

*The Center for
Long-Term Care Reform*

2008 National
LONG-TERM CARE
Consciousness Tour



Stephen A. Moses
Founder

~ The Mission of The Center for LTC Reform ~

The Center for Long-Term Care Reform, Inc. is a private institute dedicated to ensuring quality long-term care for all Americans by promoting public policy that targets scarce public resources to the neediest, while encouraging people who are young, healthy and affluent enough to take responsibility for themselves.



THE NATIONAL LONG-TERM CARE CONSCIOUSNESS TOUR - 2008

Support the Journey! Share Responsibility! Reap the Benefits!



Steve Moses, President of The Center for Long-Term Care Reform, will tour the entire United States during 2008 in his Air Stream Travel Trailer, aptly named the “Silver Bullet of LTC.” According to Moses: “The purpose of this tour is to get closer to the action - to deliver the Center’s message of responsible long-term care planning and rational public policy to a much wider audience than ever before, including thousands of additional financial professionals.”

BREAKING NEWS ABOUT THE TOUR

- “The National Long Term Care Consciousness Tour Is About To Begin...”
Sharon A. Chace, Editor - **Broker World, Dec. 2007**
- “Moses to Lead LTC Campaign”
Trevor Thomas - **National Underwriter Online News Service, Nov. 29, 2007**
- “‘Who’s Who in LTCi’ The Power List” - **Senior Market Advisor, Nov. 2007**
“Steve Moses is so serious about promoting LTCi that he plans on essentially going on tour for a year to do so!”
- Video Interview with Steve - Will be taped at the National LTCi Producers’ Summit in Feb. 2008 and featured on **WallStreetOnline.com**

MEETING THE PUBLIC – A WIDE AUDIENCE

Steve has divided the U.S. into six regions. He will speak at large and small industry gatherings and work locally with LTC insurance providers and long-term care providers. He plans to: 1) Collaborate with financial planners, Life & Health agents, CPAs and lawyers on the importance of long-term care planning. 2) Influence local media, politicians, and policymakers; to join forces with state “think tanks.” 3) Teach his LTC graduate seminars. 4) Write editorials for local publications. 5) Work more directly with the public. **“In other words, to do all the things I do anyway, but with more availability.”**

OPPORTUNITIES TO PARTICIPATE

- Become a Tour Sponsor – help fund the Tour’s mission. Share your own company’s message with Tour event attendees throughout the year (see Sponsor Packet).
- Sponsor/schedule an event for your company or client audience in your area.
- Alert the Tour office of speaker spots and news-making opportunities in your area.
- Become a member of The Center for Long-Term Care Reform.

SUPPORT THE JOURNEY

Some opportunities are very limited - so act quickly to secure your preferred spots! For Tour details, sponsor levels and opportunities, and the monthly schedule as it unfolds, check out the Center’s website at <http://www.centerltc.com>; or call 206-283-7036 or send an inquiry to info@centerltc.com.

Thank you for your interest and ongoing support.

THE CENTER FOR LONG-TERM CARE REFORM, INC.

Dedicated to ensuring quality long-term care for all Americans

2008

NATIONAL LONG-TERM CARE CONSCIOUSNESS TOUR SPONSOR OPPORTUNITIES

PLATINUM LEVEL - \$25,000+

- Premier placement of your full-color logo (30"W x 24"H) on both sides of the "Silver Bullet" touring vehicle for maximum visual exposure on Tour route and at media events!
- Full-color, double-sided ad insert identifying you as a "Platinum Sponsor" in Presentation Packet (distributed to Tour event attendees throughout the year). Dimensions: Overall page size: 8-1/2"W x 11"H - Actual ad size/each side: 8"W x 9-3/4"H
- Full one-year corporate membership in The Center for Long-Term Care Reform for all of your employees and principal agents.
- Ability to host/sponsor Steve Moses at an event for your agents, employees, or the public. Up to six days during the Tour year.
- Priority listing as "Platinum Sponsor" on signage displayed at Tour events.

GOLD LEVEL - \$15,000 to \$24,999

- Superior placement of your full-color logo (22"W x 10"H) on both sides of the "Silver Bullet" touring vehicle for maximum visual exposure on Tour route and at media events!
- Full-color, double-sided ad insert identifying you as a "Gold Sponsor" in Presentation Packet (distributed to Tour event attendees throughout the year). Dimensions: Overall page size: 8-1/2"W x 10"H - Actual ad size/each side: 8"W x 8-3/4"H
- Full one-year corporate membership in The Center for Long-Term Care Reform for all of your employees and principal agents.
- Ability to host/sponsor Steve Moses at an event for your agents, employees, or the public. Up to four days during the Tour Year.
- Listing as "Gold Sponsor" on signage displayed at Tour events.

SILVER LEVEL - \$10,000 to \$14,999

- Placement of your full-color logo (12"W x 6"H) on both sides of the "Silver Bullet" touring vehicle for maximum visual exposure on Tour route and at media events!
- Full-color, double-sided ad insert identifying you as a "Silver Sponsor" in Presentation Packet (distributed to Tour event attendees throughout the year). Dimensions: Overall page size: 8-1/2"W x 9"H - Actual ad size/each side: 8"W x 7-3/4"H
- Full one-year corporate membership in The Center for Long-Term Care Reform for all of your employees and principal agents.
- Ability to host/sponsor Steve Moses at event for your agents, employees, or the public. Up to two days during the Tour Year.
- Listing as "Silver Sponsor" on signage displayed at Tour events.

2008

NATIONAL LONG-TERM CARE CONSCIOUSNESS TOUR SPONSOR OPPORTUNITIES

BRONZE LEVEL - \$7,500 to \$9,999

- Full-color, single-side ad insert identifying you as a "Bronze Sponsor" in Presentation Packet (distributed to Tour event attendees throughout the year). Dimensions: Overall page size: 8-1/2"W x 8"H – Actual ad size: 8"W x 6-3/4"H
- Full one-year corporate membership in The Center for Long-Term Care Reform for up to 100 of your employees and principal agents.
- Ability to host/sponsor Steve Moses at an event for your agents, employees, or the public. One day during the Tour Year.
- Listing as "Bronze Sponsor" on signage displayed at Tour events.

CONTRIBUTING LEVEL - \$5,000 to \$7,499

- Listing as "Contributing Sponsor" on Presentation Packet Sponsor List (distributed to Tour event attendees throughout the year).
- Full one-year corporate membership in The Center for Long-Term Care Reform for up to 25 of your employees and principal agents.
- Ability to host/sponsor Steve Moses at an event for your principal agents and employees. One day during the Tour Year.
- Listing as "Contributing Sponsor" on signage displayed at Tour events.

FRIEND OF THE TOUR LEVEL - \$1,000 to \$4,999

- Listing as "Friend of the Tour Sponsor" on Presentation Packet Sponsor List (distributed to Tour event attendees throughout the year).
- Full one-year corporate membership in The Center for Long-Term Care Reform for up to ten of your employees and agents.
- Listing as "Friend of the Tour Sponsor" on signage displayed at Tour events.

IMPORTANT NOTES

- All sponsorship opportunities are offered on a first-come, first served basis. Priority attention will be given to those who make early commitments.
- All sponsor commitments will be reviewed and approved by Steve Moses, who reserves the right to make any necessary adjustments to sponsor agreements as a result of changes in the Tour schedule, or other potential conflicts.
- Sponsors will receive a written acknowledgement of their commitment to the Tour. One-time, up-front payments will be welcomed. A quarterly payment plan is also available.
- Sponsors will be contacted with exact ad and logo specifications.

For additional information or to secure your sponsorship level,
please contact The Center for Long-Term Care Reform at: info@centerltc.com or call 206-283-7036.
Website: www.centerltc.com

THE NATIONAL LONG-TERM CARE CONSCIOUSNESS TOUR - 2008

Tour Schedule

January / February – SOUTHEAST REGION

- Florida, Georgia, Alabama, Mississippi, South Carolina, North Carolina, Tennessee

March / April – SOUTHWEST REGION

- Texas, New Mexico, Arizona, Colorado, Utah, Oklahoma, Arkansas, Louisiana

May / June – CENTRAL EAST REGION

- Virginia, West Virginia, Maryland, Delaware, Pennsylvania, New Jersey, Washington DC

July / August – NORTHEAST REGION

- New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine

September / October – MIDWEST REGION

- Illinois, Indiana, Ohio, Iowa, Michigan, Kentucky, Missouri, Minnesota, North Dakota, South Dakota, Kansas, Nebraska, Wisconsin

November / December – WESTERN REGION

- California, Nevada, Oregon, Washington, Idaho, Montana, Wyoming, Arkansas, Hawaii

For a day-to-day Tour itinerary, check out The Center's website at <http://www.centerltc.com/TourCalendar/General.htm>.

To schedule Steve Moses for your event or agent gathering, call 206-283-7036 or send an inquiry to info@centerltc.com.

The Silver Bullet of LTC



Stephen A. Moses

Biographical Profile



Stephen Moses is president of the Center for Long-Term Care Reform in Seattle, Washington (www.centerltc.com). The Center promotes universal access to top-quality long-term care by encouraging private financing as an alternative to Medicaid dependency for most Americans. Previously, Mr. Moses was president of the Center for Long-Term Care Financing (1998-2005), Director of Research for LTC, Inc., (1989-98), a senior analyst for the Inspector General of the U.S. Department of Health and Human Services (1987-89), a Medicaid state representative for the Health Care Financing Administration (1978-87), a HHS Departmental Management Intern (1975-78), and a Peace Corps Volunteer in Venezuela (1968-1970). He is widely recognized as an expert and innovator in the field of long-term care.

Senior Market Advisor magazine put Steve Moses in its top-ten LTC insurance "Power List" and his picture on its cover. *McKnight's Long-Term Care NEWS* said Moses is "one of the 100 most influential people in long-term care." *Nursing Homes* magazine reported "there is probably no more articulate spokesperson for privately financed long-term care than Stephen Moses."

Mr. Moses has directed numerous national and state-level studies for the federal government, state governments, and private think tanks on Medicaid nursing home eligibility, asset transfers, estate recoveries and long-term care financing. He specializes in correcting problems associated with "Medicaid estate planning," the practice of artificially impoverishing affluent people to qualify them for public assistance.

Moses influenced the content and passage of the Deficit Reduction Act of 2005, which discouraged Medicaid planning abuses and unleashed the LTC Partnership programs. He is credited with having "forged the framework" for the Omnibus Budget Reconciliation Act of 1993, which closed many Medicaid eligibility loopholes. He helps state Medicaid programs curtail Medicaid estate planning and encourage private insurance and home equity conversion as alternatives to public welfare financing of long-term care for the middle class and affluent.

Mr. Moses' articles have appeared often in distinguished publications like *The Gerontologist*, *The Journal of Accountancy*, *The Journal of Financial Planning*, *Contemporary Long-Term Care*, *Best's Review*, *National Underwriter*, *Assisted Living Today* and *Nursing Homes* magazine. He is the author of chapters in several books including "Health and Long-Term Care Insurance" in Clark Boardman Callaghan's legal treatise *Advising the Elderly Client*, the chapter on long-term care financing in "Age Wave" author Ken Dychtwald's *Toward Healthy Aging* anthology, and a critique of the long-term care partnerships in a volume which reviews that program.

Steve Moses has testified before Congress and two-thirds of America's state legislatures. He frequently addresses professional conferences in the fields of law, aging and insurance. His recommendations are quoted often in the national media including the "CBS Evening News," PBS's "Frontline" and "The Financial Advisors," CNN, National Public Radio, *The New York Times*, *The Wall Street Journal*, *Newsweek*, *USA Today*, *Forbes*, *The New Republic*, *Smart Money*, *National Journal*, and Jane Bryant Quinn's syndicated column. He appeared in a public television documentary titled "The Aging of America: The Dilemma of Long-Term Care." His talk radio appearances on health care reform are unique and provocative.

Stephen Moses is the author of *Aging America's Achilles' Heel: Medicaid Long-Term Care*; *LTC Choice: A Simple, Cost-Free Solution to the Long-Term Care Financing Puzzle*; *The Myth of Unaffordability: How Most Americans Should, Could and Would Buy Private Long-Term Care Insurance*; *The LTC Triathlon: Long-Term Care's Race for Survival*; *The Realist's Guide to Medicaid and Long-Term Care* and many other widely distributed studies and reports.

Education: Bachelor of Arts in Political Science, Highest Honors, Phi Beta Kappa, University of California, Davis (1967); Master of Arts in Political Science, High Honors, University of Maryland, College Park (1972).



Center for Long-Term Care Reform, Inc.
2212 Queen Anne Avenue North, #110, Seattle, WA 98109
Phone: (206) 283-7036 Fax: (206) 283-6536 E-mail: smoses@centerltc.com
Web Site and "The Moses LTC Blog": <http://www.centerltc.com>
Subscribe to our daily *LTC E-Alerts* and weekly *LTC Bullets*