

**AFFILIATE**  
**Welcome**  
**GUIDE**



# Let's share who we are...

CalPACE, the California PACE Association, is a 501 (c)(6) nonprofit association dedicated to the expansion of comprehensive health care services to seniors with chronic care needs through the Program of All-inclusive Care for the Elderly (PACE).

*The Association was officially incorporated in August 2007 by four existing California PACE programs, which have been in operation for several years. Today, we have 30 operational PACE programs in California serving more than 30,000 participants.*

**30,000**

PACE PROVIDES  
CARE TO MORE  
THAN 30,000  
CALIFORNIANS



CalPACE was developed to support, maintain, safeguard, and promote through education and advocacy the PACE Model of Care and to promote quality health care services for the elderly in the state of California.

**119 PACE  
CENTERS**  
OR ALTERNATIVE  
CARE SITES



## And what we strive toward

Since 2007, CalPACE has represented the professional interests of PACE programs throughout California through education and advocacy.

CalPACE works in collaboration with every PACE program through California and strives to support, maintain, and safeguard the PACE model and promote high-quality healthcare services to California's seniors.

# Here's how we accomplish it

## Advocacy

CalPACE advocates at the state level and, in conjunction with the National PACE Association, at the federal level for policies that support PACE growth and flexibility. Examples include ensuring that Medicare and Medi-Cal payments support the viability and sustainability of PACE, ensuring that Medicare and Medi-Cal beneficiaries have access to PACE, and streamlining and updating state and federal PACE regulatory requirements.

## Member Education

CalPACE provides education and technical assistance to its member PACE organizations to facilitate professional collaboration, advancement of best practices, and promotion of new opportunities for PACE.

## Communication

CalPACE develops and disseminates data and information to policymakers, the press, and the public on the key outcomes that PACE achieves and the impacts PACE has on the lives of those it serves.

## THE BENEFITS OF BEING AN AFFILIATE

- + Your logo and company information included on CalPACE's Website
- + Branding opportunities to use CalPACE's logo on your literature
- + Access to PACE Center contact lists, including executive contacts
- + Webinar opportunities that will be featured in CalPACE's community via Circle
- + Access to CalPACE community via Circle
- + Bi-Annual e-spotlight that is featured in CalPACE community via Circle
- + Opportunities to sponsor board dinners or California Kick-Offs
- + Opportunity to participate in Annual Meet, Greet & SPEAK!
- + Participation in quarterly policy briefings

*CalPACE is excited to bring together organizations that provide or offer products or services for the frail, elderly population with the PACE programs in California that serve them.*

We welcome your feedback and look forward to collaborating with you for many years to come.



# Codes of Conduct for Affiliates

## Professionalism and Integrity

- Conduct all interactions with honesty, transparency, and professionalism
- Represent your organization and services accurately
- Avoid misleading claims, comparisons, or endorsements

## Respectful Engagement

- Engage with members, partners, and other affiliates in a respectful and collaborative manner
- Do not publicly criticize, compare, or call out other vendors, PACE organizations, or partners
- Foster a positive environment focused on shared goals

## Appropriate Promotion

- Promote products and services in a way that is informative, not disruptive
- Respect event and webinar guidelines regarding marketing, sponsorship visibility, and outreach
- Do not engage in aggressive or unsolicited sales tactics

## Affiliate Representation

Each affiliate company is permitted one (1) official logo for use across all event materials, including but not limited to signage, slides, exhibitor listings, and digital platforms. The logo used should represent the affiliate's primary brand. Sub-brands, partner logos, or product-specific logos may not be displayed in place of or alongside the primary logo.

## Confidentiality & Trust

- Respect the confidentiality of any information shared by CalPACE members or partners
- Do not use or distribute sensitive information without explicit permission

## Compliance with CalPACE Guidelines

- Follow all CalPACE event, webinar, and engagement protocols
- Comply with applicable laws, regulations, and ethical standards

## Accountability

CalPACE reserves the right to address conduct that does not align with these expectations, including limiting or revoking affiliate participation.

## Commitment

By engaging as a CalPACE Affiliate, you agree to uphold this Code of Conduct and contribute to a respectful, collaborative, and solutions-focused community.

## CALPACE MEMBERS

AltaMed PACE - Los Angeles  
AgeWell PACE - Sonoma, Marin  
Bakersfield PACE - Kern, Tulare  
BoldAge PACE - Fresno  
Brandman Centers for Senior Care - Los Angeles  
CalOptima PACE - Orange County  
Center for Elders' Independence - Alameda, Contra Costa  
Central Valley PACE - San Joaquin, Stanislaus  
Chinatown Service Center - Los Angeles  
Fresno PACE- Fresno  
Gary and Mary West PACE- San Diego  
Habitat Health - Sacramento, Los Angeles  
Heritage PACE - Los Angeles  
K-Day PACE - Los Angeles  
innercare- Imperial  
InnovAge Crenshaw - Los Angeles  
InnovAge San Bernardino - San Bernardino  
InnovAge Sacramento - Sacramento, San Joaquin, El Dorado, Placer, Sutter, Yuba  
Loma Linda University Health PACE - Riverside, San Bernardino  
myPlace Health - Los Angeles  
Neighborhood HealthCare - Riverside, San Bernardino  
NEMS PACE - San Francisco  
On Lok PACE - San Francisco, Alameda, Santa Clara  
Orange County PACE - Orange  
Providence PACE - Napa, Solano, Sonoma  
Redwood Coast PACE - Humboldt  
San Diego PACE - San Diego  
Seen Health- Los Angeles  
St. Paul's PACE - San Diego  
Sutter SeniorCare PACE - Sacramento  
WelbeHealth - Los Angeles, Fresno, Tulare, Madera, Kings, San Joaquin, Sacramento, Stanislaus, San Bernardino, Riverside

# Frequently asked questions about the CalPACE Affiliate Program

## What is the Affiliate dues cycle?

Affiliate dues are calculated on a fiscal year, July 1 to June 30. Look for your renewal letter beginning in June each year.

## What options are available for paying my Affiliate renewal dues?

You can pay your dues by ACH, check or credit card. Presently, we accept Visa, MasterCard, American Express, and Discover.

## How do I update my contact information?

Send a note to [hello@calpace.org](mailto:hello@calpace.org).

## How do I find a PACE program?

To find a PACE program in your service/product territory, search by zip code [here](#).

## How do I connect with PACE program executives?

To access the most current contact list for PACE program executives, please send an email request to [hello@calpace.org](mailto:hello@calpace.org).

## Where can I find out about upcoming Affiliate events and meet & greet opportunities?

You'll receive periodic emails about upcoming events as they are added. For the most up to date information, contact CalPACE directly.

## What sponsorship opportunities are available?

CalPACE Affiliates have the unique opportunity to sponsor a variety of events, meetings, and webinars. To learn more, please contact us at [hello@calpace.org](mailto:hello@calpace.org).

## Have more questions?

We're happy to answer them. Send an email to [hello@calpace.org](mailto:hello@calpace.org).

### CALPACE STAFF

#### *President and Chief Executive Officer*

Val Sheehan  
[vsheehan@calpace.org](mailto:vsheehan@calpace.org)  
916.790.2838

#### *Director of Operations*

Rosie Gilb  
[rgilb@calpace.org](mailto:rgilb@calpace.org)  
916.955.8866

#### *Director of Government Affairs*

Karli Holkko  
[kholkko@calpace.org](mailto:kholkko@calpace.org)  
916.541.5098

#### *Senior Administrative Coordinator*

Edith Blandon  
[eblandon@calpace.org](mailto:eblandon@calpace.org)  
916.244.5335

#### *CalPACE Board*

CalPACE is managed by a Board of Directors. The CEO or Executive Director of each California PACE organization serves on the Board of Directors. Officers of the Board hold their positions for one year, and elections occur on an annual basis.

To see the current list of Board members, visit [www.calpace.org/board](http://www.calpace.org/board)

#### *CalPACE Address*

1315 I Street, Suite 100  
Sacramento, CA 95814

# AFFILIATE APPLICATION

Company Name \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_ Suite/Floor \_\_\_\_\_

City \_\_\_\_\_ State/Country \_\_\_\_\_ ZIP \_\_\_\_\_

Company Phone (for directory listing) \_\_\_\_\_ Company E-mail (for directory listing) \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Contact Email \_\_\_\_\_ Contact Direct Phone \_\_\_\_\_

## Professional Information

Check the profession that you represent:

- |                                                             |                                                   |                                                           |
|-------------------------------------------------------------|---------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Accountant                         | <input type="checkbox"/> Food Service Company     | <input type="checkbox"/> Nonprofit / Government           |
| <input type="checkbox"/> Architect                          | <input type="checkbox"/> Insurance Provider       | <input type="checkbox"/> Pharmacy                         |
| <input type="checkbox"/> Bank                               | <input type="checkbox"/> Law Firm                 | <input type="checkbox"/> Rehabilitation Services Provider |
| <input type="checkbox"/> Consultant                         | <input type="checkbox"/> Medical Product Provider | <input type="checkbox"/> Transportation Services Provider |
| <input type="checkbox"/> Electronic Medical Record Provider | <input type="checkbox"/> Medical Service Provider | <input type="checkbox"/> Other _____                      |

Briefly describe your product or services \_\_\_\_\_

Does your organization currently offer these products or services to PACE organizations?  Yes  No

## Annual Dues

Annual dues are calculated on a fiscal year, July to June.

July 1 to June 30 | \$4,500

## Payment

Submit full payment of your Affiliate dues. Dues are non-refundable and non-transferable. Dues are not a tax-deductible donation, but may be eligible as a business expense deduction.

Invoice me

Accounting Contact Name \_\_\_\_\_ Email \_\_\_\_\_ Phone Number \_\_\_\_\_

Designation as a CalPACE Affiliate is available to organizations/professionals that are interested in the objectives of CalPACE and provide or offer products or services to our members and must not be an excluded organization from participation in state or federally funded programs. To be considered for designation as a CalPACE Affiliate, an interested organization must complete the CalPACE Affiliates application and submit full payment. Organizations designated as CalPACE Affiliates may use the CalPACE Affiliate name and/or logo in accordance with the CalPACE marketing guidelines. The CalPACE board reserves the right to terminate a designation of any organization that does not comply with the policies and requirements governing the CalPACE Affiliate program. Determinations of the board are final.

**Applying for membership and signing this application, you acknowledge the code of conduct on page 4.**

I agree to abide by the CalPACE policies governing CalPACE Affiliates \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

## Please remit application to:

CalPACE, 1315 I Street, Suite 100, Sacramento, CA 95814

Questions? Please send an email to [hello@calpace.org](mailto:hello@calpace.org).

