

Webinar

Grassroots Lobbying Webinar

When?

February 19, 2010
9:00 a.m. – 11:00 a.m.

The Presenters

Gary Weeks,
President/CEO for the Washington Health Care Association will co-present with **Lauri St. Ours**, Director of Regulatory and Governmental Affairs for WHCA. Gary and Lauri work with association leadership and legislative leadership each year to work on regulatory financial and policy issues impacting long term care. Their experience with grassroots efforts and lobbying provides a great resource for facilities willing to engage in grassroots activities at the local level.



The Presentation

Effective grassroots lobbying is an essential part of messaging with regard to policy, regulatory and financial issues impacting long term care. During this two-hour presentation, learn more about what can be done at the local level to promote the needs of long term care and to highlight the residents, staff and families that support long term care issues around in Washington.

Learn about contacting legislators, writing editorials, inviting legislators to tour your facility and accessing critical resources and information with regard to legislative and grassroots lobbying efforts.

CEUs, Fees and Registration

Registration is \$25 per facility for WHCA members and \$50 per facility for non-WHCA members; you may have as many people join in as you would like! Two CEUs will be granted if you complete this presentation (**instructions will be given at the end on how to obtain your certificate**).

To register, visit www.whcaonline.com and click the "Education" tab. There, you can select the Grassroots Lobbying Webinar and complete your registration. Once you are registered, dialing and login instructions will be emailed to the email address you provide during the registration process.

Online registration allows members to select a "bill me" option. Registrants may also select to pay with a check or credit card with the online registration tool.

If you have any questions or if you need assistance to complete the online registration process, please contact the WHCA office at (800) 562-6170. **Login and dialing instructions will be emailed on the day prior to the webinar.**

Non-member facilities must pay by e-check or provide credit card information with registration.

