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Dear Members and Supporters:

The transition to a new year seems an opportune time to reflect upon what The College has achieved and project what is on the horizon for our esteemed professional society. It is also the time when we reach out to our members and supporters, asking that they contribute to our future success.

2009 was a pivotal year for The College. New member benefits were introduced, yet more operating efficiencies were achieved, and three extremely well-received national conferences were staged. We made great strides in re-establishing The College's presence on the national scene, represented the administrator's voice among key stakeholder groups and alliances throughout the country.

The year also saw our Academy of Long Term Care Leadership and Development make great strides. Much like the ACHCA Foundation before it, The Academy is becoming the premier resource guiding our field into the future. In 2009, The Academy developed a mentoring initiative, established two fellowships focused on the strengthening student chapters and membership, and began development of the first National Emerging Leadership Summit to occur in June of 2010. I encourage you to become a life or annual member of The Academy and help set the course for long term care leadership for decades to come.

2010 promises to be exciting! The College will again stage three national conferences, including the 44<sup>th</sup> Annual Convocation May 14-18, 2010 in Philadelphia, PA. State and regional conferences will be launched in several areas of the country. New member benefits will be introduced, further enhancing the value of membership. Our website will offer even more online resources and services. And The College will be ever-present on the national scene, maintaining its position with key stakeholder groups and forging new alliances as well.

The Academy is engaging in several important initiatives as well, including: the official launch of our new, state-of-the-art leadership mentoring program; advancing partnerships with university-based administration programs; establishing a visible role in leadership development research; and endorsing/expanding upon leadership programs and activities.

Since 1962, The College has been THE organization dedicated to the professional leader. It's the place where administrators, academics and other industry leaders come together to share their experiences, ideas and aspirations for their profession and their field. The College is the voice for the long term care leader, assuring you are well-represented at key stakeholder tables.

Enclosed with this letter is a donation form. Please provide your tax deductible support, to enable The College to continue its work in promoting long term care leadership excellence – and to position The Academy to have an even greater impact on the future of our field in the months and years to come.

Sincerely,

Stephen L. Esdale, CNHA, FACHCA  
Board Chair