

## **Excited to Be Here – A Warm Hello from the New Manager of Member Engagement**

I'm so excited to be here as your Manager of Member Engagement and Business Development! In just a few weeks I've learned a lot, including how warm, welcoming, and supportive the assisted living industry is here in Massachusetts. I'm eager to keep learning about the critical issues impacting our sector and will work to strengthen our membership network so we can best advocate for and promote assisted living.

As I continue to learn about assisted living communities, the staff that support them, and the businesses they partner with, I encourage you to reach out and say, "Hello!" I welcome the opportunity to visit your residence and meet with your team so I can keep learning about the industry and all our members. If you have any upcoming events or would welcome a visit to your community, please reach out to me at [cbroughton@mass-ala.org](mailto:cbroughton@mass-ala.org) or 781.622.5999 x110 . There's a lot going on at Mass-ALA, and I'd love to hear your thoughts and insights on how we can best support you.

I'm looking forward to a great future at Mass-ALA focused on engaging with our members, supporting our advocacy efforts, and working to ensure our programs and benefits are meeting the needs of your community. I have felt a strong sense of community amongst our members so far, and I'm very much looking forward to being a part of it.

### **Mass-ALA Educational Trainings and Events**

Remember to check out our events page to see all of the exciting events and educational trainings that we have planned for this year. Upcoming events are:

- Excellence Awards Dinner – this annual event celebrates and honors dedicated workers and supporters of the assisted living industry. Save the date for this in-person event being held on Wednesday, August 1 from 4:30 – 8:00 pm at the Best Western in Marlborough, MA. You can [register online and nominate a colleague here](#).
- QA/QI Training – We have the first of our four-part training series on March 16 from 8:00 am – 3:30 pm. The first training will provide a general overview of MA ALA's QA/QI tool, assisted living regulations, and performance requirements. You can register [online here](#).
- Nurses & Clinical Coordinator Training – this virtual event aims to increase the knowledge and improve skills of assisted living nurses, resident care managers, and personal care staff on topics such as Infection Control, Issues of Intimacy and Sexuality, Documentation, and more. Learn more about the topics and register [here](#) for the April 12 event.

Be sure to log in when you register for these events so you will receive the member discounts. If you need to know what your username and password are, please contact me at [cbroughton@mass-ala.org](mailto:cbroughton@mass-ala.org) or 781-622-5999, ext. 110.

**Want to be a Trainer?**

We are always looking for people to be trainers at any of our educational training events. If this sounds like something you would like to do and are comfortable with speaking to small and/or large groups, send an email to Laurie Cashman at [lcashman@mass-ala.org](mailto:lcashman@mass-ala.org).

### **Assisted Living Communities' Updates**

It's been great seeing all the fun activities and celebrations our members have been enjoying this winter. Thank you for submitting your photos and sharing your stories with us – ***and keep them coming!***

**The Village at Willow Crossings** travelled virtually to China this winter to celebrate the Lunar New Year. They also enjoyed a lovely Valentine's Day and celebrated Mardi Gras in style!



**Duxbury House at the Village** and their philanthropic resident group, *The Duxbury Doers*, hosted a month-long sock drive and capped it off with a 1950's themed sock-hop event! All donations went to the Plymouth Area Coalition for the Homeless.



**The Cottages at Dartmouth Village** stretched their legs at the bowling alley this winter, and also enjoyed a nice Valentines Day evening. They also made and played their own “Wheel of Fortune”!



**Bridges by Epoch at Mashapee** got into the creative spirit and visited the Sandwich Glass Museum. They also had a blast throwing a party for Mardi Gras!



**Waterstone at Wellesley** had a very pleasant afternoon visiting Waltham's The Tea Leaf, a tea house and art gallery. They also invited the Barn Animals to stop by, a local business that brings kittens, puppies, and other baby animals around for an afternoon of furry fun.



**Brightview Concord River** brought Bourbon Street to Mass recently with their Mardi Gras party. Residents, families, and staff enjoyed beignets and homemade gumbo for a night of fun!



**Bridges by Epoch at Westford** celebrated the month of love with a couple's romantic luncheon, with live music, surfn' turf, and champagne to boot! And check out their beautiful decorations! The folks at Epoch really went above and beyond to make this a special time.



## New Members

### **WELCOME to our newest Business Partners!**

Our business partners provide a wide range of services and products to help assisted living communities in areas such as care management and operational support, payroll and HR solutions, and commercial cleaning services.

- [Capsid Consulting](#)
- [CertaPro Painters of the South Shore and Boston](#)
- [ATI Restoration](#)

Welcome to our new members! We are excited to have you as a part of the Mass-ALA community!

### **Mass ALA's Job Board**

**Don't forget about this free member benefit to help you attract great candidates to your community!** Make sure to share your job postings on our [Job Board](#), which can be found on the Members Only page of our website. Once you have logged in, click on the Career Center link at the top of the page and follow the directions to post a job at your community. If you need assistance with logging in or posting your job, give me a call at 781-622-5999, ext. 110. All jobs

that are posted on our Job Board can be viewed by all job seekers by simply going to our website and clicking on Career Search at the top of the home page on our website, [mass-ala.org](http://mass-ala.org). All of us at Mass-ALA thank you for all you do and your membership with Mass-ALA. I look forward to working with you all!