and society as a whole.

Championing the Voice of Assisted Living initiative, Todd encourages his staff to take advantage of these ready-to-go speeches in reaching out to local groups and taking the positive Assisted Living message even further. Todd has also positively impacted statewide advocacy efforts through his participation in Advocacy Day, action on specific bills, and contributions toward crafting appropriate bill language. The relationships Todd has built and his leadership throughout the state reflect positively on the Assisted Living profession and enhance CALA's advocacy efforts on behalf of all our members.

"Todd is a true leader who has worked to increase the quality of life for seniors in our state," says Sally Michael,

# ASSISTED LIVING

## Advocates of the Year

CALA President. "He has been effective at building important relationships that enhance CALA's advocacy efforts on behalf of all our members."

**John Zikmund, Atria Tamalpais Creek**  
John has demonstrated remarkable success in developing relationships with local, state and national elected officials. In particular, John made a concerted effort with his State Senator and Assembly Member to increase awareness and recognition of the value of Assisted Living. John hosted legislative tours in his community and secured legislator participation in open houses. In addition, he organized meetings in Sacramento with the Governor's Office, and participated at political events.



John has not only made an impact politically through participation in Advocacy Day, but also by building broader public awareness of Assisted Living. John has utilized CALA's Voice of Assisted Living Campaign in speeches at local chambers of commerce, Alzheimer's Association chapters, and special events. John's efforts have made a positive difference for CALA and the entire Assisted Living profession in California.

Regarding Zikmund's efforts, Sally Michael says he "has worked diligently to build broader public awareness of Assisted Living in California. His work has made a positive difference for CALA, the entire Assisted Living profession in California and our state's seniors."

Congratulations to Todd Shetter and John Zikmund! CALA applauds your efforts in advocating for Assisted Living and the seniors you serve!