



CALIFORNIA AMBULANCE ASSOCIATION

ANNUAL
Stars of Life
CELEBRATION



APRIL 11-13, 2011
SHERATON GRAND HOTEL – SACRAMENTO, CA

HEALTH CARE'S ESSENTIAL FIRST RESPONDERS

Stars of Life

Monday, April 11, 2011

- 11:00 am – 12:00 pm Membership Development & Services Committee
- 1:00 pm - 5:30 pm Provider Networks Workshop with Ed Norwood
(separate registration required)
- 5:30 pm – 6:30 pm Legislative & Agency Relations Committee
(includes Payer Issues Sub Committee)

Tuesday, April 12, 2011

- 7:30 am – 8:30 am Continental Breakfast
- 8:30 am – 9:30 am OPENING SESSION – Sheraton Grand Hotel
- Legislative Briefing
 - Presentation of Medals
- 10:00 am – 11:45 am LEGISLATIVE VISITS – State Capitol
- 12:00 pm – 1:30 pm LUNCH – Sheraton Grand Hotel
- Guest Legislative Speaker
- 1:30 pm – 4:30 pm LEGISLATIVE VISITS – State Capitol
- 5:00 pm – 6:00 pm NETWORKING RECEPTION
– Sheraton Grand Hotel
- 6:00 pm – 8:00 pm AWARDS DINNER – Sheraton Grand Hotel

Wednesday, April 13, 2011

- 8:00 am – 8:30 am CAAPAC Committee
- 8:30 am – 10:00 am Education Committee (includes Safety Sub Committee)
- 10:15 am – 1:00 pm Board of Directors Meeting

(Schedule subject to change)

HOTEL INFORMATION –

Sheraton Grand Sacramento Hotel
1230 J Street, Sacramento, CA 95814
916.447.1700 • 800.325.3535 • www.sheraton.com

HOTEL RATE: Guest Room Rate: \$155.00

HOTEL RESERVATIONS: For reservations, please call 916.447.1700 or 800.325.3535. Hotel cut-off date: March 14, 2011.


PARKING/DIRECTIONS: From Interstate 5 exit at J Street. Proceed on J Street, and the hotel will be located on the right-hand side between 12th and 13th Streets. Self-parking and valet parking available on-site.

For questions regarding the *Stars of Life Celebration*, please contact CAA at 877.276.1410 (toll free), kingersoll@the-caa.org or www.the-caa.org.

“One of the most exciting association events of the year”

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


★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 the *Stars of Life* themselves, along with a host from 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. 



CALIFORNIA AMBULANCE ASSOCIATION

Start Your 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 Tuesday, April 12th. 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 March 25, 2011 deadline. 


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;
- ✓ **BUILD** ambulance industry relationships with state legislative representatives;
- ✓ **TEACH** the next generation of ambulance service managers how to participate in government affairs and 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.

This is a stellar event which not only recognizes **National EMS Week** with celebrations held around the U.S. during the week of May 15-21, 2011, but also is in coordination with the American Ambulance Association's **National Stars of Life Celebration** to be held May 1-4, 2011 in Washington D.C. For more information about these events, go to www.acep.org or www.the-aaa.org/meetings_education/meetingcalendar.html. 





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

FIRST CLASS
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SACRAMENTO, CA

New for 2011!

EMSA State-wide Awards Program – Qualified *Stars of Life* recipients will be automatically entered into the EMS Awards Program sponsored by the California EMS Authority. This annual program honors those persons who have performed noteworthy, exceptional, and even extraordinary acts while working as EMS certified or licensed personnel, administrators, trainers, or volunteers within the EMS system. For more information about the EMSA Awards Program eligibility criteria, go to www.emsa.ca.gov/about/awards/default.asp.

CAA Stars of Life Yearbook – 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*. Qualified *Stars of Life Yearbook* honorees may also be entered in the state-wide EMSA Program.

2011 Pocket Directory of the California Legislature – Each registered host attendee will receive a 2011 Pocket Directory of the California Legislature. This official publication is an indispensable tool to effectively communicate with your legislators, including legislators' contact information, committee assignments, legislative and committee staff and scheduling contacts. Additional information includes legislative calendar, district maps, and letter writing tips. Special section includes contact information for California's federal elected officials. 

Save the Date

April 11-13, 2011 _____ **Stars of Life Celebration** _____ *Sheraton Grand, Sacramento*

June 15-17, 2011 _____ **63rd Annual Convention** _____ *Harrah's South Lake Tahoe*

Stars of Life



STARS OF LIFE REGISTRATION FORM

April 11-13, 2011 • Sheraton Grand Hotel, Sacramento, CA

Early Registration deadline is Friday, March 25, 2011.

Host and Star registration fee includes committee meetings, opening session, materials, refreshments, reception, lunch 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 \$10 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, shirt, gift bag, name entered in the prize drawing, photo/bio published in the yearbook and a copy of the group photo. Full registration includes all meals on Tuesday, April 12 including continental breakfast, lunch, reception and dinner. **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 —

- Star of Life** Full Registration
- Star of Life** Yearbook Honoree
- Host Full Registration
- Lunch Only (Family/Guest)
- Dinner Only (Family/Guest)

# People	Total
_____ @ \$130 = \$	_____
_____ @ \$ 65 = \$	_____
_____ @ \$155 = \$	_____
_____ @ \$ 35 = \$	_____
_____ @ \$ 60 = \$	_____

NON-MEMBERS —

Non-members may register at the member rate if a completed CAA Membership Application is submitted with the registration form.

- Star of Life** Full Registration
- Star of Life** Yearbook Honoree
- Host Full Registration
- Lunch Only (Family/Guest)
- Dinner Only (Family/Guest)

_____ @ \$195 = \$	_____
_____ @ \$100 = \$	_____
_____ @ \$235 = \$	_____
_____ @ \$ 55 = \$	_____
_____ @ \$ 90 = \$	_____

REGULAR REGISTRATION

For registration forms received after March 25, 2011, add: _____ @ \$10 = \$ _____

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, March 25, 2011. Cancellations must be received in writing by April 1, 2011. No refunds shall be given after April 1, 2011. 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



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 _____

2011 STARS OF LIFE PROGRAM

Each Star will be featured in the 2011 **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 kingersoll@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 Tuesday, April 12th. Business attire can be worn to the reception and awards dinner on Tuesday 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. These events can also coincide with National EMS Week which will be held May 15-21, 2011.

PARTICIPANT CHECK LIST

- | | |
|---|--|
| <input type="checkbox"/> Hotel reservation deadline: March 14, 2011 | <input type="checkbox"/> Registration Form by March 25, 2011 |
| <input type="checkbox"/> Biography by March 25, 2011 | <input type="checkbox"/> Photo by March 25, 2011 |
| <input type="checkbox"/> Legislative Appointment Form by March 25, 2011 | |

Please complete by Friday, March 25, 2011 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



LEGISLATIVE APPOINTMENTS FORM

Legislative Appointments Form due Friday, March 25, 2011

Appointments will be made through the offices of Aprea & Micheli, Inc. as requests are received. Confirmation of your appointment(s) time and location will be faxed or e-mailed directly to you. Please contact Lynne Carey at (916) 448-3075 or lcarey@apreamicheli.com for questions regarding legislative appointments. You must complete this form for Aprea & Micheli 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:

Your RESIDENCE Legislators

Your BUSINESS Legislators

Please complete by Friday, March 25, 2011 and return to:

APREA & MICHELI, INC.

1415 L Street, Sacramento, CA 95814

916.448.3075 (phone) • 916.448.3094 (fax) • Lynne Carey, lcarey@apreamicheli.com

Stars of Life



STARS OF LIFE SPONSORSHIP FORM

April 11-13, 2011 • 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 of the California Ambulance Association. I have reviewed the document titled "Stars of Life 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 _____

PAYMENT —

EVENT SPONSOR (April 11-13, 2011) \$4,500

Event Sponsor will be recognized at all events occurring during the meeting. The Event Sponsor will be recognized through company name recognition on signs for the event and recognition by emcee of event. In addition, the Event Sponsor will be allowed to display promotional/marketing material at the Registration Desk. The Event Sponsor will also receive a free full-page advertisement in PDF format in the Bi-Monthly issue of **The Siren** and 2 registrations to the event.

LUNCH (April 12, 2011) \$1,500

Lunch Sponsor includes sign and verbal recognition at event and table for displaying promotional/marketing material. The Lunch Sponsor will also receive a free 1/2 page advertisement in PDF format in the Bi-Monthly issue of **The Siren** and 1 registration to the event.

RECEPTION (April 12, 2011) \$1,000

Reception Sponsor includes sign and verbal recognition at event and table for displaying promotional/marketing material. The Reception Sponsor will also receive a free 1/2 page advertisement in PDF format in the Bi-Monthly issue of **The Siren** and 1 registration to the event.

STARS OF LIFE SHIRTS \$750

Each **Stars of Life** recipient will receive a **Stars of Life** shirt which includes the sponsor's logo printed prominently on the shirt. Contact CAA staff for quantities and delivery dates.

STARS OF LIFE GIFT ITEMS

Each **Stars of Life** recipient will receive a small gift bag. Gift sponsors will provide a gift item to be inserted into the gift bag. Contact CAA staff for quantities and delivery dates.

COFFEE BREAK (April 11, 2011 – Afternoon) \$250

COFFEE BREAK (April 12, 2011 – Morning) \$500

COFFEE BREAK (April 13, 2011 – Morning) \$250

DINNER (April 12, 2011) \$2,500

Dinner Sponsor includes sign and verbal recognition at event and table for displaying promotional/marketing material. The Dinner Sponsor will also receive a free 1/2 page advertisement in PDF format in the Bi-Monthly issue of **The Siren** and 2 registrations to the event.

PRIZE DRAWING (April 12, 2011)

Each **Stars of Life** recipient will have their name entered into a prize drawing. Prize sponsors will be recognized during the prize drawing. Examples of prizes include personal electronics, gift cards and airline tickets. Please indicate the type of prize and bring item to event:
_____.

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 March 25, 2011.

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2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833

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