

From Start to Finish: The Journey was Incredible

2010 Tulsa Memory Gala a huge success

A record-breaking success. That is how Judi Ver Hoef, CEO and president of the Alzheimer's Association Oklahoma and Arkansas chapter, describes the 15th annual Tulsa Memory Gala on March 25, held at the newly renovated Tulsa Convention Center Ballroom.

"The public is more motivated, now more than ever, to support the exceptional quality of the services that the Oklahoma and Arkansas Chapter provides for people with Alzheimer's. Thanks to outreach by the Gala committee, the Gala was our most successful yet," said Jeff Cope, who was Honorary Co-Chair with his wife, Connie, and Fayenelle and Jay Helm.

"The commitment, the passion, the partnerships, and support are extremely important and are crucial to making our mission a reality."

The Tulsa Memory Gala raised more than \$770,000 this year. These are critical funds for Alzheimer care, support and research. During the past 15 years, many of Tulsa's most influential and respected political, philanthropic, business and social leaders have joined together through this event to lead the fight against Alzheimer's disease. This Gala has quickly become one of the premier fundraising events in the city of Tulsa attracting more than 700 people this year to build awareness of Alzheimer's as a local and national priority.

This year's Gala was a spectacular "journey" of sights and sounds in the Tulsa Convention Center Ballroom. A highlight of the evening was the swipe and buy kiosks areas which made the experience more fun and enjoyable. This is the first event in Tulsa to have such technology present at a major fundraising gala.

Also making the evening memorable was the involvement of Union High School football team and Central High School students.

"This is a new era for the chapter," said Jim and Kristin Bender, Event Chairs. "The support of this Gala in terms of volunteers and financial assistance is unparalleled. The event was a fantastic gathering of community leaders for a great cause with superior food and wine, and outstanding live and silent auction items."

The chapter expresses special thanks to those who helped make this year's Gala a memorable event: Advisory Chair-Bryan Close; Honorary Co-Chairs- Connie and Jeff Cope, and Fayenelle and Jay Helm; Honorary Advisers- Jackie Kouri and Gary Paxton; Event Chairs- Kristin and Jim Bender; Dinner Chairs- Leigh Ann and Frank Fore; Patron Chairs-Tina and Bubba Cunningham; Auction Chairs-Erin and John Peters; Media Chair- Terry Hood; Committee Co-Chair- Julie Kivisto; Volunteer Chair- Diane Powell; Youth Chair- Terrie McMillan.

see "Gala" pg. 4



IN THIS ISSUE

Thomas Receives Award	pg.6
NEW: Med/Sci Column	pg. 8, 9
Kids Camp	pg. 9
2010 Facts and Figures	pg. 13
Memory Walk Calendar	pg. 14

**Jim and Kristin Bender, Event Chairs;
Jeff Cope, Honorary Co-chair;
Leigh Ann and Frank Fore, Dinner Chairs;
Not Pictured: Connie Cope, Honorary Co-Chair**

Oklahoma and Arkansas Chapter

Alumni Advisory Board

Jeannie Bracken
Denice Brice
Charles M. Cole III
Mary Ann Hille
J. Clarke Kendall II
Judy Kishner
Dick Litzinger
A.B. Steen
Robert Thomas, National Board
Betty Garrett Wood

Executive Committee

Harry Sheline - Board Chair
Jacqueline Kouri - Vice Chair
David Dearman - Treasurer/
Secretary
Margaret Swimmer, Immediate
Past Board Chair

Members-at-Large

Charlie Harding
Rev. Linda Brinkworth
William M. Lissau
Craig Silberg

Board of Directors

Blanton Brown
Jeff Cope
Thom Crowe
Lawrence R. "Bubba"
Cunningham
Kim French
Judy Gibson
Scott Grauer
James Holman
Sally Hood

Letitia Jackson
Gay Larson
David Lawson
David Loftis
David Murlette
David Mercer
LaKiesha Mitchell
Sara G. Murphy
Tom Palmer
Steve Remchuk
Laura Turner

Leadership Interns:

Polly Robinson
D. DeWayne Patterson
Jeff Tikkanen
Rachel Weaver

Medical/Scientific Advisory Council

Stephen Gemmell, PhD
Sue T. Griffin, PhD
Insung Kim, MD
William C. Orr, PhD, Chair
Chandini Sharma, MD

Arkansas Leadership Council

Christian Baldwin
Aline Brannon
Rene Blount
Kendra Carlson
Renee Carruthers
Charlene Cates
Donna Childress
Dr. David Dearman
Melanie Donaubauber
Kim French
Bo Garmon
Karen Gray
Dr. Sue Griffin
Jane Gunter
Toni Holohan
Lisa Iles
Shawn Ironside

Douglas R. Jones
Steve Lampkin
Kerri Marsh
Liz Martin
David Means
Debbie Medley
Lakiesha Mitchell
Joann Neal
Julie Olsen
Sheena Olson
Dr. Gretchen Orosz
Sue Parker
Rep. Sandra Prater
Sissy Putt
Teresa Rambo
Steve Rogers
Dr. K. Morgan Sauer
Deb Sexton
Carolyn Singleton
Cindy Sorrells
Melanie Sparkman
Myles Spears
Sarah VanVleck
Adam Wells
Todd Whatley
David Williams
Gillian Woods, PhD.

Oklahoma City Leadership Council

Linda Anthony
Jim Arnot
Lexie Tice
Suzanne Baxter
Linda Brinkworth
Karen Clanahan
Levi Heard
Sandi Martin



This newsletter made possible
through the generosity of Spirit
AeroSystems.

Alzheimer's Association solicitations will always have our logo prominently displayed. To make sure your gift reaches us, please use the envelope enclosed with this newsletter or visit our website at www.alz.org/alzokar. You may also mail in your envelope, addressed to one of our office locations listed on the back page of this newsletter.



**A Fond Farewell.
A New Journey.
Departure: n.: a setting out
(as on a new course).**

Dear Friends,

When I think of the word “Journey” it evokes so many images: just to share a few...the journey of each of the caregivers we serve, the journey of Alzheimer’s disease, our journey together, with you, toward a world without Alzheimer’s. And, if one place best captures the idea of “journey” it would perhaps be an airport. Your family, like mine, might prefer the “Arrival” over the “Departure” gate. I currently stand with you, at both the Departure and the Arrival gates.

After 23 successful and rewarding years with the Alzheimer’s Association, I will be departing my role as President and CEO at the Oklahoma and Arkansas Chapter. I will simultaneously be arriving in my new role, as a consultant for our National Alzheimer’s Association headquarters office in Chicago. I am delighted with this new journey, and I will be staying in close touch with our Chapter.

If I were to share one message with you it would be thus; I leave you in the best of hands. This

transition has been given intense care, consideration, and planning by our Board. Your Executive Leadership will remain unparalleled, your Program excellence will continue, and our ranking as one of the top Chapters nationwide will remain. In fact, nothing would please me more, than if this seamless transfer were to go unnoticed. This was my plan.

Whatever the next part of your journey might be, I wish you all the best. Be fearless. Be joyful. Spread love. Be resolute in this fight against Alzheimer’s. We need you. I look forward to staying in touch, and I wish you and your family a safe and enjoyable spring.

My warmest regards,

Judi Ver Hoef
Judi Ver Hoef
President and CEO

**Mark Fried Set to Take
the Helm in July**

Current Chapter Executive Vice President Mark Fried will take over as CEO beginning in July. Mark has been with the chapter for five years serving as the Oklahoma City office regional director and most recently as executive vice president.

“With the achievements we’ve enjoyed, a simple approach would be to try to not rock the boat. However, the growing prevalence of Alzheimer’s disease demands for us to use the best practices that produced prior success while vigorously pursuing the vision of living in a world without Alzheimer’s,” said Fried.

“I am eager to carry on the good work that this Chapter has done in the past and enthusiastically anticipate the day when we will go out of business because there is no more disease to fight.”

Judi’s greatest accomplishments were possible because of her clear vision and her ability to surround herself with a passionate, capable staff. It is my sincere desire and belief that we will reach even greater heights.

“Gala cont. from pg. 1”

“The need for our services and resources is intensifying. We have seen this need increase through programs such as our Helpline, caregiver counseling and attendance at support groups and educational events. This Gala, along with our other fundraising events, helps make these services possible for those who desperately need our assistance,” said Judi Ver Hoef, CEO and President of the local chapter.

The 2010 Gala was held in the newly renovated Tulsa Convention Center Ballroom



Central High School students

Premier Presenting Sponsor

Williams Foundation

Statewide Sponsor

Bank of Oklahoma

Presenting Sponsors

Blue Cross and Blue Shield of Oklahoma

Senior Star Living

Tulco Oils, Inc.

Platinum Patron Sponsors

Connie and Jeff Cope

Cypress Springs

Fayenelle and Jay Helm

Napa Station

Anne and Henry Zarrow Foundation

Silver Patron Sponsors

American Airlines

Bruce G. Weber Precious Jewels

Bryan Close

Frederic Dorwart, Lawyers

Hille Foundation

George Kaiser Family Foundation

Herman Kaiser Family Foundation

QuikTrip Corporation

The Mary K. Chapman Foundation

Tulsa Shock

Bronze Patron Sponsors

Advanced Industrial Services, LLC

Alliance Coal, LLC

Jo and Jack Babbitt

Bank of America

Kristin and Jim Bender

Brandt Commercial Properties, Inc.

Breeze Energy, LLC - in honor of Bill and Susan Thomas

Leigh Ann and Frank Fore

Helmerich and Payne, Inc.

Dave and Clydella Hentschel

Jackie Kouri and Gary Paxton

Lawson Family Foundation

Montereau, Inc.

Saint Francis Health System

Unit Corporation

Below: John and Erin Peters,
Auction Chairs



10th Annual Gala A Black and White Affair

The Alzheimer's Association Oklahoma and Arkansas Chapter expresses our sincerest thanks to the generous partners of A Masque in Black & White gala fundraiser in Oklahoma City. The sponsors include:

Bank of Oklahoma
Integrus Health
Blue Cross and Blue
Shield of Oklahoma
Cypress Springs
Chesapeake Energy
Dr. Rebecca Ann
Seay & Steve Seay
John M. "Chip" and
Shannon Fudge
Jim and Christy
Everest
Gov. David & Rhonda Walters
Mercedes-Benz of OKC
Crossroads Hospice
Kerry and Steve Katigan

Liz and Tom McLaughlin
Dr. Charles Morgan
The Fountains at Canterbury
Home Instead Senior
Care
Crowe & Dunleavy
Foundation
Senior Care Services
Dr. Norman Imes
Downing Wellhead
Equipment
Stillwater National Bank
Express Employment Professionals
Dr. Julie Hager
Richard Beale
Manchester House Assisted Living



Arkansas Galas

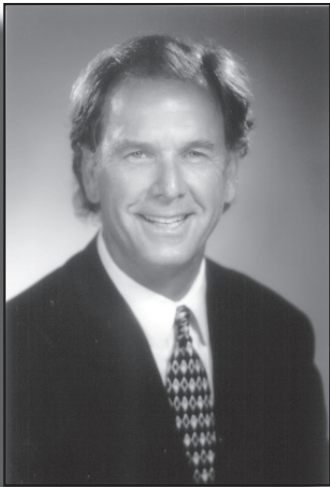
Below: Fort Smith Chapter Tinsel and Tails
Gala New Years Eve Balloon Drop at Midnight.
More than a thousand balloons were released.



Wayne and Diane Callahan (Heinz Inc.
and Harris McHaney Realtors respectively)
enjoyed the 2009 Northwest Arkansas
"Cherish Every Moment Gala" and
Christmas Tree Silent Auction.

Bob Thomas receives National Maureen Reagan Award

To honor the legacy of Maureen Reagan and her exceptional commitment to advocacy, the Alzheimer's Association established the Maureen Reagan Award which is presented annually to an extraordinary advocate from an Association chapter who has demonstrated the success in winning our issues into state or federal policy and who has shown outstanding advocacy leadership. This award includes a plaque and a \$2500 contribution to the advocate's chapter. This year's recipient is Bob Thomas.



“Bob is a tireless advocate for the cause. He is a man who leads from the front and gives without fail to advance our cause. He is well-known for doing the right thing in big things and small. He is one of those polite, friendly advocates who confirms carefully what was and what not was said in a meeting, writes thank you notes and never, ever forgets to make the ask and to make the case in a firm and demanding manner. And “no” is not the right answer,” said Oklahoma and Arkansas Chapter President and CEO Judi Ver Hoef.

Bob has most recently been instrumental in the Oklahoma campaign to win a state Alzheimer's plan and, once a plan task force was established, contributing leadership and time to see that this task force makes the right recommendations for care and support and create a real commitment to action by the state against Alzheimer's disease.

Bob has been a chapter and national Board member, and serves on the national public policy committee. He pushes for advocacy as a Board leader, for example, encouraging donors to take one more step and be advocates or by leading experiments with new ways to engage Memory Walk teams in advocacy.

“If you know Bob a little, you know that he draws inspiration from his wife Jill, and his brother and business partner Bill. In turn, Bob inspires those around him to see the vision, to dare and to give of their time and their talent to advocate with a fierce gentleness . . . or maybe it is a gentle fierceness,” said Ver Hoef.

Maureen Reagan served as a bold, inspirational leader in our Association and cause from 1998 through her untimely death in 2001. Her warmth, drive and commitment were evident to all of us who knew her as she raised public awareness across the country, raised heck in public policy committee and board meetings and especially when she came to Washington to change the way Congress would think about Alzheimer's.

Every year since this award was instituted we have an amazing group of nominees whose dedication, drive and commitment are inspirational. This year was no exception; other nominees were: Gary Tucker, Orange County Chapter; Laura Jones, Southeast Florida Chapter; Linda Fisher, Mid Missouri Chapter.

alzheimer's  association
memory walk'10®

Little Rock Memory Walk
Join us April 24 at the Big Dam Bridge

Time: 9 a.m.

Contact: tommy.glanton@alz.org; 501.265.0027

Register online: www.rockwalk.org

EVENTS

APRIL 2010

April 22 Tulsa, OK

Surviving and Thriving: Managing the emotional rollercoaster of Caregiving.

Time: 10:00 a.m. until noon OR 6:00 p.m. until 8:00 p.m. Natalie Building, 6475 S.Yale, Tulsa, OK, Fourth Floor Conference Room. . Cost: Free and Open to the public. To Register or for more information, please call 918-481-7741.

MAY 2010

May 18 Tulsa, OK

Step by Step: The Journey with Alzheimer's

Time: 6:00 - 8:00 p.m.

Warren Medical Building, 6465 S.Yale, Suite 312
To register or for more information, please call (918) 481-774.

May 27 Tulsa, OK

What Do You Say When There Are No Words?
Coping with anticipatory grief

Time: 10:00 a.m. until noon OR 6:00 p.m. until 8:00 p.m.

Natalie Building, 6475 S.Yale, Tulsa, OK, Fourth Floor Conference Room. Cost: Free and Open to the public.

To Register or for more information, please call 918-481-7741.

JUNE 2010

June 9 Tulsa, OK

Alzheimer's Education Conference & Celebration of Excellence Award Luncheon

Tulsa Renaissance Hotel

To register or for more information, call 918-481-7741.

June 24 Tulsa, OK

Nutrition for Seniors and Person with Dementia.

Time: 10:00 a.m. until noon OR 6:00 p.m. until 8:00 p.m. Natalie Building, 6475 S.Yale, Tulsa, OK, Fourth Floor Conference Room. Cost: Free and Open to the public.

To Register or for more information, please call 918-481-7741.

Tulsa. Early Stage Alzheimer's Support

Group for people in the early stages of Alzheimer's or related dementias and their family members meets at OASIS in Tulsa on the first and third Monday of each month. Group members must meet with Cathy Sullins prior to attending. For registration or more information please call 800-272-3900.

VOLUNTEER OPPORTUNITIES

Oklahoma:

Tulsa: Quarterly help to prepare newsletter for mailing. For more information contact Nellie Windsor at 918-481-7754.

Volunteer Respite Buddy Program in Tulsa is recruiting volunteers who would like to have fun and make a meaningful difference for people in Early Stages of Alzheimer's and related dementias. Volunteers receive training and are then matched with Early Stage Alzheimer's families after which they spend 2-4 hours per week with the person with dementia doing activities they both enjoy such as going to museums and parks, out to lunch, fishing, golfing, or just having coffee and visiting. For more information, please call Cathy Sullins at 800-272-3900.

Oklahoma City: Various tasks in the workplace where the OKC staff would sincerely appreciate your willingness to serve alongside us. If you would like to help, please call 405-319-0780.

Arkansas:

Little Rock: In-office administrative assistance and help for upcoming special events. Contact Allison Hogue at 501-265-0027 or email allison.hogue@alz.org.

New Drugs on the Horizon for Alzheimer's Disease

William C. Orr PhD, Chairman, Medical Scientific Advisory Committee

William C. Orr PhD is a board member of the Alzheimer's Association, Oklahoma and Arkansas Chapter and Chairman of the chapter's Medical/Scientific Advisory Council. He is Clinical Professor of Medicine at University of Oklahoma Health Sciences Center and President and CEO of the Lynn Health Science Institute in Oklahoma City. His interest in Alzheimer's disease comes primarily from the work his Institute has done in clinical trials testing new drugs for the treatment of Alzheimer's.

The vision of the organization is “a world without Alzheimer's Disease.” Until that happens, the relentless drive to develop new and more effective treatments will continue. Drug development is exceedingly complex, lengthy and costly. Time to develop a drug from the new molecule, to trials in animals and humans, to final approval by the FDA is nearly 10 years and costs approximately \$1.2 billion. Drug development is not only costly, but risky as well. Even when the money is spent for full development, there is no guarantee that the FDA will approve the drug. In spite of the risks and cost, numerous pharmaceutical companies are in the process of developing new drugs to treat Alzheimer's disease (AD). The final step in this process is to use the drug to treat patients with the disease. In my role at the Lynn Health Science Institute, I have had an opportunity to see the clinical process first hand as we have participated in numerous clinical trials to test new AD drugs, including Aricept, a drug now commonly used in the treatment of AD.

This article highlights three new potential treatments representing diverse treatment approaches. Two are based on Amyloid theory and one is based on nutrition.

Amyloid-related trials

Approaches to treatment vary considerably, but most are focused in what some believe to be the primary culprit in the development of AD, the formation of protein (amyloid) deposits in which prevents the normal communication between neurons in the brain. This communication breakdown between neurons leads to the cognitive deficits noted in AD.

1. Elan Pharmaceuticals has developed a vaccine against the protein deposits. Preliminary data in animals have shown that a vaccine against the amyloid material nearly completely prevented the formation of amyloid deposits in the brain. Studies have also shown that immunization in older animals, which had amyloid deposits markedly reduced the progression of the AD-like pathology. Based on these data, Elan has developed a monoclonal antibody for use in humans which provides passive immunization against amyloid formation.

2. Eli Lilly has developed a drug which inhibits an enzyme necessary for the formation of amyloid. Animal data have shown their drug resulted in a significant reduction in the formation of amyloid in the brain. Similar results were noted in preliminary studies in patients with mild to moderate AD. The company is assessing whether or not this drug can effectively slow the progression of AD in patients with mild to moderate disease.

Nutrition-related trial

Perhaps the most intriguing approach to treating AD is related to nutrition. The brain is the most energy-demanding organ of the body and it is fueled by glucose. This energy is required to fuel the constant regeneration and necessary restructuring of brain cells. These normal processes are necessary to maintain normal communication between brain cells. This ability to communicate between brain cells is one of the primary deficits noted in AD. There are studies which have shown a decrease in glucose metabolism in areas of the brain most closely associated with memory function. Nutritional intake provides the necessary building blocks necessary for brain cellular function and the ability to communicate between neurons in the brain. Furthermore, it is possible that poor nutrition may contribute to the process which results in amyloid formation in the brain, and nutritional supplements may prevent this process. It is possible to identify early alterations in brain glucose metabolism via the use of positron emission tomography (PET) scanning. PET scans can identify areas of high or low rates of glucose metabolism in the brain. Through the use of PET scanning, scientists have identified a subtle defect in brain glucose metabolism as one of the earliest findings in AD.

An interesting clinical trial currently involves the use of a nutritional supplement. This once-a-day nutritional drink contains key nutrients that interact to help build nerve connections in the brain. This combination of nutrients contains omega 3-fatty acids, choline, uridine and a mixture of antioxidants and B vitamins. The drink has been shown in a conical study presented at the Alzheimer's International Conference to improve memory when consumed daily by patients experiencing memory decline. Taken only in the proper proportions determined by research scientists (primarily at The Massachusetts Institute of Technology), the nutritional drink has been shown to increase the production of fatty constituents and proteins needed for proper brain metabolism. The clinical trial is being sponsored by the yogurt producer, Danone™. It is hoped that this product will be commercially available within the next year.

More opportunities for participation in AD treatment clinical trials seem to be appearing quite routinely, which suggests the recognition by pharmaceutical companies that there is a major need for new drugs in the treatment of AD. These studies are extremely demanding and labor intensive, and only a few clinical trial sites have the necessary staff and commitment to undertake these difficult studies. I feel privileged to be part of an organization that contributes to advancing the treatment of AD.

Alzheimer's Association Position Statement on Medical Foods

March 2009

As the leading voluntary health organization in Alzheimer care, support and research, the Alzheimer's Association takes seriously its role of communicating to the public information about new treatments for Alzheimer's disease.

Five drugs for Alzheimer's have been approved by the U.S. Food and Drug Administration (FDA). To obtain FDA approval, a drug must undergo the agency's rigorous, multi-year, multi-phase evaluation process, which ensures its safety and effectiveness. As an added measure, the FDA oversees how approved drugs are manufactured to ensure purity. When a drug is approved by the FDA, the Association can state with confidence that the drug has met standards of safety and effectiveness. The Association is aware of several products containing dietary supplements or agents naturally produced by the body that claim to beneficially affect Alzheimer's. These products, as well as associated claims, have not been reviewed by the FDA. The manufacturers of some of these products intend to market them as "medical foods." This is a subject of concern as the Association strives to fulfill its mission of providing the public with scientifically accurate information about treatments for Alzheimer's.

For the complete Medical Food Position Statement, please visit www.alz.org and type "medical foods" in the search field or call 800-272-3900.

Wonderful New Location for 2010 Austin's Camp Building Bridges July 18-24

This year's summer camp, Austin's Camp Building Bridges, will be held at New Life Ranch in Colcord, Oklahoma (10 miles west of Siloam Springs, Arkansas). Austin's Camp Building Bridges is a respite camp for teens entering grades 7-12, who are caring for a parent or grandparent with Alzheimer's or related dementia disease living in their home. The camp was founded by Tracy and Allen Mobley. They were inspired by their teenage son, Austin, who was only 7 when Tracy was diagnosed with younger-onset Alzheimer's disease and Frontotemporal Lobe Dementia at age 38.

The purpose of the camp is to provide a setting where teenage caregivers can:

- Build healthy, supportive relationships with peers
- Learn information and coping skills to help navigate the journey of Alzheimer's
- Learn to become advocates and help others

- Get a break from caregiving
- Have a great time just being kids at camp

New Life Ranch is a non-denominational Christian camp that focuses on building friendship, character and teamwork. The week of camp will last from July 18 through July 24. Each day, campers will spend an hour or two in interactive learning activities with Alzheimer's Association staff. The rest of the time will be spent engaged in a wide variety of camp activities. The camp offers quality lodging and meals as well as many activity options including: Archery, Drama, Mountain Men, Arts and Crafts, Canoeing, Swimming (either in the lake or pool), Gym and Field Sports, Discus Golf, Tennis, Weightlifting, Photography, Skeet Shooting, Hiking, Rock-wall climbing and rappelling, "The Slingshot," and much more.

There is a non-refundable registration fee of \$35 for each camper. Camp tuition is \$500, however, the Alzheimer's Association Oklahoma and Arkansas Chapter is raising funds to ensure that scholarships are available for each camper who needs

assistance. Campers who are not within driving distance, can fly into Tulsa International Airport. Campers will



Kids attended the first Camp Building Bridges camp in Oklahoma. Pictured above are the kids, educators and sponsors.

arrive at camp on Sunday in time for lunch. The camp's location is: New Life Ranch, 160 New Life Ranch Drive, Colcord, OK 74338. Visit the New Life website at newliferanch.com for more information, including packing list, etc. For more information about Austin's Camp Building Bridges and registration, please contact Denyce Willis at denyce.willis@alz.org or 918-494-5429.

Public Policy Update

Arkansas Federal Update

FEDERAL PRIORITIES 2010

Alzheimer's disease is a pivotal public health issue. Congress must address the challenges the disease poses and take bold action to confront this epidemic now.

1. Increase funding for Alzheimer research

S. 1492/H.R. 3286

Solving the Alzheimer's crisis requires addressing the chronic under investment in Alzheimer's disease research. Only through such research will treatments – and eventually a cure – be found. The Alzheimer's Breakthrough Act would increase the federal government's commitment to fighting Alzheimer's disease through research, education, and care. Specifically, it would authorize \$2 billion per year in research funding for Alzheimer's disease at the National Institutes of Health and would establish the disease as a research priority of the National Institute on Aging.

2. Improve detection, diagnosis, and care planning

In order to provide better medical care and outcomes for individuals with Alzheimer's and other dementias, possible dementia must first be detected, the disease must then be

diagnosed, care must be planned, and the diagnosis must be noted in the patient's medical record. The Alzheimer's Detection, Diagnosis, Care, and Planning (ADD-CAP) Act would provide Medicare reimbursement for a bundled package of services to increase the detection and diagnosis of Alzheimer's disease and other dementias – and provide access to information and support for newly-diagnosed patients and their families.

3. Develop a coordinated federal strategic plan to address Alzheimer's disease

S. 3036/H.R. 4689

In 2050, up to 16 million Americans will have Alzheimer's disease, creating an enormous strain on the health care system, families, and the federal budget. Yet there is no plan on how to deal with this looming crisis. The National Alzheimer's Project Act would launch a campaign within the federal government to overcome Alzheimer's disease. An inter-agency Advisory Council would be established to create a coordinated National Alzheimer's Disease Plan to comprehensively address the federal government's efforts on Alzheimer's research, care, institutional services, and home- and community-based programs.

Arkansas Results from Capitol Hill during the Public Policy Summit in March

Senator Blanche Lincoln

YES Alzheimer's Breakthrough Act S.
1492/H.R. 3286
Undecided ADD-CAP
Undecided NAPA S. 3036/H.R. 4689

Senator Mark Pryor

YES Alzheimer's Breakthrough Act S.
1492/H.R. 3286
Undecided ADD-CAP
Undecided NAPA S. 3036/H.R. 4689

Congressman Mike Ross

YES Alzheimer's Breakthrough Act S.
1492/H.R. 3286
YES ADD-CAP
YES NAPA S. 3036/H.R. 4689

Congressman John Boozman

Undecided Alzheimer's Breakthrough Act S.
1492/H.R. 3286
YES ADD-CAP
Undecided NAPA S. 3036/H.R. 4689



Capitol Hill Visits at 2010 Advocacy Forum:

Pictured from left to right: U.S. Senator Blanche Lincoln, Cathey Griffin, Caregiver and Alzheimer's Task Force member; Ashley Ridlon, Legislative Assistant to Senator Lincoln and Donna Childress, Alzheimer's Association Leadership Council member.

Oklahoma Results from Capitol Hill during the Public Policy Summit in March

Senator Jim Inhofe

Undecided Alzheimer's Breakthrough Act S.
1492/H.R. 3286
Undecided ADD-CAP
Undecided NAPA S. 3036/H.R. 4689

Senator Tom Coburn

NO Alzheimer's Breakthrough Act S. 1492/H.R. 3286
Undecided ADD-CAP
Undecided NAPA S. 3036/H.R. 4689

Congressman Dan Boren

YES Alzheimer's Breakthrough Act S.
1492/H.R. 3286
YES ADD-CAP
YES NAPA S. 3036/H.R. 4689

Congressman John Sullivan

YES Alzheimer's Breakthrough Act S.
1492/H.R. 3286
YES ADD-CAP
YES NAPA S. 3036/H.R. 4689

Congressman Frank Lucas

Undecided Alzheimer's Breakthrough Act S.
1492/H.R. 3286
Undecided ADD-CAP
Undecided NAPA S. 3036/H.R. 4689

Congresswoman Mary Fallin

Undecided Alzheimer's Breakthrough Act S.
1492/H.R. 3286
Undecided ADD-CAP
Undecided NAPA S. 3036/H.R. 4689

Congressman Tom Cole

YES Alzheimer's Breakthrough Act S.
1492/H.R. 3286
Undecided ADD-CAP
Undecided NAPA S. 3036/H.R. 4689

Congressional panel discusses ways to attack Alzheimer's

Hill Day, the culmination of the Advocacy Forum, began the morning with a Congressional Roundtable Briefing announcing the release of the Alzheimer's Association 2010 Alzheimer's Disease Facts and Figures report, a comprehensive compilation of national statistics on Alzheimer's disease and its impact on individuals, families and our healthcare system.



Before a room packed with advocates, Dr. Maria Carillo, Alzheimer's Association senior director of medical and scientific relations, presented the new data, which includes the prevalence of Alzheimer's disease in racially and ethnically diverse communities.

Specifically, statistics show that African-Americans are about two times more likely to have Alzheimer's and other dementias than whites, and Hispanics are about one and one-half times more likely. In addition, despite their elevated prevalence, these two groups are less likely than whites to have an Alzheimer diagnosis.

Dr. Carillo acknowledged that this higher prevalence might be attributed to the high rate of heart disease and diabetes among African-Americans and Hispanics, since these conditions are known risk factors for Alzheimer's disease.

"The good news is that these are modifiable risk factors that we may be able to address in order to delay or prevent Alzheimer's disease," she said.

The discussion featured a panel comprising Congressional Task Force on Alzheimer's Disease co-chairs from Massachusetts, New Jersey, Virginia, and California. Other panelists included Alzheimer's Association honorary national board member and Alzheimer Champion David Hyde Pierce, Alzheimer's Association president and CEO Harry Johns and noted Alzheimer researcher Dr. Goldie Byrd.

Many of the speakers have long been advocates for the fight against Alzheimer's and have personal experience with the disease. Pierce, who lost both his father and grandfather to Alzheimer's, opened by recalling his testimony about the disease before Congress 12 years ago.

"I said, 'Work must begin immediately,'" Pierce remembered. "'Time is running out.' Those words are as true today as they were 12 years ago. I will continue to deliver this message to whomever, whenever, for as long as I have to."

The Alzheimer's Association urges you to email or call your Congressmen and Senators today and ask them to co-sponsor this important legislation.

HOPE. Finding Your Best Life in the Midst of Alzheimer's

Actress Kate Mulgrew will be in Tulsa to share her story about caring for her mother who died of Alzheimer's, a fatal brain disease. On June 9, 2010, she will speak as part of the Alzheimer's Education Conference & Celebration of Excellence Award Luncheon at the Tulsa Renaissance Hotel. Best known for her roles in "Star Trek Voyager," she is currently appearing in the NBC series "Mercy."



Also sharing his personal journey with Alzheimer's will be best selling, Tulsa author and voice in the animated film "Cars," Michael Wallis, who will emcee the event.

74,000 people in the state of Oklahoma are living with Alzheimer's or another form of dementia. That is an increase of 19 percent since 2000. Up to 10 percent of those people are under the age of 65.

"Younger-onset Alzheimer's is being diagnosed before the age of 65," said Tonda Ames, vice

president of marketing for the local chapter. "We should all be familiar with the early warning signs which include difficulty completing familiar tasks, new problems with words in speaking or writing, withdrawal, and changes in ability to make decisions."



Other speakers at the conference will include Gary Barg, author of "The Fearless Caregiver," who will discuss how to get the best care for your loved one and still have a life of your own. The theme of how to achieve balance in your life will prevail during the day as caregivers are given ideas and tools to help them find their best life in the midst of Alzheimer's. Breakout sessions will include discussion about younger-onset, current research and care giving.

American Idol Season Five Finalist Patrick Hall will provide the entertainment and Senior Star Living will be presented with the 2010 Maureen Reagan Memorial Award because of their support at the local chapter level and national level.

Early registration, before May 21, is \$45 for caregivers and \$90 for professionals. After May 21, costs are \$60 for caregivers and \$125 for professionals. Sponsorships and exhibitor information is also available by calling 918-481-7741.

2010 Sponsors are (to date): **Premiere Sponsor:** Hille Foundation; **Presenting Sponsors:** Ann Graves, The Anne and Henry Zarrow Foundation, Saint Francis Health System, Senior Star Living – Burgundy Place and Woodland Terrace; **Champion Sponsors:** Grace Hospice Foundation, Connie and Jeff Cope; **Visionary Sponsors:** Acorn Printing, Saint Simeon's Episcopal Home, Value News; **Hope Sponsors:** Cypress Springs, LIFE Senior Services.

Register now for the Tulsa Education Conference and Celebration of Excellence Luncheon.

For more information visit:
www.alz.org/in_my_community_events.asp
or call 800-272-3900.

New Report reveals Impact of Alzheimer's on Arkansas and Oklahoma

According to the Alzheimer's Association's 2010 Alzheimer's Disease Facts and Figures, which was just released in March, there are 5.3 million Americans living with Alzheimer's disease – 74,000 individuals in Oklahoma, and 100,000 in Arkansas alone. The growing prevalence and escalating impact of this disease should not be underestimated. As the first wave of baby boomers begins turning 65 next year — now is the time to address the ways to tame the threat of one of the most significant public health crises facing the nation.

Rising Prevalence

- There are 5.3 million Americans living with the disease.
- There are 74,000 people living with Alzheimer's disease in Oklahoma alone and that number is expected to rise to 96,000 by 2025.
- There are 100,000 people living with Alzheimer's Disease in Arkansas and that number is expected to rise to 130,000 by 2025.

“Alzheimer's is a significant threat not only for the nation – but also for the people of Arkansas and Oklahoma,” said Tonda Ames, VP of Marketing for the Alzheimer's Association Oklahoma and Arkansas Chapter.

Special Report on Race, Ethnicity and Alzheimer's Disease

- Although whites comprise the great majority of the more than five million people with Alzheimer's disease and other dementias, African-Americans are about two times more likely than whites to have Alzheimer's and other dementias, and Hispanics are about one and one-half times more likely than whites to have Alzheimer's and other dementias.
- There are no known genetic factors that can explain the greater prevalence of Alzheimer's and other dementias in African-Americans and Hispanics than in whites.
- Conditions such as high blood pressure and diabetes, which are known risk factors for Alzheimer's and other dementias in all groups, are more common in African-Americans and Hispanics than in whites. High blood pressure and diabetes are potentially modifiable conditions and better management of these conditions could help to reduce the prevalence of Alzheimer's and other dementias.
- Although African-Americans and/or Hispanics are more likely than whites to have Alzheimer's and dementia, they are less likely than whites to have a diagnosis of the condition.
- Delays in diagnosis mean that African-Americans and/or Hispanics are not getting treatment in the earlier stages of the disease when treatments are most effective and they also miss the opportunity to make legal, financial and care plans.

“Early detection, diagnosis and intervention are vital because they provide individuals the best opportunities for treatment, support and planning for their future,” said Ames. “We know many families miss the warning signs or mistakenly assume symptoms are a normal part of aging. The Oklahoma and Arkansas Chapter has worked hard to educate our community about those signs that may actually be cause for concern and warrant medical follow up. If a family or individual has questions about diagnosis or the warning signs of Alzheimer's disease, we encourage them to contact us at 1-800-272-3900 for help anytime, day or night.”

Impact of Alzheimer's and Dementia Caregivers

- With family members providing care at home for about 70 percent of people with Alzheimer's disease, the ripple effects of Alzheimer's disease can be felt throughout the affected person's entire family.
- According to Facts and Figures, in 2009, nearly 11 million Alzheimer caregivers in the U.S. provided 12.5 billion hours of unpaid care valued at \$144 billion.
- The new report also reveals that more than 40 percent of family and other unpaid Alzheimer and dementia caregivers rate the emotional stress of caregiving as high or very high, compared with 28 percent of caregivers of other older people.

“The latest Facts and Figures report shows the significant impact of Alzheimer's disease on the individual, the family, and state and federal government. The release of this report underscores the need for states to plan for the growing number and urgent service needs of these people,” said Ames. “Last year, the Task Force on the Effects of Alzheimer's disease released their final report to state lawmakers. Implementation of the recommendations made in this plan would be a significant first step.”

The full text of the Alzheimer's Association's 2010 Alzheimer's Disease Facts and Figures can be viewed at www.alz.org.

2010 Oklahoma and Arkansas Memory Walks

Help Us MOVE a Nation Forward to End Memory Walk by Participating in one of the following 2010 Oklahoma or Arkansas Memory Walks.

918-481-7840

www.tulsamemorywalk.org

Northwest Arkansas

Little Rock Memory Walk

Big Dam Bridge

Little Rock, AR

April 24

Time: 9 a.m.

Contact: tommy.glanton@alz.org

501.265.0027

www.rockwalk.org

Southwest Oklahoma Memory Walk

Medicine Park

Lawton, OK

May 22

Time: 10:30 a.m.

Contact: keili.hicks-mcewen@alz.org

org

405-319-0780

www.swokmemorywalk.com

Fort Smith Memory Walk

Ben Geren Park

Ft. Smith, AR

June 5

Time: tba

Contact: sherri.fant@alz.org

479.783.2022

www.fsmwalk.kintera.org

North Central Arkansas Memory Walk

Cooper Park

Mountain Home, AR

July 31

Time: 8 a.m.

Contact: peggy.wallis@alz.org

479.273.5559

www.ncawalk.kintera.org

Tulsa Memory Walk

ORU Campus

Tulsa, OK

August 28

Time: tba

Contact: paul.langston@alz.org



Memory Walk

Arvest Ballpark

Springdale, AR

September 11

Time: 8 a.m.

Contact: peggy.wallis@alz.org

479.273.5559

www.nwawalk.kintera.org

Northeast Arkansas

Memory Walk

Craighead Forest Park

Jonesboro, ARK

October 9

Time: 9 a.m.

Contact: tommy.glanton@alz.org

org

501-265-0027

www.memorywalk2010.kintera.org/nearwalk

Oklahoma City

Memory Walk

Bricktown Ballpark

Oklahoma City, OK

October 23

Time: tba

Contact: keili.hicks-mcewen@alz.org

405-319-0780

www.okcmemorywalk.com

Tahlequah Memory Walk

Tahlequah, Oklahoma

Fall 2010

Contact: paul.langston@alz.org

918-481-7840

Association applauds Social Security Administration for adding Early-onset Alzheimer's to its Compassionate Allowances Initiative

In its effort to improve and expedite the disability determination process, the Social Security Administration (SSA) has announced that it will add early-onset (younger-onset) Alzheimer's disease to its Compassionate Allowances Initiative. The initiative identifies debilitating diseases and medical conditions that meet the SSA's disability standards for Social Security Disability Income (SSDI) or Supplemental Security Income (SSI). Inclusion in the initiative allows for faster payment of Social Security benefits to individuals with Alzheimer's disease. The Alzheimer's Association applauds Social Security Commissioner Michael Astrue and the SSA for understanding that the cognitive impairment caused by Alzheimer's disease leaves individuals unable to maintain gainful employment and deserving of an expedited disability determination.

"As the leading research, advocacy, and support organization for Alzheimer's disease, the Alzheimer's Association has actively sought the inclusion of early-onset Alzheimer's in the Social Security Administration's Compassionate Allowances Initiative," says Harry Johns, President and CEO of the Alzheimer's Association. "Now, individuals who are dealing with the enormous challenges of Alzheimer's won't also have to endure the financial and emotional toll of a long disability decision process."

The Social Security Administration's proactive efforts to "fast track" certain conditions will help to reduce the backlog of disability claims and, more importantly, ensure those claims that fall under this initiative will be decided within days instead of months or years.

"The diagnosis of Alzheimer's indicates significant enough cognitive impairment to interfere with daily living activities, including the ability to work. This decision will help a significant number of Alzheimer families. It will also help the Social Security Administration, since long delays and appeals in the disability determination process are costly for the agency," says Johns. "The Alzheimer's Association praises SSA for this decision and remains committed to continue to work with Commissioner Astrue and his colleagues at the Social Security Administration in support of its implementation nationwide."

Our Oklahoma and Arkansas 2009/2010 Sustaining Partners

The Alzheimer's Association wishes to thank and acknowledge:

The Hille Foundation
Saint Francis Health System
The Anne and Henry Zarrow Foundation
Bank of America
Senior Star Living
Ashley Parker
Tulsa Area Agency on Aging
Tulco Oils
Hale Family Foundation
Golden Living
Walmart Foundation
The Herman Kaiser Foundation
Reliance Health Care
Williams Foundation
Founders and Associates, Inc.
Montereau
E.L. and Thelma Gaylord Foundation
Dean Ohley Family

Celebrity Classic
The OK DHS-Aging Services Division
Bank of Oklahoma
Kathleen Patton Westby Foundation
John Steele Zink Foundation
Blue Cross and Blue Shield of Oklahoma
The Hardesty Family Foundation, Inc.
BKD
Mervin Bovaird Foundation
John Bumgarner
Don Carlton Honda
Area Agency on Aging of Western Arkansas, Inc.
Administration on Aging
Cypress Springs
Napa Station
Fayenelle and Jay Helm
Bryan Close
Connie and Jeff Cope



ALZHEIMER'S DISEASE & RELATED DISORDERS ASSOCIATION, INC.
Oklahoma and Arkansas Chapter

Tulsa Office

6465 S.Yale Ave., Suite 312
Tulsa, Oklahoma 74136-7810
(918) 481-7741

Central Oklahoma Office

3555 NW 58th Street, Suite 220
Oklahoma City, OK 73112
(405) 319-0780

Central Arkansas Office

411 S.Victory, Suite 202
Little Rock, AR 72201
501-265-0027

Bentonville Office

2300 SE 28th St., Apt. 311
Bentonville, AR 72712
479-245-2081

Western Arkansas Office

320 N. Greenwood Ave.
Ft. Smith, AR 72901
479-783-2022

www.alz.org 800-272-3900

We encourage you to “recycle” this newsletter with a friend, co-worker, doctor’s office, house of worship, or club. If you no longer wish to receive this publication, or are receiving duplicate copies, please call us at 918-481-7741.

Founders Society
Gifts of Hope. Gifts of Love.

Planned Giving is a gift of hope and help for future generations. Planned gifts to the Alzheimer’s Association can compliment your financial and estate planning goals. If you would like more information, please call the office nearest you or email sarah.frey@alz.org.

Join us on:



Alzheimer’s Association Oklahoma and Arkansas Chapter



AlzheimersOKAR



Alzheimer’s Association Oklahoma and Arkansas Chapter (group)

Our mission: To eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision: A world without Alzheimer’s disease.

NON-PROFIT
ORGANIZATION
U.S. Postage
PAID
Permit No. 1125
Tulsa, OK