Annual Stars of Life Celebration & Legislative Summit

May 12-13, 2020
Sheraton Grand – Sacramento, CA

Registration Deadline: April 20, 2020

CALIFORNIA AMBULANCE ASSOCIATION • 2520 Venture Oaks Way, Suite 150
SACRAMENTO, CA 95833 • www.the-CAA.org • 877.276.1410 (toll free) • 916.924.7323 (fax)
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. 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 of your employees to be a Star 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. We strongly encourage every ambulance company to nominate at least one employee to be a Star of Life. Your participation ensures wonderful memories for your employees, makes them feel valued and respected, gives your company precious local exposure and recognition for your ambulance operation, and helps to educate and influence legislators on issues important to our industry.
Legislative & Regulatory Briefing

During committee meetings, the CAA will also address the legislative and regulatory priorities the CAA is monitoring:
- CAA Legislative Strategy for 2020-2021
- Proposing bills that ease ambulance regulatory burden and cost
- CAA grassroots messaging regarding impact of low reimbursement rates

Awards Dinner with Special Guest, Steve Berry

Steve Berry has been a paramedic for over 25 years and is the author of the cartoon book series, "I'm Not An Ambulance Driver." Steve is also a regular contributor to JEMS.

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.

In the past, CAA staff has arranged meetings with each company’s elected representatives or their staff. However, we found that companies calling and scheduling their own meetings directly with Assembly Members and Senators are typically more effective and often results in a meeting with the actual elected official. Therefore, we encourage each company participating in the Stars of Life and Legislative Summit to contact their Assembly Member’s and Senator’s office NOW! Arrange for a meeting in Sacramento on May 13 between 10:00 am and 3:30 pm.

The CAA will gladly arrange these meetings on behalf of member ambulance companies, if that is the member’s desire. But, direct contact between the company and the legislator’s staff to arrange the meeting is the most effective approach. Either way, let us know how you want to accomplish this.
Start Your Stars Selection Process Now!

Each company is responsible for their own Star of Life selection process. 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 and support 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 or life-saving actions.
- 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.

Each Stars of Life honoree will receive the Stars of Life Medal, a Star of Life uniform pin, a legislative certificate, and will be recognized in the Stars of Life Yearbook.

Register your Stars by the April 20, 2020 deadline. Complete the application, submit the narrative explaining your selection(s), submit a nice photo (electronic) of each individual, and pay the associated fees.

Late sign-ups are strongly discouraged. Many program details require lead time; missing the deadline may cause your Star to miss out on some of the gifts, awards, honors, and recognition. Please don’t be disappointed or disappoint them, register your Star(s) by the April 20, 2020 deadline.

It is strongly recommended that a company representative or Host accompany Stars to all ceremonial and legislative events on Wednesday, May 13th. Additionally, your Star of Life does not have to be present to be recognized as a CAA Star of Life; he/she will still receive their awards in the mail following the event and appear in the yearbook.
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
- A pin for each Stars of Life honoree’s uniform
- 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 managers how to participate in the legislative process;

**NETWORKING** with other ambulance company leaders of California to forge relationships and strengthen the bonds in the ambulance industry; and

**GENERATE** positive local media stories regarding your ambulance company and Stars of Life recipients.

Hotel Information

**Sheraton Grand**
1230 J Street, Sacramento, CA 95814
Ph: 916-447-1700  •  www.sheratonsacramento.com

**Guest Room Rate:** King or Double $195

**For Reservations:** please call 800-325-3535

**Hotel Cut-off Date:** April 17, 2020

**Parking/Directions:**
From Interstate 5, exit J Street heading east. Hotel is on J Street, between 12th Street and 13th Street, on the right-hand side. Self-parking and valet parking are available.
## Legislative Appointments Info

**IMPORTANT**

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The CAA will gladly arrange these meetings on behalf of member ambulance companies, if that is the member’s desire. But, direct contact between the company and the legislator’s staff to arrange the meeting is the most effective approach. Either way, let us know how you want to accomplish this. E-mail info@the-caa.org for more information.

### Schedule of Events

#### TUESDAY, MAY 12, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 pm - 1:00 pm</td>
<td>CAAPAC Committee</td>
</tr>
<tr>
<td>1:00 pm - 1:30 pm</td>
<td>Legislative &amp; Agency Relations Committee</td>
</tr>
<tr>
<td>1:30 pm - 2:00 pm</td>
<td>Membership Committee</td>
</tr>
<tr>
<td>2:00 pm - 2:30 pm</td>
<td>Content Committee</td>
</tr>
<tr>
<td>2:30 pm - 3:00 pm</td>
<td>Conference Committee</td>
</tr>
<tr>
<td>3:00 pm – 5:00 pm</td>
<td>Board of Directors Meeting</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Welcome Reception Hosted by the CAA Board of Directors</td>
</tr>
</tbody>
</table>

#### WEDNESDAY, MAY 13, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 am - 8:30 am</td>
<td>Breakfast Buffet</td>
</tr>
<tr>
<td>8:30 am - 9:30 am</td>
<td>Orientation</td>
</tr>
<tr>
<td>10:00 am - 4:30 pm</td>
<td>Legislative Visits at the State Capitol (Lunch on own)</td>
</tr>
<tr>
<td>1:00 pm - 1:30 pm</td>
<td>Stars Recognized on Assembly Floor</td>
</tr>
<tr>
<td>2:00 pm - 2:30 pm</td>
<td>Stars Recognized on Senate Floor</td>
</tr>
<tr>
<td>5:00 pm - 6:00 pm</td>
<td>Cocktail Reception</td>
</tr>
<tr>
<td>6:00 pm - 8:00 pm</td>
<td>Awards Dinner with Special Guest, Steve Berry</td>
</tr>
</tbody>
</table>

- Legislative Briefing
- Present Stars with Medals
- Group Photo

**Welcome Reception Hosted by the CAA Board of Directors**
REGISTRATION FORM

Registration deadline is Monday, April 20, 2020.

Host and Star registration fee includes committee meetings, opening session, materials, refreshments, receptions, 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 reception on May 12 and the breakfast, reception and dinner on May 13th. 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
☐ ☐ ☐ ________________________ ________________________ ________________________ ________________________
☐ ☐ ☐ ________________________ ________________________ ________________________ ________________________
☐ ☐ ☐ ________________________ ________________________ ________________________ ________________________

EARLY REGISTRATION

CAA MEMBERS —

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

<table>
<thead>
<tr>
<th></th>
<th># People</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Star of Life Full Registration (For Stars)</td>
<td>@ $130 = $</td>
<td></td>
</tr>
<tr>
<td>Star of Life Yearbook Honoree (For Stars Not Attending)</td>
<td>@ $ 65 = $</td>
<td></td>
</tr>
<tr>
<td>Regular/Host Full Registration (For CAA Members)</td>
<td>@ $155 = $</td>
<td></td>
</tr>
<tr>
<td>Breakfast Only (Family/Guest)</td>
<td>@ $ 40 = $</td>
<td></td>
</tr>
<tr>
<td>Dinner Only (Family/Guest)</td>
<td>@ $ 60 = $</td>
<td></td>
</tr>
</tbody>
</table>

REGULAR REGISTRATION

For registration forms received after April 20, 2020, add:

☐ ☐ ☐ ________________________ ________________________ ________________________ ________________________

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 ____________________________________________________________________________________________________________

Registration deadline is Monday, April 20, 2020. Cancellations must be received in writing by April 20, 2020. No refunds shall be given after April 20, 2020. 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 LIFEMay 12-13, 2020
Sheraton Grand – Sacramento, CA

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 ________________________________________________________________________________________________________________

2020 STARS OF LIFE PROGRAM
Each Star will be featured in the 2020 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 epitomize 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 Wednesday, May 13th. 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
☐ Hotel reservation deadline: April 17, 2020
☐ Registration Form by April 20, 2020
☐ Biography by April 20, 2020
☐ Photo by April 20, 2020

Legislative appointments are to be arranged by each CAA member themselves; try to make each appointment for May 13 between 10:00 am and 3:30 pm. Call your legislators’ office NOW for the appointment; don’t wait.

Please complete by Monday, April 20, 2020 and return to:
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SPONSORSHIP FORM

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 —

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Copper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Table (6 ft) Near Registration Desk</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page Ad in Stars Yearbook (8.5” h x 5.5” w)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1/2 Page Ad in Stars Yearbook (4.25” h x 5.5” w)</td>
<td>✔</td>
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<tr>
<td>Banner Ad on CAA Website for 6 months</td>
<td>✔</td>
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<tr>
<td>Banner Ad on CAA Website for 3 months</td>
<td>✔</td>
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<tr>
<td>Posts to CAA’s Facebook Page</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Logo on Event Promotional Emails</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Space to Display Promotional Materials at Registration Desk</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Verbal Recognition at Breakfast &amp; Dinner on May 13</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo on Conference signage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition in the Siren magazine</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

☐ 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 8, 2019.

CALIFORNIA AMBULANCE ASSOCIATION
2520 Venture Oaks Way, Suite 150, Sacramento, CA  95833
877.276.1410 (toll free)  •  916.924.7323 (fax)  •  Kim Oreno, koreno@the-caa.org  •  www.the-caa.org