



CALIFORNIA AMBULANCE ASSOCIATION

ANNUAL
Stars of Life
CELEBRATION
AND LEGISLATIVE SUMMIT



APRIL 30 - MAY 1, 2018
SHERATON GRAND – SACRAMENTO, CA

HEALTH CARE'S ESSENTIAL FIRST RESPONDERS

Stars of Life AND LEGISLATIVE SUMMIT

Join Our ★All-Star Team!★



The CAA's Annual *Stars of Life Celebration* is the most exciting state event that recognizes and honors the dedicated professionals in the ambulance services industry. The program also features

meetings with Members of the Legislature at the State Capitol where your ambulance company will deliver important information to your Assembly Members and Senators on the value of quality ambulance services as a key component of an effective and efficient health care delivery system. Educating our legislators is critical for our industry, as various reforms are quickly changing the structure of health care in California. By sponsoring one or more *Stars of Life* and joining other CAA members at the event, we collectively gain a tremendous platform to educate our elected officials about our many entrepreneurial solutions to public policy challenges. Your participation also ensures wonderful memories for your employees and valuable local exposure and recognition for your ambulance operation. 



LEGISLATIVE & REGULATORY BRIEFING

During committee meetings, the CAA will also address the legislative and regulatory priorities the CAA is monitoring:

- CAA Legislative Strategy for 2018
- Proposing bills that ease ambulance regulatory burden and cost.
- Community Paramedic Legislation
- Toll Roads/Bridges Exemption
- Impact of new Rest Period requirements
- Options to improve Medi-Cal reimbursement for ambulance services
- CAA grassroots messaging regarding impact of low reimbursement rates
- Transfer of care delays at hospital emergency departments

Monday, April 30, 2018

7:30 am	Registration Open
7:30 am – 8:30 am	Breakfast Buffet
8:30 am – 9:30 am	ORIENTATION – Sheraton Grand <ul style="list-style-type: none">• Legislative Briefing• Present Stars with Medals• Group Photo
10:00 am – 4:30 pm	LEGISLATIVE VISITS – State Capitol Lunch on Own
1:00 pm - 1:30 pm	Stars Recognized on Assembly Floor
2:00 pm - 2:30 pm	Stars Recognized on Senate Floor
3:30pm - 5:00pm	Data, Operation & Quality Committee
5:00 pm – 6:00 pm	NETWORKING RECEPTION – Sheraton Grand
6:00 pm – 8:00 pm	AWARDS DINNER – Sheraton Grand <ul style="list-style-type: none">• Stars of Life Recognition

Tuesday, May 1, 2018

8:00 am – 8:30 am	CAAPAC Committee
8:30 am – 9:30 am	Legislative & Agency Relations Committee
9:30 am – 10:30 am	Education Committee
10:30 am – 11:30 am	Membership Development & Services Committee
11:30 am - 12:30pm	Data, Operations & Quality Committee
12:30 pm - 1:00 pm	Conference Committee
1:00 pm – 3:00 pm	Board of Directors Meeting

(Schedule subject to change)

JOIN THE CAA AT THE ANNUAL LEGISLATIVE SUMMIT

Even if your organization does not sponsor an employee to receive the Star of Life award, we urge you to participate in statewide efforts to advocate for ambulance issues.

- Never met with your legislator? Join the CAA for custom designed tools and strategies on how to meet with your elected official.
- An experienced advocate? Join the CAA to lend your expertise in generating legislative support on key ambulance issues.
- Volunteer or government agency provider? Join the CAA in creating a unified voice as the issues facing California's provider community impact all providers equally.
- Not a member? Join the CAA to maximize our collective effort to protect your business.



Start Your Stars Selection Process Now!

Each company is responsible for their own **Star of Life** selection process. It is strongly recommended that a company representative or Host accompany Stars to all events on Monday, April 30th. Your Star of Life does not have to be present to be recognized in the **CAA Stars of Life Yearbook**. Each **Stars of Life** Yearbook honoree will receive the **Stars of Life** Medal, a legislative certificate, and will be recognized in the **Stars of Life Yearbook**. Late sign-ups are discouraged as many program details require lead time including, scheduling legislative appointments, printing the **Stars of Life Program** and arranging for legislative certificates. Please don't be disappointed, register your Star by the April 6, 2018 deadline. ~~1/18~~

Stars of Life – One of the Most Exciting Association Events of the Year

- + Medal presentation ceremony and orientation.
- + Individual meetings with your members of the Assembly and/or Senate.
- + Legislative Certificate of Recognition and pin for each **Stars of Life** honoree.
- + Networking Reception and Awards Dinner.
- + Group photos at the State Capitol.
- + Numerous opportunities for local and state recognition.

Objectives of the Stars of Life Celebration

- ✓ **REWARD** and congratulate outstanding ambulance service employees;
- ✓ **EDUCATE** Members of the Administration, Legislature and their staff regarding ambulance service issues and the key role of ambulance professionals in the local community;
- ✓ **PROJECT** the image of the California Ambulance Association as the leading state organization on ambulance industry issues;
- ✓ **TEACH** the next generation of ambulance service managers how to participate in the legislative process;
- ✓ **GENERATE** positive local media stories regarding ambulance services and **Stars of Life** recipients; and
- ✓ **ENHANCE** the profile of National EMS Week across the United States and the state of California.

Suggested Star of Life Recipients

Any employee from your organization who epitomizes the spirit and commitment of a quality ambulance service: EMTs, paramedics, dispatchers, customer service representatives or other operations personnel (living or deceased) are appropriate candidates as **Stars of Life**. These candidates may be selected because they received or were honored for:

- ★ Employee of the year.
- ★ On-duty or off-duty service above and beyond the call of duty such as special or unique rescues.
- ★ Setting of significant records.
- ★ Significant community contributions such as volunteer work.
- ★ Significant community distinction or honors related to ambulance, public safety, public health or health care services.
- ★ Consistent service record which exemplifies your ambulance operation's mission.
- ★ Local leadership in developing community partnerships which enhance homeland security.





2520 VENTURE OAKS WAY, SUITE 150
SACRAMENTO, CA 95833 • www.the-caa.org
877.276.1400 (toll free) • 916.924.7323 (fax)

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HOTEL INFORMATION

HOTEL INFORMATION —

Sheraton Grand
1230 J Street
Sacramento, CA 95814
916.447.1700
www.sheratonsacramento.com



Hotel Rate

Guest Room Rate: King or Double - \$167.00

Hotel Reservations

For reservations, please call 800.325.3535
Hotel cut-off date: April 6, 2018

Parking/Directions

From Interstate 5 exit at J Street heading east. Hotel is on J Street, between 12th Street and 13th Street. Hotel is on the right. Self-parking and valet parking are available.

Please complete the various registration forms included with this brochure.

Stars of Life AND LEGISLATIVE SUMMIT



REGISTRATION FORM

April 30 - May 1, 2018 • Sheraton Grand Hotel, Sacramento, CA

Early Registration deadline is Friday, April 6, 2018.

Host and Star registration fee includes committee meetings, opening session, materials, refreshments, reception, and dinner (registration fee does not include travel expenses, hotel, or meals other than those specified). Attendance at committee meetings requires registration and payment of registration fees. There is an additional \$25 per person charge for registration after the deadline and for on-site registration. Late Star registrations are discouraged. Star registrations received after the deadline may not be included in the printed program and may not receive an individual legislative certificate. **Star of Life** Full Registration includes medal, legislative certificate, name entered in the prize drawing and photo/bio published in the yearbook. Full registration includes the breakfast, reception and dinner on Monday, April 30th. **Star of Life** Yearbook Honoree includes medal, legislative certificate, and photo/bio published in the yearbook.

Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____

ATTENDEES —

Star	Host	Guest	Name	Title / Relationship	E-mail
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____

EARLY REGISTRATION

CAA MEMBERS —

This event is for CAA members only. Non-members may attend if a membership application is submitted with membership dues.

	# People	Total
Star of Life Full Registration (For Stars)	_____	@ \$130 = \$ _____
Star of Life Yearbook Honoree (For Stars Not Attending)	_____	@ \$ 65 = \$ _____
Regular/Host Full Registration (For CAA Members)	_____	@ \$155 = \$ _____
Breakfast Only (Family/Guest)	_____	@ \$ 40 = \$ _____
Dinner Only (Family/Guest)	_____	@ \$ 60 = \$ _____

REGULAR REGISTRATION

For registration forms received after April 6, 2018, add: _____ @ \$25 = \$ _____
TOTAL \$ _____

PAYMENT —

Check payable to **California Ambulance Association** Mastercard Visa American Express
 Card Number _____ Exp Date _____ 3-4 Digit CID _____
 Name on Card _____
 Address (if different from above) _____
 Signature _____

Early registration deadline is Friday, April 6, 2018. Cancellations must be received in writing by April 6, 2018. No refunds shall be given after April 6, 2018. Registration may be transferred to another individual within the same company. Please complete and return to:

CALIFORNIA AMBULANCE ASSOCIATION

2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
 877.276.1410 (toll free) • 916.924.7323 (fax) • www.the-caa.org

— Stars of Life AND LEGISLATIVE SUMMIT —



STARS OF LIFE BIO FORM

Please Complete One Form per Star

Star Name _____
Company _____
Title / Position _____ Length of Service _____
Home Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____ Shirt Size _____

2018 STARS OF LIFE PROGRAM

Each Star will be featured in the 2018 **Stars of Life** Program – a yearbook which will contain each Star’s name, photo and short biography. In order to be featured in the program, please provide:

BIOGRAPHY – Submit biography electronically to koreno@the-caa.org with a narrative containing all of the following (150 words or less):

- **REASON FOR SELECTION** – Describe reason for selection such as lifesaving rescues, service beyond call-of-duty, setting of records, community service, special honors, consistent service record or local leadership in community partnerships.
- **WORK EXPERIENCE** – Describe title, positions held and length of service.
- **DISTINGUISHING PERSONAL TRAIT** – Describe the qualities that epitomizes the spirit and commitment of quality ambulance service.
- **NOTABLE PERSONAL INTEREST** – Describe individual’s special hobbies, interests and activities.

COLOR PHOTO – Submit a color photo, head shot only. If submitting electronically, JPG format preferred. If submitting hard copy via mail, handle photos carefully, do not staple, bend or paper clip, write name on the back of photo.

RECOMMENDED ATTIRE FOR STARS

Please wear a “dress uniform” to all official **Stars of Life** events during the day on Monday, April 30th. Business attire can be worn to the reception and awards dinner on Monday evening. As a representative of the entire EMS industry, Stars’ attire should be indicative of a health care professional.

RECOGNITION IN YOUR LOCAL COMMUNITY

A local story with a state-wide angle will play favorably with reporters in your local community. You are encouraged to send a press release to your local newspapers, radio and TV stations prior to the event informing them that this “special story” is on its way. Reporters can then schedule interview time or broadcast time for your story and perhaps visit your company to film additional footage and/or interviews.

PARTICIPANT CHECK LIST

- | | |
|--|---|
| <input type="checkbox"/> Hotel reservation deadline: April 6, 2018 | <input type="checkbox"/> Registration Form by April 6, 2018 |
| <input type="checkbox"/> Biography by April 6, 2018 | <input type="checkbox"/> Photo by April 6, 2018 |
| <input type="checkbox"/> Legislative Appointment Form by April 6, 2018 | |

Please complete by Friday, April 6, 2018 and return to:

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LEGISLATIVE APPOINTMENTS FORM

Legislative Appointments Form due Friday, April 6, 2018

Appointments will be made as requests are received. Confirmation of your appointment(s) time and location will be provided on April 30, 2018 when you check in. Please contact Kim Oreno at (877) 276-1410 or *koreno@the-caa.org*. for questions regarding legislative appointments. You must complete this form to make legislative appointments. Spouse, family and guests are welcome to attend legislative visits.

COMPANY —

Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____

ATTENDEES —

Names of individuals from your company who will be making visits to legislators:

Star	Host	Guest	Name	Title / Relationship	E-mail
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____

LEGISLATORS —

Names of legislators (Senate and Assembly members) in the district of your RESIDENCE and the district in which you conduct BUSINESS:

<p>Your RESIDENCE Legislators</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Your BUSINESS Legislators</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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SPONSORSHIP FORM

April 30 - May 1, 2018 • Sheraton Grand Hotel, Sacramento, CA

This agreement will constitute the entire understanding of our company's sponsorship of _____ (Name of event you are sponsoring from list below) which will occur during the **Annual Stars of Life Celebration and Legislative Summit** of the California Ambulance Association. I have reviewed the document titled "Sponsorship Form" and understand the benefits that will be provided to our company in return for the sponsorship and the obligations of our company as a sponsor of the event.

COMPANY / ATTENDEE INFORMATION —

Company _____ Contact Name _____ Date _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Signature _____ E-mail _____

SPONSORSHIP OPPORTUNITIES —

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Platinum	Gold	Silver	Bronze	Copper
	\$5,000	\$3,500	\$2,500	\$1,000	\$500
Display Table (6 ft) Near Registration Desk	✓	✓			
Full Page Ad in Stars Yearbook (8.5" h x 5.5" w)	✓				
1/2 Page Ad in Stars Yearbook (4.25" h x 5.5" w)		✓			
Banner Ad on CAA Website for 6 months	✓				
Banner Ad on CAA Website for 3 months		✓			
Posts to CAA's Facebook Page	✓	✓	✓		
Logo on Event Promotional Emails	✓	✓	✓	✓	
Space to Display Promotional Materials at Registration Desk			✓	✓	
Verbal Recognition at Breakfast & Dinner on Apr. 30	✓	✓	✓	✓	✓
Logo on Conference signage	✓	✓	✓	✓	✓
Recognition in the <i>Siren</i> magazine	✓	✓	✓	✓	✓

Check payable to **California Ambulance Association** Mastercard Visa American Express
 Card Number _____ Exp Date _____ 3-4 Digit CID _____
 Name on Card _____
 Address (if different from above) _____
 Signature _____ Amount to be charged: _____

Sponsorships will be awarded on a first paid, first served basis. A minimum 50% deposit is due upon signing this agreement with the balance due by April 6, 2018.

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