

Dear Mass-ALA Members,

A few of the core values that are important in associations are collaboration, transparency, and the production of tangible results that demonstrate the value of membership. In my first message to you I will share what I've observed in my first few weeks as President and CEO and ask for your input, to introduce new levels of transparency and collaboration, as the next step in Mass-ALA's path to achieving outcomes that help seniors, your businesses, and the advancement of the assisted living industry. Together, we will advance the successes of the industry and its standing in the Massachusetts economic and civic landscape.

Mass-ALA has grown and flourished since its founding in 1990, which is a testament to your efforts and commitments to enhanced quality of life in your communities that has led to industry growth, as well as a credit to the stewardship of the founders and leaders of Mass-ALA. The Association has provided value through its advocacy, educational trainings and webinars, conferences, networking events, resource guides and the highly attended annual awards dinner.

Despite the value, in conversations at all levels of the Association, I hear loudly and clearly: Mass-ALA needs to enhance its relevance to Members in its education, advocacy, building of professional community, and news updates on industry regulations and trends. These are all areas that I have advanced in the associations I've worked for in the real estate and health care industries, and which we will raise to exciting new heights at Mass-ALA. The features and details of how Mass-ALA will be improved and what will be emphasized going forward are not yet determined, because the crucial first step is for my team and I to listen to what you the members value and are seeking from your association now and in the future. I invite you to join us in this new chapter in Mass-ALA's history.

I encourage you to connect with me in person at the upcoming events listed below, or via email to share your thoughts or to invite me to visit your community. Please email me at [bdoherty@mass-ala.org](mailto:bdoherty@mass-ala.org).

I look forward to working with you to revitalize Mass-ALA and advance assisted living.

**September 18, 2018 8am-3pm**                      **Regulations Training, DCU Center, Worcester**  
**[2018 Regulations Training Registration](#)**  
(Meet and greet after the event)

**September 25, 2018 8am-3pm**                      **Riding the Educational Wave on the Cape,**  
**Hyannis**  
**[Riding the Educational Wave on the Cape Registration](#)**  
(Meet and greet after the event)

**October 25, 2018 8am-4pm**                      **Fall Conference, DCU Center, Worcester**  
(Meet and greet after the event)

Sincerely,

Brian Doherty, CAE  
President and CEO