



To my friends and colleagues at LeadingAge Kansas,

Thank you so much for your time and attention to these proposed bylaw changes, and to the larger strategic direction of LeadingAge Kansas. The Board of Directors has spent much time discussing, debating and listening to each other and our colleagues about the trends facing our field, and how we can best sustain and grow the voice of values-driven aging services providers in Kansas.

After much consideration, the LeadingAge Kansas Board of Directors is proposing a package of association bylaws changes that we believe will expand the diversity of providers accepted into our membership, strengthen our values-based approach to care, and protect the vitality and voice of our nonprofits in Kansas. The new membership criteria we are proposing mirrors the criteria set forth by LeadingAge National two years ago when they decided to represent both nonprofit and for-profit providers who are pursuing a common set of ideals based around quality, compassion and integrity.

LeadingAge Kansas has always been an association grounded in the commitment to serve and support people as they age. That commitment will never change.

However, the realities of today's world demand that we evolve:

- Market forces are playing a larger role in our field, bringing new players, new investments, and disruptive new ideas.
- The booming aging population is changing the landscape of aging in America.
- Technological advancements are driving new tools, new approaches, and new ways to deliver care, services and housing.
- More and more businesses in all sectors are trending toward a mission-driven approach, bringing values and purpose to for-profit operations.
- Older adults and their families are demanding more options, choices, and customization in how they address their needs and preferences. Traditional aging services settings are being transformed, realigned and even replaced.

The COVID-19 pandemic has only increased the rate of change, and LeadingAge Kansas must leverage our ideas and expertise to define the future of our field. That's why we are seeking to expand the opportunity to include more diverse providers.

These bylaws changes do not open our doors wide to any and all aging service providers. For-profit providers are not inquiring about LeadingAge Kansas membership in large numbers, but now is the time to lay the foundation for a more inclusive, ideals-driven approach to membership of the future.

By expanding our membership to possibly include a percentage of for-profit organizations, LeadingAge Kansas will gain influence, greater reach, broader perspective and increased financial strength. There is strength in numbers, and our advocacy position is made more robust by representing more providers across the continuum of care. We're also expanding our ability to

lead and adapt in a changing world – the strength of who we are as an association is made greater when we demonstrate progress.

Thank you again for your consideration of these important association bylaws changes. The Board of Directors asks for your support in their passage, and for your support in navigating a better and stronger path for our association and the next evolution of aging services. Now more than ever, we must ensure a powerful voice for quality and values in Kansas senior care. LeadingAge Kansas should be the banner that *all* mission-driven providers can unite under.

Sincerely,

A handwritten signature in black ink that reads "Teresa McComb". The signature is fluid and cursive, with a large loop at the beginning of the first name.

Teresa McComb
Administrator
Logan Manor Community Health Services
teresamccomb@loganmanorcare.com
(785) 689-4201