



2024



STARS OF LIFE

Annual Stars of Life Celebration & Legislative Summit

March 19-20, 2024

Sheraton Grand – Sacramento, CA

— Registration Deadline: March 1, 2024 —

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Join Our All-Star Team!

The CAA's Annual Stars of Life Celebration is the most exciting state event that recognizes and honors the dedicated professionals in the ambulance services industry. We encourage you to set up meetings with your representatives of the Legislature at the State Capitol so your ambulance company can deliver important information to your Assembly Members and Senators.

By sponsoring one or more of your employees to be a Star of Life and joining other CAA members at the event, we collectively gain a tremendous platform to educate our elected officials about our many entrepreneurial solutions to public policy challenges. We strongly encourage every ambulance company to nominate at least one employee to be a Star of Life. Your participation ensures wonderful memories for your employees, makes them feel valued and respected, gives your company precious local exposure and recognition for your ambulance operation, and helps to educate and influence legislators on issues important to our industry.



2023 Stars of Life Recipients



CALIFORNIA AMBULANCE ASSOCIATION

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Start Your Stars Selection Process Now!

Each company is responsible for their own Star of Life selection process. Any employee from your organization who epitomizes the spirit and commitment of a quality ambulance service: EMTs, paramedics, dispatchers, customer service representatives or other operations and support personnel (living or deceased) are appropriate candidates as Stars of Life.

These candidates may be selected because they received or were honored for:

- Employee of the year.
- On-duty or off-duty service above and beyond the call of duty such as special or unique rescues or life-saving actions.
- Setting of significant records.
- Significant community contributions such as volunteer work.
- Significant community distinction or honors related to ambulance, public safety, public health or health care services.
- Consistent service record which exemplifies your ambulance operation's mission.
- Local leadership in developing community partnerships which enhance homeland security.

Each Stars of Life honoree will receive the Stars of Life Medal, a Star of Life uniform pin, a medal presentation plaque, a legislative certificate, and will be recognized in the Stars of Life Yearbook.

Register your Stars by the March 1, 2024 deadline. Complete the application, submit the narrative explaining your selection(s), submit a nice photo (electronic) of each individual, and pay the associated fees.

Late sign-ups are strongly discouraged. Many program details require lead time; missing the deadline may cause your Star to miss out on some of the gifts, awards, honors, and recognition. Please don't be disappointed or disappoint them, **register your Star(s) by the March 1, 2024 deadline.**

It is strongly recommended that a company representative or Host accompany Stars to all ceremonial and legislative events on Wednesday, March 20th. Additionally, your Star of Life does not have to be present to be recognized as a CAA Star of Life; he/she will still receive their awards in the mail following the event and appear in the yearbook.



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Stars of Life – One of the Most Exciting Association Events of the Year

- Medal presentation ceremony and orientation
- Medal presentation plaque
- Legislative Certificate of Recognition
- A pin for each Stars of Life honoree's uniform
- Networking Reception and Awards Dinner
- Group photos
- Numerous opportunities for local and state recognition



Objectives of the Stars of Life Celebration

REWARD and congratulate outstanding ambulance service employees;

EDUCATE Members of the Administration, Legislature and their staff regarding ambulance service issues and the key role of ambulance professionals in the local community;

PROJECT the image of the California Ambulance Association as the leading state organization on ambulance industry issues;

TEACH the next generation of ambulance managers how to participate in the legislative process;

NETWORKING with other ambulance company leaders of California to forge relationships and strengthen the bonds in the ambulance industry; and

GENERATE positive local media stories regarding your ambulance company and Stars of Life recipients.



Hotel Information

Sheraton Grand

1230 J Street, Sacramento, CA 95814
Ph: 916-447-1700 • www.sheratonsacramento.com

Guest Room Rate: King or Double \$279

For Reservations: please call 800-325-3535

Hotel Cut-off Date: February 27, 2024

Parking/Directions:

From Interstate 5, exit J Street heading east. Hotel is on J Street, between 12th Street and 13th Street, on the right-hand side. Self-parking and valet parking are available.



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Schedule of Events

TUESDAY, MARCH 19, 2024

- 10:00am - 12:00pm **Board of Directors Meeting** (Medic Ambulance)
- 11:30am - 12:00pm **Registration Open** (Medic Ambulance*)
- 12:00pm - 1:30pm **Lunch** (Medic Ambulance*)
- 1:30pm - 2:00pm **Station Tour** (Medic Ambulance*)
- 2:00pm - 4:00pm **Ready, Next! Presentation** (Medic Ambulance*)
- 5:30pm - 6:30pm **Welcome Reception Hosted by the CAA Board of Directors** (Sheraton Grand Hotel*)

WEDNESDAY, MARCH 20, 2024

- 7:30 am **Registration Open**
- 7:30 am - 8:00 am **Breakfast Buffet**
- 8:00 am - 9:30 am **Welcome, Medal Presentation & Program**
- 9:30 am - 10:30 am **Group Photo**
- 10:30 am - 5:00 pm **Legislative Appointments**
- 5:00 pm - 6:00 pm **Stars of Life Reception****
- 6:00 pm - 8:00 pm **Stars of Life Awards Dinner****

* All registrants are encouraged to attend the events taking place at Medic Ambulance on Tuesday afternoon. The address is 3300 Business Drive, Sacramento, CA 95820.

** Stars of Life Recognition. Guests are welcome to attend. Guest tickets are \$100 per person.



Legislative Appointments Info

We encourage all event participants to schedule meetings with the Senators and Assemblymembers of their Stars and service areas. You are more likely to obtain a meeting with your Senators and Assmeblymembers



if you reach out to their offices directly. If you are unfamiliar with the process and would like assistance, we are happy to help. Please email the CAA at info@the-caa.org for details. If you do make appointments on your own, please send your appointment information to CAA Headquarters. You can use this website (<https://findyourrep.legislature.ca.gov/>) to obtain contact information of your Senators and Assembly members.



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REGISTRATION FORM

Registration deadline is Friday, March 1, 2024.

Host and Star registration fee includes events at Medic Ambulance on Tuesday, Wednesday events including the breakfast, opening session, materials, refreshments, reception, and dinner (registration fee does not include travel expenses, hotel, or meals other than those specified). Star registrations also include medal, plaque, legislative certificate, entry in the prize drawing and photo/bio published in the yearbook. **Star of Life** Yearbook Honoree includes medal, plaque, legislative certificate, and photo/bio published in the yearbook. There is an additional \$25 per person charge for registration after the deadline and for on-site registration. Late Star registrations are discouraged. Star registrations received after the deadline may not be included in the printed program and may not receive an individual legislative certificate.

Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____

ATTENDEES —

Star	Host	Guest	Name	Title / Relationship	E-mail
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____

EARLY REGISTRATION

CAA MEMBERS —

This event is for CAA members only. Non-members may attend if a membership application is submitted with membership dues.

	# People	Total
Star of Life Full Registration (For Stars)	_____ @ \$275 = \$	_____
Star of Life Yearbook Honoree (For Stars Not Attending)	_____ @ \$175 = \$	_____
Regular/Host Full Registration (For CAA Members)	_____ @ \$275 = \$	_____
Breakfast Only (Family/Guest)	_____ @ \$ 50 = \$	_____
Dinner Only (Family/Guest)	_____ @ \$100 = \$	_____

REGULAR REGISTRATION

For registration forms received after March 1, 2024, add: _____ @ \$25 = \$ _____

TOTAL \$ _____

PAYMENT —

Check payable to **California Ambulance Association** Mastercard Visa American Express
Card Number _____ Exp Date _____ 3-4 Digit CID _____
Name on Card _____
Address (if different from above) _____
Signature _____

Registration deadline is Friday, March 1, 2024. Cancellations must be received in writing by March 1, 2024. No refunds shall be given after March 1, 2024. Registration may be transferred to another individual within the same company. Please complete this form and return to:

CALIFORNIA AMBULANCE ASSOCIATION

2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833 • 877.276.1410 (toll free) • 916.924.7323 (fax) • www.the-caa.org

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STARS OF LIFE BIO FORM

Please Complete One Form per Star

Star Name _____
Company _____
Title / Position _____ Length of Service _____
Home Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____

2024 STARS OF LIFE PROGRAM

Each Star will be featured in the 2024 **Stars of Life** Program – a yearbook which will contain each Star’s name, photo and short biography. In order to be featured in the program, please provide:

BIOGRAPHY – Submit biography electronically to koreno@the-caa.org with a narrative containing all of the following (150 words or less):

- **REASON FOR SELECTION** – Describe reason for selection such as lifesaving rescues, service beyond call-of-duty, setting of records, community service, special honors, consistent service record or local leadership in community partnerships.
- **WORK EXPERIENCE** – Describe title, positions held and length of service.
- **DISTINGUISHING PERSONAL TRAIT** – Describe the qualities that epitomize the spirit and commitment of quality ambulance service.
- **NOTABLE PERSONAL INTEREST** – Describe individual’s special hobbies, interests and activities.

COLOR PHOTO – Submit a color photo, head shot only. If submitting electronically, JPG format preferred. If submitting hard copy via mail, handle photos carefully, do not staple, bend or paper clip, write name on the back of photo.

RECOMMENDED ATTIRE FOR STARS

Please wear a “dress uniform” to all official **Stars of Life** events during the day on Wednesday, March 20th. Business attire can be worn to the reception and awards dinner on Monday evening. As a representative of the entire EMS industry, Stars’ attire should be indicative of a health care professional.

RECOGNITION IN YOUR LOCAL COMMUNITY

A local story with a state-wide angle will play favorably with reporters in your local community. You are encouraged to send a press release to your local newspapers, radio and TV stations prior to the event informing them that this “special story” is on its way. Reporters can then schedule interview time or broadcast time for your story and perhaps visit your company to film additional footage and/or interviews.

PARTICIPANT CHECK LIST

- | | |
|--|---|
| <input type="checkbox"/> Hotel reservation deadline: February 27, 2024 | <input type="checkbox"/> Registration Form by March 1, 2024 |
| <input type="checkbox"/> Biography by March 1, 2024 | <input type="checkbox"/> Photo by March 1, 2024 |

Legislative appointments are to be arranged by each CAA member themselves; try to make each appointment for March 20th after 10:30 am. Call your legislators’ office NOW for the appointment; don’t wait.

Please complete by Friday, March 1, 2024 and return to:

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SPONSORSHIP FORM

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This agreement will constitute the entire understanding of our company's sponsorship of the *Annual Stars of Life Celebration and Legislative Summit* of the California Ambulance Association. I have reviewed the document titled "Sponsorship Form" and understand the benefits that will be provided to our company in return for the sponsorship and the obligations of our company as a sponsor of the event.

COMPANY / ATTENDEE INFORMATION —

Company _____ Contact Name _____ Date _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Signature _____ E-mail _____

SPONSORSHIP OPPORTUNITIES —

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Platinum	Gold	Silver	Bronze	Copper
	\$5,000	\$3,500	\$2,500	\$1,000	\$500
Display table (6 ft) near registration desk	✓	✓			
Full page ad in Stars Yearbook (8.5" h x 5.5" w)	✓				
1/2 page ad in Stars Yearbook (4.25" h x 5.5" w)		✓			
Ad on CAA website for 6 months (220 pixels x 220 pixels)	✓				
Ad on CAA website for 3 months (220 pixels x 220 pixels)		✓			
Posts to CAA's social media pages	✓	✓	✓		
Logo on post event email	✓	✓	✓	✓	
Space to display promotional materials at registration desk			✓	✓	
Verbal recognition at breakfast & dinner on March 20	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓
Recognition in the <i>Siren</i> magazine	✓	✓	✓	✓	✓

Check payable to **California Ambulance Association** Mastercard Visa American Express
 Card Number _____ Exp Date _____ 3-4 Digit CID _____
 Name on Card _____
 Address (if different from above) _____
 Signature _____ Amount to be charged: _____

Sponsorships will be awarded on a first paid, first served basis.

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