



**2023**



# **Annual Stars of Life Celebration & Legislative Summit**

**March 7-8, 2023**  
**Sheraton Grand – Sacramento, CA**

**— Registration Deadline: February 21, 2023 —**

# STARS OF LIFE

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## 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. We encourage you to set up meetings with your representatives of the Legislature at the State Capitol so your ambulance company can deliver important information to your Assembly Members and Senators.

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.



**2022 Stars of Life Recipients**



**CALIFORNIA AMBULANCE ASSOCIATION**



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## 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 medal presentation plaque, a legislative certificate, and will be recognized in the Stars of Life Yearbook.

Register your Stars by the February 21, 2023 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 February 21, 2023 deadline.**

It is strongly recommended that a company representative or Host accompany Stars to all ceremonial and legislative events on Wednesday, March 8th. 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.



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

- Medal presentation ceremony and orientation
- Medal presentation plaque
- Legislative Certificate of Recognition
- A pin for each Stars of Life honoree's uniform
- Networking Reception and Awards Dinner
- Group photos
- 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](http://www.sheratonsacramento.com)

**Guest Room Rate:** King or Double \$249

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

**Hotel Cut-off Date:** February 14, 2023

### **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.



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## Schedule of Events

### TUESDAY, MARCH 7, 2023

2:30pm - 6:30pm **Registration Open**  
3:00pm - 5:00pm **Board of Directors Meeting**  
5:30pm - 6:30pm **Welcome Reception Hosted by the CAA Board of Directors**



### WEDNESDAY, MARCH 8, 2023

7:30 am **Registration Open**  
7:30 am - 8:00 am **Breakfast Buffet**  
8:00 am - 8:30 am **Welcome & Medal Presentation**  
8:30 am - 9:30 am **Special Guest Speaker**  
9:30 am - 10:00 am **Group Photo**  
10:00 am - 10:15 am **Break**  
10:15 am - 12:30 pm **Special Guest Speakers**  
12:30 pm - 5:00 pm **Afternoon on own**  
5:00 pm - 6:00 pm **Stars of Life Reception\***  
6:00 pm - 8:00 pm **Stars of Life Awards Dinner\***

\* Stars of Life Recognition. Guests are welcome to attend. Guest tickets are \$100 per person.

## Legislative Appointments Info

**IMPORTANT**

\* The California State Capitol is currently under construction. All Senate and Assembly offices have been moved to a temporary swing space. If you are interested in scheduling a visit with your and your Stars' representatives, please reach out to their offices directly. We have booked a few small rooms at the Sheraton Grand on Wednesday, March 8 that can be used for meetings. Please email [info@the-caa.org](mailto:info@the-caa.org) to check availability. You can use this website (<https://findyourrep.legislature.ca.gov/>) to obtain contact information of your Senators and Assembly members.



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## REGISTRATION FORM

**Registration deadline is Tuesday, February 21, 2023.**

Host and Star registration fee includes opening session, materials, refreshments, reception, and dinner (registration fee does not include travel expenses, hotel, or meals other than those specified). 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, plaque, legislative certificate, name entered in the prize drawing and photo/bio published in the yearbook. Full registration includes the breakfast, reception and dinner on Wednesday, March 8<sup>th</sup>. **Star of Life** Yearbook Honoree includes medal, plaque, 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
<b>Star of Life</b> Full Registration (For Stars)	_____ @ \$250 = \$	_____
<b>Star of Life</b> Yearbook Honoree (For Stars Not Attending)	_____ @ \$125 = \$	_____
Regular/Host Full Registration (For CAA Members)	_____ @ \$250 = \$	_____
Breakfast Only (Family/Guest)	_____ @ \$ 50 = \$	_____
Dinner Only (Family/Guest)	_____ @ \$100 = \$	_____

### REGULAR REGISTRATION

For registration forms received after February 21, 2023, 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 \_\_\_\_\_

**Registration deadline is Tuesday, February 21, 2023. Cancellations must be received in writing by February 21, 2023. No refunds shall be given after February 21, 2023. 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](http://www.the-caa.org)

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## 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 \_\_\_\_\_

### 2023 STARS OF LIFE PROGRAM

Each Star will be featured in the 2023 **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](mailto: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, March 8th. 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: February 14, 2023 | <input type="checkbox"/> Registration Form by February 21, 2023 |
| <input type="checkbox"/> Biography by February 21, 2023                | <input type="checkbox"/> Photo by February 21, 2023             |

Legislative appointments are to be arranged by each CAA member themselves; try to make each appointment for March 8th after 12:30 pm. Call your legislators' office NOW for the appointment; don't wait.

***Please complete by Tuesday, February 21, 2023 and return to:***

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## SPONSORSHIP FORM

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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)		✓			
Ad on CAA website for 6 months (220 pixels x 220 pixels)	✓				
Ad on CAA website for 6 months (220 pixels x 220 pixels)		✓			
Posts to CAA's social media pages	✓	✓	✓		
Logo on event promotional emails	✓	✓	✓	✓	
Space to display promotional materials at registration desk			✓	✓	
Verbal recognition at breakfast & dinner on March 8	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓
Recognition in the Siren 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 February 21, 2023.**

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