

FALL 2004  
PREMIER  
EDITION

# The Judy Fund News

*A newsletter published exclusively for our friends and supporters*

THE JUDY FUND

*Established In Loving Memory of*

# Judy Gelfand

SEPTEMBER 6, 1933 – JULY 13, 2004

*Dear Friends and Family,*

I started The Judy Fund to help me through my personal struggle watching the ongoing decline of my wife, Judy Gelfand. My dear friend and mentor Jerry Stone called me on the phone and reminded me of his work with the Alzheimer's Association. He encouraged me to do something in honor of Judy, who meant so much to so many.

It was clear that this fund would be a lasting gift for Judy and for my children and grandchildren and the many other families around the world who have experienced

Alzheimer's disease. While The Judy Fund is a tribute to the life of one woman, I hope it also captures and inspires other families to celebrate and remember their own loved ones – to get involved – and help to prevent and cure this terrible disease.

What was unclear is the lasting impact this work has had on me. The Judy Fund has shown



me the power of bringing people together for a most worthwhile cause. That's what Judy did. That's what Judy was. The Fund has reminded me of just how unique and special a person Judy was not only to my family, but to all who knew and loved her. The Judy Fund has reinforced my long-time belief in the generosity of people and the desire for many to do good things.

My family and I are immensely grateful and touched by your response to our effort to establish and build The Judy Fund. We thank you for your gifts and your words, and, your thoughtful and loving encouragement. As you review this first edition of The Judy Fund Newsletter, please take pride in the work and research that your support is helping to make possible at the Alzheimer's Association.

But, I ask you not to just read this newsletter, but to stay engaged. Stay active. There is so much more to do. We simply have to stop this disease from reaching the next generation...and we will.

**Marshall Gelfand**

*National Board and Zenith Fellow Member  
Alzheimer's Association*

**SAVE THE DATE**

Friday  
**November  
19th**

*Memories*  
A Judy Fund Gala

*See page 8  
for details*

“Every individual matters. Every individual has a role to play.  
Every individual makes a difference.” —Jane Goodall

# Memories of women before me

by Elizabeth Gelfand Stearns



*Elizabeth's mother  
Judy Gelfand  
and grandmother,  
Gertrude Jaffe.*

I WAS NINE AND SKIPPING THROUGH my happy childhood one spring afternoon in Great Neck, New York, when I first glimpsed my mother and grandmother through different eyes.

Late afternoons in our neighborhood were the terrain of youth – we played, rode and ran until the dusk call for dinner. Throughout those memorable days, many of my mom's friends and an equal amount of strangers would stop me and exclaim, "Oh my, she's a dark-haired Judy!" While it did seem tiring to hear this so often, I was quite happy with this description. My mom was a beautiful woman. She was tall and blonde with a warm smile and big blue eyes. She was even more beautiful inside – everyone loved Judy.

On this particular day my mom and grandmother pulled up curbside to our corner home at 41 Amherst Road and directly into the center of our capture-the-flag-game. They had just returned from New York City, where both were enrolled in an interior design program at the New York School of Interior Design. Just as the doors to our Oldsmobile Delta 88 swung open, my team rounded the street corner. I was one of a dozen girls, running,

sweating and panting to the safety zone. Both groups collided. As my mother and grandmother emerged from the car, my best friends Liza and Nancy exclaimed, "Wow – your mom and grandma are beautiful!" And, beautiful they were. My mother and grandmother radiated a rich, warm and happy glow at the sight of this disheveled gaggle of girls. Together, we shared the delight of the moment.

Then they turned to walk to the front door, carrying their bags filled with design books, paint chips and fabric swatches. We stared at their clothes, shoes, hair and smiles as they glided up the path. Their humanity and purpose came together as their unique personal power.

I WAS NINE and it struck me for the first time how special these two women were. I was so proud they were mine. ■

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Elizabeth Gelfand Stearns is the daughter of Judy Gelfand. A former senior vice president of Universal Pictures, Elizabeth resides with her husband and three children in Santa Monica, California. She is a tireless and passionate advocate of the Alzheimer's Association and The Judy Fund and is driven to change the course of Alzheimer's – the disease that took her mother Judy and grandmother, Gertrude Jaffe, both of whom developed Alzheimer's disease in their 60s.



“Something which we think is impossible now is **not impossible** in another decade.”

—*Constance Baker Motley* (First African-American woman appointed federal judge)

## Alzheimer's Association serves as a research catalyst, partner, leader, innovator

**T**HE ALZHEIMER'S ASSOCIATION is advancing the national Alzheimer's disease research agenda to change people's thinking about Alzheimer's from hopeless to hopeful. The Judy Fund and its supporters are an important part of this effort.

Since 1980, the Alzheimer's Association has been a leader in advancing knowledge of Alzheimer's disease – to eradicate it and to help assure better quality of life for those affected by it.

The Association's comprehensive assault on the many-faceted problem of Alzheimer's disease makes it essential as leader and catalyst in driving an urgent Alzheimer research agenda. Our multi-pronged research strategy and programs include:

- **Working with partners** – the Association works closely with the NIA, the scientific community and the pharmaceutical industry to ask key scientific questions and join with our partners to seek answers.
- **Accelerating discovery** – Our research grant program has awarded more than \$165 million to over 1,300 research projects around the world, funding innovative and groundbreaking areas of inquiry.
- **Seeking synergies and promoting collaboration** – We organize and sponsor the world's largest international conference on Alzheimer's disease. In 2005, we will host the first-ever international research conference on the prevention of dementia.
- **Sharing information** – In 2005, the Association will be publishing a new scientific journal to provide a centralized, credible source for peer-reviewed knowledge.
- **Advocating for federal funding of Alzheimer research** – the Association has been instrumental in growing federal funding for Alzheimer research from less than \$30 million in the early 1980s to \$680 million in 2004 toward our goal of more than \$1 billion annually.
- **Debating issues and guiding the field** – As controversies emerge, the Association convenes scientific work groups to debate the topics and issues highly respected consensus papers to guide the field. ■

# My best friend Judy

by Marlene Schell

ONE YESTERDAY SOME 50 YEARS AGO, I was dating a man I met at Brown's Hotel in the Catskills, who introduced me to the woman who would become my lifelong friend, Judy.

Marty Landis lived in Queens and carpooled with Judy, who he described as a striking beauty with wide-set eyes and showgirl legs. Marty was just itching to fix her up with someone so we could double date. He hoped when he and his buddy walked into a restaurant with two stunning platinum blondes that all heads would turn. And they did.

From the instant I met Judy, I was captured by her sweetness. Judy, who only saw the good in people, was so down to earth, so unaffected and so pure. Everyone she ever met loved her because Judy herself was just brimming with love. She was the sister I never had.

How we laughed in recounting the tales of when we climbed in our mothers' mink stoles and high heels to sneak into Grossinger's, and how we had the most exciting vacation at the Sans Souci Hotel, or when her mother made the plane return from the takeoff runway to pick us up at the gate because we were late.

And how I just loved to hear her infectious laugh.

My parents moved to Forest Hills just so I could be nearer to Judy, "my good luck charm." And then, one fateful

Valentine eve we went to a cocktail party at the Harmony Club in New York, where we met our future husbands, both fraternity brothers from Syracuse University.

After we married, we'd spend every New Year's Eve together. We had our children, shared in every important event and visited each other at least twice a year even after Judy moved to Palm Springs.

The jokes she told in her inimitable style, the songs we sang and poems we read

aloud to each other remain permanently affixed in my memory. And now I am the sole possessor of those treasured memories. How I miss my most cherished friend. Only the love survives. ■

*From the instant  
I met Judy,  
I was captured by  
her sweetness.*

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*Marlene Schell resides in Woodmere, New York. Marlene and Judy began a lifelong friendship at 18 years of age and have shared life's experiences together – including raising collectively five children and 10 grandchildren.*

*Marlene immediately and generously joined with the Gelfand family, reaching into her own community to raise awareness and support for the Alzheimer's Association and The Judy Fund, for which we are most grateful.*

## THE JUDY FUND

# Supporting Innovative Research

The Alzheimer's Association proudly announces the establishment of THE JUDY FUND RESEARCH AWARDS, made possible from your support of The Judy Fund. These awards will sponsor and fully fund high-ranking

research grants as selected from the Association's peer review process and the Medical and Scientific Advisory Council.

The flagship grant within The Judy Fund Research Awards is the 2004 Pioneer Award granted in July to Dr. Philip Sloane, MD, PhD of the University of North Carolina. The Pioneer Award is the Alzheimer's Association's largest research award, providing \$1 million over five years to a distinguished scientist who has made important contributions to Alzheimer research and care.

"This award is an invitation to work harder," said

Dr. Sloane. As co-director of the Program on Aging, Disability, and Long-Term Care at the Cecil G. Sheps Center for Health Services

Research at the University of North Carolina, Dr. Sloane received the Pioneer Award for a project that focuses on the quality of care in assisted living facilities – an area that is serving an increasing number of people with Alzheimer's disease. A nationally renowned researcher and

educator, Dr. Sloane has made significant contributions to our understanding of behavioral symptoms and of medical care issues in the care of persons with Alzheimer's disease.

"I deeply appreciate the opportunity provided to me by The Judy Fund and the Alzheimer's Association," he continued. "It is through a combination of scientific effort, personal generosity and committed institutions that we will make progress in Alzheimer disease."

In addition, a second Judy Fund Research Award sponsors Dr. Edward H. Koo of the University of California at San Diego. His research project is investigating the normal role beta-amyloid proteins may play in forming abnormal brain deposits. The "amyloid hypothesis" is a significant area of research today, and refers to the theory that some stage of production or accumulation of the protein fragment (beta-amyloid) is the key toxic event that damages and kills nerve cells in Alzheimer's disease. Confirming or

disproving the amyloid hypothesis is among the most pressing questions in Alzheimer research.

The Judy Fund Research Awards, which Judy Fund donors have made possible, are supporting basic science as well as social behavioral science – seeking to find the root causes of the disease and help find improve treatments and care for those living with Alzheimer's. ■



Photo: Jim McWilliams/Alzheimer's Association



Dr. Phillip Stone

# What Can You Do?

**You can make a difference in the fight against Alzheimer's disease. The Alzheimer's Association counts on over 35,000 volunteers and supporters nationwide. Please join them in helping achieve our vision of creating a world without Alzheimer's disease. There are many ways to participate and get involved:**

**Join Memory Walk** – Come walk with us each fall and help raise money for the Alzheimer's Association. Millions of men, women and children participate as walkers, volunteers and sponsors each year. Learn more about Memory Walk's in your area at: <http://www.alz.org/Events/MemWalk>

**Get Involved Locally** – If you have a professional background in health care, social services, marketing, public relations, or accounting, your expertise can enhance the quality of chapter programs and services. You can help your local chapter develop and/or

implement events and programs such as public awareness campaigns, speakers bureaus, Helpline, support groups for individuals with early-stage Alzheimer's, care coordination, and education and training programs. Learn more about volunteer opportunities and events in your community at: <http://www.alz.org/findchapter>

**Become an Advocate** – Help shape laws at the federal, state, or local level by communicating Association positions to legislators and educating them about Alzheimer-related issues. Association advocates have helped raise government funds for Alzheimer research and improved access to long-term care for persons in their communities. Learn more about becoming an advocate at: <http://www.alz.org/Advocacy>

**Give Generously** – Charitable gifts make possible almost everything that the Association does to help families and advance research. Your continued support is critically important – whether it be through The Judy Fund, or by establishing your own family fund, or supporting your local chapter. For more information call: 312-335-5739.

Coachella Valley Regional Office  
Presents

*“Memories”*  
A Judy Fund Gala

FRIDAY, NOV. 19, 2004  
Marriott's Rancho Las Palmas Resort & Spa  
Rancho Mirage

Honorary Chairs  
Princess Yasmin Aga Khan  
Marilyn and Alan Bergman  
Congresswoman Mary Bono  
Peggy and Donald Cravens  
Harold Matzner  
Barbara Sinatra

Chairman  
Michael V. Smith

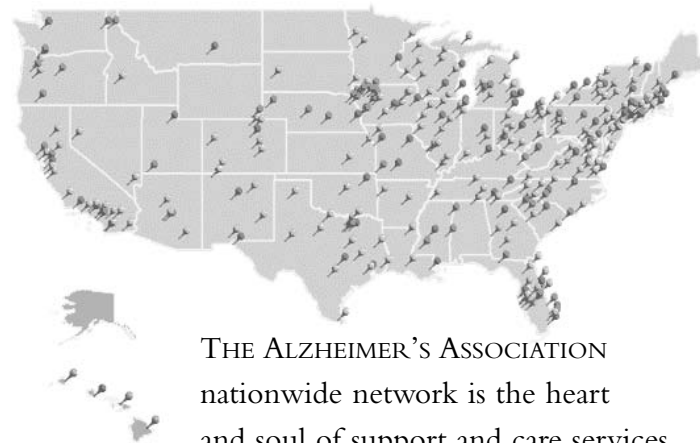
Dancing to Pat Rizzo Orchestra

We Look Forward to Seeing You at Our Sixth Annual Gala

Information: 760.836.3433

alzheimers association

## Alzheimer's Association Nationwide Network



THE ALZHEIMER'S ASSOCIATION nationwide network is the heart and soul of support and care services. Offices in Association chapters provide more than 300 points of service and a wealth of innovative community programs and services that include care consultation, education, information and referral.

**To find an office near you,  
call 1.800.272.3900 or visit  
[www.alz.org](http://www.alz.org).**

## What is Alzheimer's?

Alzheimer's (AHLZ-high-merz) disease is a complex, progressive disease that destroys brain cells. Common symptoms include personality and behavior changes, gradual memory loss as well as a decline in thinking skills and the ability to perform routine tasks. Today, Alzheimer's can be diagnosed with 90 percent accuracy, and medications can help manage symptoms.

Nearly all of what we know about Alzheimer's has been learned in the past 15 years through the joint efforts of the Alzheimer's Association, government agencies, research centers and pharmaceutical companies. And, with more research funding, scientists are expected to make great strides in the next decade toward better diagnostic tools, preventions, treatments and, one day, a cure.

## Dr. Marilyn Albert



Photo: Jim McWilliams/Alzheimer's Association

### *One woman making a real difference in Alzheimer research*

AS CHAIR OF the Alzheimer's Association Medical and Scientific Advisory Council, Dr. Marilyn Albert oversees the largest non-government-funded grant program in Alzheimer's disease research, including selecting projects for the Judy Fund Research Awards.

Dr. Albert, one of the Alzheimer field's most prominent researchers, is director of cognitive neuroscience in the department of neurology at the Johns Hopkins University School of Medicine and co-director of the Johns Hopkins Alzheimer's Disease Research Center.

With her husband, Dr. Guy McKhann, she published one of the most definitive books on the aging brain, "*Keep Your Brain Young*", and is lead supporter of the Association's Maintain Your Brain™ healthy aging, public awareness program.

"The Alzheimer's Association's ultimate goal is to prevent the disease entirely," Dr. Albert said. "And, now it's time to think about risk reduction."

Her major research interests involve cognitive change with age, disease-related changes of cognition, with a particular focus on Alzheimer's disease, and the relationship of cognitive change to brain structure and function as measured through imaging. Prior to joining Johns Hopkins, she spent 22 years at the Harvard Medical School where she directed the gerontology research unit at Massachusetts General Hospital. ■

*The Judy Fund* is committed to preventing Alzheimer's disease for the next generation and the generations to follow. For ourselves. For our families.

With your help and the leadership of the Alzheimer's Association – **we can** change the course of this disease.

Thank you for your interest and generous support. Judy would be so honored to know how you have responded.



*Judy's Legacy – Two Generations of Women*

*Ilana Gelfand-15, Doreen Gelfand, Elizabeth Gelfand Stearns,  
Marcie Gelfand, Ella Stearns-4, Jackie Stearns-10, Sophie Gelfand-5*