

ORCA Commercial Member Benefits . . .

Many benefits are available to Commercial Members of the Ontario Retirement Communities Association:

- ◆ **ORCA's Member Site:** Access to our members' site is available upon membership, providing your company with information on calendar of events, up-to-date topical issues, etc.
- ◆ **New Member Welcome:** The Association will welcome your company in the ORCA Express, the Association's electronic newsletter which is published monthly and transmitted to all residential members, head offices, and commercial members.
- ◆ **Listing in ORCA's Member Directory:** Your company's listing will be included in the next Member Directory, identifying your business as an ORCA member. This annual directory is sent to all ORCA residential members. Distribution includes all Corporate head offices, residential and commercial members. It is a unique publication that sits on the desk of the key-decision makers in the retirement sector.
- ◆ **ORCA's Website & Intranet Listing:** Your company will be included in the both ORCA's Public Site as well as ORCA's Intranet Site, with a link to your company's website.
- ◆ **Membership Data:** At anytime you may have direct access to owners and operators of more than 60% of Ontario's retirement residences. Request the membership data, including bed count, contact names, and other valuable information.
- ◆ **Commercial Member Logo:** We encourage our commercial members to use the logo identifying your company as an ORCA member.
- ◆ **Education Session:** All members are welcome to attend any of our ongoing educational sessions/workshops, generally held throughout the year in most major cities in Ontario.
- ◆ **Sponsorship Opportunities:** Whether it be the Long Term Care Trade Show & Convention, Summer Conference, or a regional educational sessions, there is no better way to gain industry exposure, establish and promote your products & services, and develop and maintain relationships.
- ◆ **Advertising Opportunities:** Consider advertising via the Association's electronic newsletter, as a means to promote your product or service to all member residences and head offices.
- ◆ **Special Events:**

ORCA co-ordinates special events throughout the year on a provincial and regional basis. Many of these events provide an ideal forum for Commercial members to participate as sponsors, exhibitors and presenters. The events are especially helpful to Commercial Members who wish to strengthen their customer or prospect networks. Some of these opportunities include:

 - **ORCA / OLTCOA Convention & Trade Show** features Canada's largest Long Term Care and Retirement Communities Convention. The Convention & Trade Show attracts approximately 1,800 delegates and about 230 exhibit spaces. Only ORCA and/or OLTCOA members automatically qualify to exhibit in this exclusive show. As a member of any two Associations, you receive a preferred exhibit rate. No other Canadian gathering of long term care providers and decision-makers rivals this event. Anyone serious about penetrating the country's largest long term care market should give this event priority.
 - **Summer Conference** is an exclusive ORCA program that combines a team golf scramble and dinner outing with a tabletop exhibit and workshop. This two-day event is an ideal opportunity for our members to informally exhibit their services and products or enhance their company profile through a variety of sponsorship options. With a strong social emphasis, there is also an excellent opportunity to strengthen your network with ORCA facility owners/operators.

ORCA Background . . .

The Ontario Retirement Communities Association (ORCA) is a voluntary, non-profit organization representing owners, operators and product/service suppliers involved in the retirement home and residential care sector. The Association was founded in 1977 and 28 years later, involves more than 290 retirement homes providing support to over 23,000 residents. We also have more than 240 commercial memberships.

All member retirement homes must pass a comprehensive facility evaluation to qualify for membership. The evaluation involves the review of all aspects of operations and care delivery. Ongoing ORCA facility membership is contingent upon maintaining the Association's standards.

Commercial Members play an important role in the Association's business. They are represented by a Commercial Member Chairperson who sits on the Board of Directors. Throughout the year ORCA works closely with its Commercial Member Committee to plan programs and events that assist company representatives in their efforts to penetrate the residential care market.

ORCA Purpose . . .

Essentially, the Association plays two primary roles: First, we dedicate our efforts to maintaining quality industry standards and profiling our blue chip facility members to the consumer; secondly, we work hard at involving our valued commercial members in issues and events that are targeted at their customers, many of whom are our facility members.

All ORCA member retirement homes have passed our accreditation standards inspection in order to be a member. ORCA's seal of approval assures consumers that our members meet industry standards for the retirement home sector. This is a powerful marketing tool that gives our members a competitive advantage.

Similarly, we also support our Commercial Members by routinely encouraging our facility members to look to our Commercial Members first when choosing products or services.

What ORCA Does . . .

A few things you should know about ORCA...

We are the only organization in Canada that exclusively represents the retirement home and residential care sector. We are the most credible retirement living information source for government at all levels, long term care referral agencies, related health care associations, residents, their families and the general public.

We are a strong and respected government advocate for appropriate residential care standards. We work closely with provincial agencies and regulatory bodies. ORCA receives funding from the Ontario Government to operate a province-wide toll-free Complaint and Information Service (CRIS) for all retirement homes in Ontario, including non-ORCA members.

We are also a responsible media source on a range of issues involving the residential care sector. In short, if people want to know about retirement living and residential care across Ontario, ORCA is their source.

How ORCA Works . . .

ORCA members are split into 8 geographic regions. Each region is represented by an executive which is elected annually by its local ORCA members. The regions regularly host their own member meetings and special events. The regional presidents sit on the provincial board of directors along with a provincially elected executive. The provincial board also includes a Commercial Member Chairperson who is elected by Commercial Members at the annual meeting.

There are several board committees including: Commercial; Marketing; and Standards. Each committee is chaired by an appointed member of the Board of Directors.

The membership and its board of directors are supported by a full-time office staff. ORCA maintains a permanent provincial office with meeting and boardroom facilities in Mississauga, Ontario. Our meeting room facilities are available to members upon request.

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Association Support

It has long been the Association's practice to "patronize commercial members" over non member options. Although we don't control final purchase decisions amongst our facility members we promote consideration of commercial members in any purchase process. We truly appreciate the involvement and participation of all our valued commercial members. Many ORCA commercial members have been able to establish long-term business relationships with residential members.

Commercial Committee

Every commercial member has an opportunity to actively participate in the planning and execution of various ORCA sponsored events throughout the year, as a Commercial Committee member. The Commercial Committee Chairperson is a voting member of the ORCA Board of Directors. The committee is encouraged to develop fresh ideas and plans that we can share with our facility membership. As a standing member or as a project supporter you have direct input into events and programs we develop for our membership.

Ideas!

The ORCA staff is always open to your input and ideas. In some cases, commercial member proposals have resulted in workshop agendas. In other cases we have generated exclusive member programs featuring unique Commercial Member products or services. We may not always be able to respond to a proposal but we offer everyone our undivided attention on anything that we consider a potential membership benefit.

A number of optional opportunities are available for commercial members interested in gaining additional information or finding ways to increase their service or product profile.

ONTARIO RETIREMENT COMMUNITIES ASSOCIATION

Commercial Membership Registration

One Year Subscription: \$ 425.00 – 12 month period



Organization _____

Contact Name _____

Address _____

City _____ Province _____ Postal Code _____

Phone: () _____ Fax: () _____

Toll Free Phone: () _____ Toll Free Fax: () _____

Email: _____ Website: _____

Additional Association Mailing:

Include the following contact from my company to receive all ORCA information as well.

Contact Name: _____ Email: _____

Method of Payment:

Cheque Enclosed: Amount \$425.00

Please make cheque payable to: ORCA

2155 Leanne Blvd., Ste. 218, Mississauga, ON L5K 2K8

Visa Payment: Amount \$ 425 + 12.75 service charge = \$437.75

Fax to: ORCA (905) 403-0502

Card No: _____ Expiry Date: _____

Name on Card: _____ Date: _____

Signature _____

MEMBER DIRECTORY & WEB-SITE LISTING

The information on this page will be inserted into ORCA's Member Directory and Website Listing. If you wish to include a sales contact for these listings, please indicate the name below. If the contact is the same as the Association Contact listed on the first page, please indicate "same".

Company Contact / Sales Person: _____

Phone: _____ Fax: _____ Email: _____

Please indicate product(s) or services you provide, maximum *only 3 categories* will be accepted.

- | | |
|---|--|
| <input type="checkbox"/> Accounting Services and / or Systems | <input type="checkbox"/> Laboratory Services |
| <input type="checkbox"/> Advertising, Publications, Printing | <input type="checkbox"/> Labour Relations |
| <input type="checkbox"/> Appraisers | <input type="checkbox"/> Laundry Service |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Laundry Equipment |
| <input type="checkbox"/> Bathing Equipment and /or Supplies | <input type="checkbox"/> Legal Services |
| <input type="checkbox"/> Beds, Bedding, Mattresses | <input type="checkbox"/> Linens, Towels |
| <input type="checkbox"/> Cleaning Supplies and /or Services | <input type="checkbox"/> Maintenance |
| <input type="checkbox"/> Clothing | <input type="checkbox"/> Medical Care & Services |
| <input type="checkbox"/> Computers, Software | <input type="checkbox"/> Medical Supplies & Equipment |
| <input type="checkbox"/> Construction Design and / or Planning | <input type="checkbox"/> Moving & Storage |
| <input type="checkbox"/> Consultanting, Marketing, Management Services | <input type="checkbox"/> Office Supplies |
| <input type="checkbox"/> Dental Services | <input type="checkbox"/> Patient Charting & Equipment Supplies |
| <input type="checkbox"/> Design Consulting | <input type="checkbox"/> Patient Lifting |
| <input type="checkbox"/> Developers | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> Education & Training Programs | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Engineers | <input type="checkbox"/> Records Management |
| <input type="checkbox"/> Financing, Financial Institutions | <input type="checkbox"/> Rehabilitation |
| <input type="checkbox"/> Fire Detection, Alarm Systems | <input type="checkbox"/> Renovations (Bathrooms, etc.) |
| <input type="checkbox"/> Floor Coverings | <input type="checkbox"/> Safety Inspections |
| <input type="checkbox"/> Food Services | <input type="checkbox"/> Safety Products |
| <input type="checkbox"/> Foodservice Equipment | <input type="checkbox"/> Security, Telecommunications, Nurse Calls |
| <input type="checkbox"/> Funeral Homes, Cemeteries | <input type="checkbox"/> Senior Service Consultants |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Government Services | <input type="checkbox"/> Skin Care, Soap |
| <input type="checkbox"/> Group Purchasing | <input type="checkbox"/> Staff Training |
| <input type="checkbox"/> Healthcare / Home Care Staffing & Services | <input type="checkbox"/> Tableware |
| <input type="checkbox"/> Heating, Air-Conditioning, Ventilating Systems | <input type="checkbox"/> Transportation Services |
| <input type="checkbox"/> Housekeeping Services and / or Supplies | <input type="checkbox"/> Wall Coverings, Window Treatments |
| <input type="checkbox"/> Incontinence Products | <input type="checkbox"/> Wall Protection Products |
| <input type="checkbox"/> Infection Control | <input type="checkbox"/> Windows, Entrance Systems |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Miscellaneous _____ |
| <input type="checkbox"/> Interior Design | |

Please provide a 35-word or less description of your organization's products or services.
