

Greetings!

Your students are likely eager to take the knowledge and skills they're acquiring at school and apply them in a rewarding career. The California Assisted Living Association (CALA) is eager to support students in their pursuits. To that end, we are excited to announce the [student scholarship program](#) for the [2016 CALA Fall Conference & Trade Show](#)! Students who attend this event will have the opportunity to:

- Gain a greater understanding of the Assisted Living profession and explore career possibilities
- Meet face-to-face with prospective employers
- Walk away with practical knowledge and information to give them a leg-up in career pursuits

A recent national report released by Argentum revealed that the senior living industry has outpaced average job growth by 3.7%, and will continue to grow. In fact, by the year 2025, senior living will create an additional 347,000 new jobs.

Not sure how all this fits with the skills your students are learning and developing? Senior living operators are actively seeking individuals with skills specific to your program. For more details, take a look at these [career opportunities for nursing graduates](#).

Students who complete the [scholarship application](#) may be selected to attend the Fall Conference & Trade Show in Rancho Mirage free of charge. The scholarship covers registration for all three days from October 24-26; applicants will be responsible for lodging and transportation. **Application deadline: September 23<sup>rd</sup>**. (Limited lodging assistance may be available to students for whom this presents a hardship.)

In addition, and as a token of our gratitude, we'd like to offer you a one-time scholarship to attend the conference along with your students. No application required - simply fill in and send the registration form (pg. 2 of the [Conference flyer](#)) to my attention.

Students who miss the application deadline can still attend CALA's Fall Conference & Trade Show at the discounted student rate. Student attendees will have access to high-quality educational offerings and networking events, and will learn about day-to-day operations at Senior Living communities. Students can register by filling out the [registration form](#).

I invite you to contact me if you have any questions and look forward to meeting you and your students at the Fall Conference & Trade Show. Thank you.

Sincerely,

Jan Trifiro

Director of Professional Development & Member Relations

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