



This fall, people all over the country will walk to raise money for and awareness of Alzheimer's disease. Mike Duran of Ventura County is one of those walkers. His story appears below. Make sure you sign up to walk, too.

Mike Duran: Why I walk

Mike Duran walks with a passion he hopes to cultivate in others.

He was midway into his 20s when his 43-year-old mother was diagnosed with Alzheimer's disease.

Everyone called his mother "Aunt Sue." She had 12 brothers and sisters, and four of them have been diagnosed with some form of dementia. Of the four, only one is still alive today.

Previously, Aunt Sue worked in banking, the quality of her work earning her promotions over the years. She worked her way up to branch manager.

But slowly, something started

happening to her, Mike says.

"Her behavior was getting bizarre, but we didn't know why," he recalls.

"Over time, she was demoted and went from being the manager to a teller. Finally, she was terminated.

"She started a housecleaning business, Aunt Sue's House Cleaning, but that became too much for her, as well. After several minor car accidents, she was forced to quit working."

For several years the family didn't know what to make of her behavior. They took her to psychologists, general

see WALK on page 3

One caretaker's journey

There are 10.9 million unpaid Alzheimer's caregivers in the United States. Di Wayment of Atascadero was one of them.

In 2001, Di, barely 50 years old, retired after working for 23 years for the state to help her mother care for her ailing father. But when her father passed away in 2003, it became apparent Di's mother, Violet (or "Ninnie," as everyone called her),

had some serious problems herself, problems the family had for years dismissed as either her quirky sense of humor or the cumulative effect of the stress of caring for her ailing husband round the clock.

"But after daddy passed, we realized her issues were much greater," Di says. "Six years after daddy died and a good nine years after her symptoms began — she was diagnosed with

see CARE on page 4

Marian Chuan: Champion of the Association for many years

When she was living in Boston and received her first mail request asking for a contribution to the Alzheimer's Association, Marian Chuan took out her checkbook and sent in her donation. Twenty years later, Marian continues to make regular donations to the Association. She also volunteers at the Valle Verde retirement community in Santa Barbara, where she now lives, helping the people living there who suffer from Alzheimer's.

"I initially became concerned because I could see how much fear and shame they have as they face their disease," Marian said. "It's a dreadful, dreadful disease."

In the past 16 years, as a volunteer and as a resident of the Valle Verde community, Marian has had daily contact with people with Alzheimer's.

"I know people from the very early to the late stage of the disease," she says. "I see how painful and difficult it is for them, for their families. This can go on for 10 to 15 years, and in some cases it really destroys the family."

This devoted 83-year-old said the answers to the suffering lie in education, research and support — the work of the Alzheimer's Association.

"I know how dedicated and compassionate the staff of the Association is," she says, explaining her commitment to the Alzheimer's Association.

"And in my own little way, by donating and volunteering, I am trying to be helpful."

alzheimer's association®

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OUR VISION

A world without Alzheimer's

OUR MISSION

To eliminate Alzheimer's disease through the enhancement 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.

Please call us to notify us of a change of address or if you receive more than one copy of this newsletter.

To receive this newsletter via e-mail, please visit us at
www.alz.org/cacentralcoast

24-Hour Helpline:
800-272-3900

From the desk of ...

Strategic goals guide our work

You share our vision of a world without Alzheimer's disease. As we begin our fiscal year working to fulfill this vision, I wanted to share the five strategic goals adopted by our national organization and, in turn, by each of our 75 chapters around the county.

During the coming year, we will:

- Increase concern and awareness of the disease and the Alzheimer's Association
- Advance advocacy
- Enhance care and support
- Accelerate research
- Grow revenue support for our mission

This newsletter will chart our progress in meeting these goals in the months ahead. We aim to keep you informed by showing you how we assist the people we serve. We will do this through articles targeted to each strategic area, using client and other stories to humanize our programs and services and focus on results.

Overall, we want you to understand the impact your involvement and support are having on our chapter, its goals and the people we serve. Please let me know if you have any questions about the chapter.

Lol Sorensen
Chair, Board of Directors



Lol Sorensen

Won't you become an advocate?

Today, Alzheimer's disease remains one of the most critically unaddressed and underfunded public health issues in America. With a rapidly aging baby boomer population, that number is expected to grow to 13.5 million by 2050.

From 2000–2006, deaths from Alzheimer's increased more than 46 percent, while the death rates from strokes, heart disease and HIV declined significantly. The major reason is the impact of federal research dollars on these other diseases. We need that same federal investment in Alzheimer's research.

The good news coming out of our recent International Conference on Alzheimer's Disease in Hawaii is that scientists are coming ever closer to finding better treatments that could drastically alter the course of the disease.

Now is the time to speak up for people with Alzheimer's and for all of us wanting to find a cure. Help us persuade Congress to increase funding for Alzheimer's research. Tell Congress to make Alzheimer's a national priority.

As I write this, the Alzheimer's Breakthrough Ride is in the midst of its cross-country journey to collect more than 100,000 signatures. We will present these to Congress on September 21, World Alzheimer's Day and ask Congress to make Alzheimer's disease a national priority. This would secure a significant increase in federal funding for Alzheimer's research, improve detection, diagnosis and care planning and lead to a coordinated federal strategic plan to address Alzheimer's disease.

Will you help us? Our vision is a world without Alzheimer's disease. To accomplish this goal, please go to www.alz.org and add your name to the petition.



Rhonda Spiegel

Rhonda Spiegel
Executive Director

Become an advocate and help us Take Alzheimer's from disease to cause

You're probably reading this newsletter because your family or someone you know has been touched by Alzheimer's disease or other dementia. You know the devastation of Alzheimer's and may wonder what more you can do.

Well, the key to the cure may be your voice. Join the National Alzheimer Advocate Network to speak up for the needs and rights of people with Alzheimer's and their families and caretakers.

It's free and takes just a few moments to sign up.

When you sign up to become an advocate, you will receive notices from us periodically asking you to contact your elected officials by sending e-mails, writing letters and maybe making telephone calls.

We urge you to add your voice to ours by becoming an advocate today.

Becoming an advocate is easy. Simply visit www.alz.org and click on "Advocate" or call any one of our offices to sign up.

Become an advocate for change and we'll keep you in the loop of Alzheimer's policy and legislative issues.

Help us take Alzheimer's from a disease to a cause.



Sally Frautschy, Eric Hayden and Karyn Gylis, researchers from UCLA, took to their bicycles to bring awareness to Alzheimer's disease and collect petition signatures urging Congress to make the disease a priority.

The Breakthrough Ride

A special group of researchers hopped on their bicycles to pedal cross-country to raise awareness about Alzheimer's disease.

Riding relay style, the researchers left San Francisco July 17 to make their way to Los Angeles — and ultimately Washington, D.C. by Sept. 21, National Alzheimer's Day.

In July, the riders came through San Luis Obispo, Santa Barbara and Ventura counties on the way to L.A. for a petition-signing event.

More than 60 bicycling researchers aim to collect 100,000 signatures on a petition urging Congress to make Alzheimer's disease a national priority and to fund research to the tune of \$2 billion. Please sign the petition at www.alz.org/petition.

Mike Duran is moved to Walk in Ventura

from WALK on page 1

practitioners and other doctors, but it took a long time to identify the problem. She was just 43 when the family found out she had younger-onset Alzheimer's. She died 14 months later.

Back then, Mike and his family coped as well as they could. They struggled to understand their mom and the fallout from her illness. Mike's father, Billy, was his mother's sole caretaker for 10 years.

"He was very, very stressed out," Mike says. "He told us later he was almost suicidal from the stress."

Then one day, shortly after her official diagnosis and nine years after his mother's dementia began, Mike was walking through a shopping center when he saw a sign advertising the Memory Walk® and the Alzheimer's Association.

He called the Association's office in

Ventura, and the rest is, well, history.

Today, 13 years later, Mike has participated in Memory Walk each year, spearheading Team Olivera-Duran (Olivera was his mother's maiden name) and raising thousands of dollars for Alzheimer's family support programs.

For the last 11 years, he's served on the committee to organize each year's walk.

The Duran family experience with dementia changed them.

Originally a chef, Mike switched careers to become a certified nursing assistant.

Today he is the director of sales and marketing for Emeritus, a senior living services provider, and his brother Jim is the executive director of a retirement community, Cypress Place.

"We need more passion in this fight against Alzheimer's," Mike says. "The caregivers for Alzheimer's patients are exhausted and mentally drained,

so they aren't going to take that extra step. Adult children need to step up and do the outreach."

To that end, Mike says, he walks each year, wearing the purple shoelaces and purple shirt, recruiting

a team. But he also had the Memory Walk symbol tattooed on his arm with his mother's name beneath it; that's how devoted he is to the cause.

"The Association has so much to offer, and there are still families who need to know about it," Mike says.

That's why he walks each year. That's his passion.



Mike Duran's mom, "Aunt Sue," was diagnosed with Alzheimer's disease when she was just 43 years old.

Support and education through the journey

from CARE on page 1

Alzheimer's."

Di cared for her mother, who lived in the house next door. But the overwhelming responsibility, the day-in and day-out of caretaking, was taking its toll on Di.

"I was absolutely exhausted from taking care of mom," she says. "And caring for someone with Alzheimer's has a big impact on your family. They feel cheated because you spend so much time with mom."

Then one day, she spotted the Alzheimer's Association offices when she was driving through San Luis Obispo with her husband.

"Turn around!" she yelled excitedly to her husband.

When she walked into the Association's office, the first person she met was Sara Bartlett, who invited her in.

"I walked into her office and started crying," Di recalls. "Everything just came pouring out. Sara said, 'It's OK; just go ahead.' So I poured my heart out to her. I had found that friends and family tended to disappear after

mom got sick with Alzheimer's, mostly, I guess, from denial or embarrassment."

Sara handed her a copy of the chapter's "What Now?

Caregiver's Guide and Reference Manual," and then eventually suggested a trip to the UCSF Memory and Aging Center in Fresno,

where her mom was tested and found to have Alzheimer's. Di

was also introduced to an Alzheimer support group and adult daycare for her mom in Templeton.

"When you walk in the door of the Alzheimer's Association, the world stops; they are there just for you."

The programs offered by the Association that make such a huge difference in the lives of people affected by Alzheimer's disease are free and made possible by donations to the chapter.



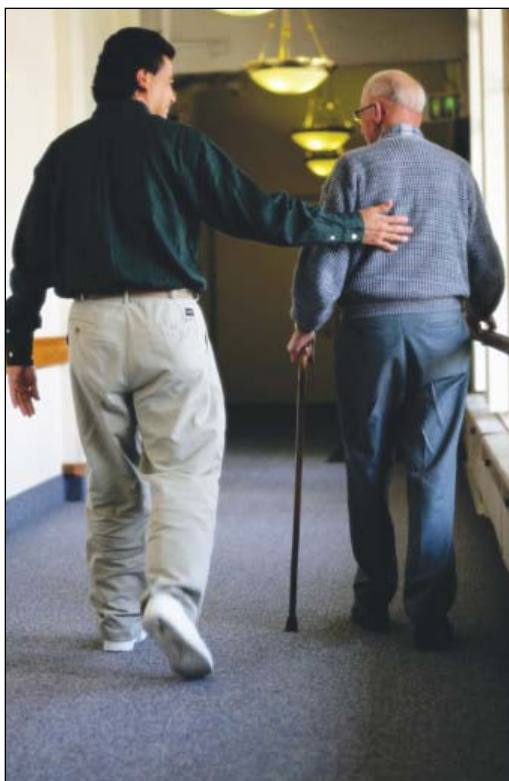
Di and her mother. Says Di: "When I look at this picture, I remember how tired I had become as a caregiver. But I would do it all over again in a minute."

Di says she wants to help other people who may be going through what she went through with her mother.

She uses every opportunity to share with others her passion for the Alzheimer's Association.

"You are very, very special people," she says of the Alzheimer's Association. "I now understand you can't change the journey, but the Alzheimer's Association gives us help for the journey."

Dementia Care Network slated for Ventura area



Dementia caregivers just don't have the time, resources or energy to cobble together the adequate information, care and health resources from the various providers who can be lifelines for them.

They need someone to advocate on their behalf.

In response to that need, in the early 1990s the Dementia Care Network was created.

The program is an opportunity for various nonprofit human service providers, community representatives and government agencies to work together to effectively provide help.

Together, the agencies collaborate on issues facing those caregivers.

The Network provides direct services to families through the work of care advocates, paraprofessionals who coordinate individualized care for those people suffering with

Alzheimer's or other dementia.

The Dementia Care Network is the brainchild of the Alzheimer's Association of Los Angeles, Riverside and San Bernardino Counties Chapter.

A 1992 federal grant enabled that chapter to create the program, which is now replicated in communities across the United States.

Ventura County Area Director Meyling Eliash-Daneshfar is looking to implement the program within the counties our chapter serves, starting in Ventura County, even while there are currently no funding sources to support the effort.

If you would like to help fund our outreach efforts to help those dementia caregivers who are isolated and desperate for assistance, please contact Meyling in our Ventura County Office by calling her at (805) 484-6028.



The University of California, Santa Barbara has been awarded nearly \$2 million from the Larry L. Hillblom Foundation for research. The grant will support research on the neurofibrillary tangles that, in addition to amyloid plaque, are a hallmark of the disease.



A gene known as FTO, which appears to be correlated with human obesity, may double the risk of Alzheimer's. The gene appears to affect Body Mass Index and the risk of diabetes.



New research reveals that older Latinos and African-Americans with significant cognitive impairment have a lower likelihood of nursing home placement and longer survival than white older adults in the study.

For more information on any of these topics, visit www.alz.org/research

Hawaii conference presents research finds

Research highlights from the 2010 Alzheimer's Association International Conference on Alzheimer's Disease in Hawaii (July):

Physical Activity

Participants who performed moderate to heavy levels of physical activity had about a 40 percent lower risk of developing any type of dementia. Those with the lowest levels of physical activity were 45 percent more likely to develop any type of dementia compared to those who reported higher levels of activity.

Diet with Walnuts

Reports have suggested that beta amyloid (the hallmark physical indicator of Alzheimer's) can increase oxidative stress leading to brain cell death. Walnuts are a

source of alpha-linolenic acid and have high content of antioxidants. The researchers found that mice on an antioxidant diet without walnuts showed memory deficits, anxiety-related behavior and severe impairment in spatial learning ability and motor coordination.

Vitamin D Deficiency

European studies suggest vitamin D deficiency is associated with increased odds of cognitive impairment and dementia in later life.

Tea Consumption

Researchers found that people who consumed tea at a variety of levels had significantly less cognitive decline than non-tea drinkers. Coffee consumption did not show any effect except at

the very highest level of consumption where its effects were minimal.

Diagnostic Guidelines

Researchers now believe the disease is present a decade or more before dementia. New diagnostic guidelines identify three stages of the disease: preclinical disease, mild cognitive impairment and lastly, Alzheimer's dementia. Under the guidelines, for the first time diagnoses will aim to identify the disease as it is developing by using results from so-called biomarkers — tests such as brain scans, MRI scans and spinal taps that reveal telltale brain changes.

Visit www.alz.org/icad for more information

Clinical trials now made simpler to find

The Alzheimer's Association recently announced the launch of Alzheimer's Association TrialMatch™, a confidential and free interactive tool that provides clinical trial information and an individualized trial matching service for people with Alzheimer's disease and related dementias.

"Alzheimer's disease is clearly the No.1 public health challenge of the 21st century, and research is the only way to solve this problem," said William Thies, PhD, chief medical and scientific officer at the Alzheimer's Association.

Recruiting and retaining trial participants is one of the greatest obstacles to developing the next generation of Alzheimer's treatments, perhaps second only to lack of funding.

"If patients are not enrolling in trials, there can be no advances in diagnosis, treatment and prevention, making the lack of study participants a significant public health issue," Thies said.

More than 100 clinical studies in Alzheimer's and dementia are currently taking place, and dozens more experimental compounds are moving from the laboratory to clinical testing.

To find out more, you are asked to complete a brief questionnaire, either online or over the phone, which does not obligate you to participate. TrialMatch is designed to be easy to use for people with Alzheimer's, with web and phone support, specially trained staff and tools developed with input from people with Alzheimer's.

TrialMatch contains a comprehensive, constantly updated database of institutional review board-approved Alzheimer's, mild cognitive impairment and other dementia trials taking place across the U.S.

Alzheimer's Association TrialMatch information is available at www.alz.org/trialmatch or by calling toll-free, (800) 272-3900.



All You Can Eat Pancake Breakfast
7 – 10 a.m., Sat. Sept. 18, Applebee's
Paso Robles on Theater Drive; \$7

A special showing, **"Away from Her"**
7 p.m., Tues., Sept. 21
Park Cinemas Theater in Paso Robles; \$7

**Know the 10 Warning Signs of
Alzheimer's Disease**
1 – 3 p.m., Tues., Sept. 22, Karpeles Museum
21 W. Anapamu Street, Santa Barbara
(805) 892-4259, ext. 23 to RSVP; free

Understanding Dementia
1 – 4 p.m., Tues., Sept. 21,
Alzheimer's Association
1528 Chapala St., #204, Santa Barbara
(805) 892-4259, ext. 23 to RSVP; free

**Know the 10 Warning Signs of
Alzheimer's Disease**
1 – 2 p.m., Thurs., Sept. 23, Samarkand's
Mountain Room
2550 Treasure Dr., Santa Barbara
(805) 892-4259, ext. 23 to RSVP; free

**november
national alzheimer's
awareness month**

Free screening
"HBO Alzheimer's Project"
5:30 – 7:30 p.m., Wed., Nov. 3
Atascadero Library, (805) 547-3830

The Art of Caregiving: Dementia Care
9 a.m. – 3:30 p.m. Sat., Nov. 6
The fundamentals of caregiving, a free class
with tips on communication, daily living,
challenging behaviors, meaningful activities.
Live Oak Unitarian Church
820 N. Fairview, Goleta
6 Contact Hours for CEUs
Co-sponsors: Alzheimer's Association,
Friendship Center and Visiting Nurse
and Hospice Care
Marion Schoneberger (805) 690-6295

What's Your Plan?



Consider leaving a legacy of support by making a planned gift to the Alzheimer's Association. Planned giving allows you to combine your charitable giving goals with your estate and financial planning goals.

Like the acorn that grows to become a mighty oak, we will grow your gift into strong, lasting benefits in research and community care and support.

We offer planned giving arrangements that are feasible for donors of all income levels. Gifts vary from a simple will bequest to arrangements that help you maintain financial independence through favorable income and tax-saving benefits.

Opportunities include gifts from a will bequest, living trust, charitable gift annuity, charitable life income trust, retirement plan, life insurance and real estate. We encourage you to contact Peter Wright today at (805) 892-4259 to find out more about planned giving.

Listen Up!

If you would like us to come speak to your employees or professional group, please call us and we'll be happy to arrange a time to do so, at no charge.

We'll explain the free services that the Alzheimer's Association offers to people with Alzheimer's and their caregivers in your area.

Conversely, if you enjoy public speaking and can commit to at least three speaking engagements over six months, please contact us today. We'll train you as one of our speakers and support you with education.

For more information, call (805) 892-4259, ext. 23, or go to www.alz.org/CaCentralCoast.

Join us in educating others about Alzheimer's disease and other forms of dementia.

Let's Be Friends

The California Central Coast Chapter of the Alzheimer's Association can be found on Facebook and LinkedIn.

facebook

Look us up and join us today. Also, please take a moment to sign up for the electronic version of our newsletter by signing up on our website.

LinkedIn

With the costs of printing and paper rising — and in an effort to do our part in being green — our goal is to reduce our costs by encouraging more and more of our friends and supporters to receive news from us electronically.



WE'RE ON THE **MOVE** TO END ALZHEIMER'S

*There is a Memory Walk® near you
Sign up to walk by calling one of our offices, or visit us online*

www.alz.org/CaCentralCoast

Santa Maria

Saturday, Sept. 25
Waller Park
9 a.m. to 1 p.m.

Oxnard

Saturday, Oct. 2
Channel Islands Harbor
9 a.m. to noon

Santa Barbara

Saturday, Oct. 16
Santa Barbara Zoo
10 a.m. to 12:30 p.m.

Thousand Oaks

Saturday, Oct. 23
Conejo Creek North
9 a.m. to noon

San Luis Obispo

Saturday, Oct. 30
Laguna Lake Park
10 a.m. to 1 p.m.

Donate Today

Mail your gift to us at 1528 Chapala St., Suite 204, Santa Barbara, CA 93101 or, if you prefer, visit us online to make your tax-deductible contribution at

www.alz.org/cacentralcoast

We Need Your Skills

You can make a difference. Whether you have a few hours a month or a few hours a day, we can use your talents.

We couldn't do our work without the generous help from volunteers who assist us in any of our four offices and help organize and run each of our five California Central Coast Chapter Memory Walks.

Our need for bilingual help is especially acute, but it's not necessary for you to speak Spanish to volunteer. If you can volunteer for Memory Walk or help us in the office, please call us to find out more. (805) 892-4295

Know Your Charity

If it doesn't say Alzheimer's Association, it's not.

The following organizations *ARE NOT* affiliated with the Alzheimer's Association:

- Alzheimer's Foundation of America (AFA)
- Alzheimer's Assistance Fund

You + Us = Alzheimer's Early Detection Alliance

Early detection of Alzheimer's is important for your employees as both individuals at risk and as caregivers for family members.

We invite your company to help spread awareness of Alzheimer's disease.

Our goal is to educate everyone about the warning signs of Alzheimer's, the importance of early detection, and the many resources available to help.

- Help your employees and customers receive early detection resources and brain health education.

- Help your customers recognize you as an advocate to increase awareness of dementia and

Alzheimer's disease.

- Help your employees and your customers regard you as a positive corporate and community citizen.

Did you know that among Alzheimer's caregivers, 71 percent work full time and 29 percent work part time?

By putting off learning more, people affected by Alzheimer's disease are being diagnosed too late and miss the opportunity to get the best help possible.

To find out more, visit www.alz.org/aeda/aeda.asp or call us at (805) 892-4259, and we'll come and speak with your employees.

Join us today. There is no cost to participate.

the compassion to care, the leadership to conquer

CHANGE SERVICE REQUESTED

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