

Dever Driving Home Message of Local Support



Melissa Dever

It's a good thing that Melissa Dever, LSW, enjoys life on the road. As Southeastern Ohio Program Branch manager for the Alzheimer's Association of Greater Cincinnati, she's getting plenty of time on it.

Covering a territory of eight counties, Ms. Dever provides education and support to families in need from Georgetown to Gallipolis.

"The branch program managers serve a vital role for our chapter because they are a primary link between families and the Alzheimer's Association," said Anne Von Hoene, Director of Programs and Services.

"In many ways, Missy is the face of our chapter in Southeastern Ohio."

Ms. Dever joined the Alzheimer's Association in April after working as Patient Navigator Manager at Holzer Medical Center in Jackson County. A graduate of the University of Rio Grande, she also served as a care manager for the Area Agency on Aging District 7 for eight years.

Ms. Dever's normal weekly schedule includes at least two days on the road and the remainder working from her home office in Vinton County. She estimates that she averages about 1,500 miles in travel each month. It would be much more without careful scheduling of appointments and meetings.

"It really helps to have everything scheduled when I make my visits," she said. "That way I can make sure I have adequate time for presentations and to meet with families that need me."

In addition to providing education to professional and family caregivers, Ms. Dever also facilitates two family support groups in Scioto and Brown counties. Having lost her grandmother to Alzheimer's disease, she can easily relate to families trying to cope with similar circumstances. As a native of Vinton County, she also understands the cultural dynamics of family and the stigma that dementia still carries for many who live in the region.

"Family is so very important in this area. People are very wary about talking about Alzheimer's disease in their family because they are afraid that they will be judged for the way they are caring for their loved one," she said. "That is one of the biggest obstacles to overcome, to get across to people that you are there to help, not judge."

Ms. Dever is also active in doing public speaking engagements in an effort to help educate the public about Alzheimer's disease and promote the services offered by the Alzheimer's Association. A recent meeting with Area Agency on Aging District 7 allowed her to meet with case managers to share information regarding community health needs.

Ms. Dever said she has received a great deal of support from area senior centers, hospitals, nursing homes and care facilities in her service territory, which includes Adams, Brown, Gallia, Highland, Jackson, Lawrence, Scioto and Vinton counties.

"The senior centers and facilities in the region really understand the seriousness of Alzheimer's disease and they have been very supportive of me and our chapter," she said. "They understand that we're all in this together."

Ms. Dever and her husband, Kory, have a son, Cameron, and a 10-month-old foster to adopt daughter.



See Memory Walk section, pages 6-7

Art of Making Memories Benefit Raises \$90,000

The Taft Museum of Art in Cincinnati played host to nearly 350 guests at the second annual Art of Making Memories Benefit on May 6. The event raised more than \$90,000 for the Alzheimer's Association of Greater Cincinnati – nearly \$25,000 over goal.

Inspired by the Alzheimer's Association's Memories in the Making® art program, the event featured the paintings of individuals in the early to middle stages of Alzheimer's disease or other dementing illnesses.

Guests enjoyed dinner by the bite, live entertainment and the opportunity to view and bid on Memories in the Making® artwork and other auction items.

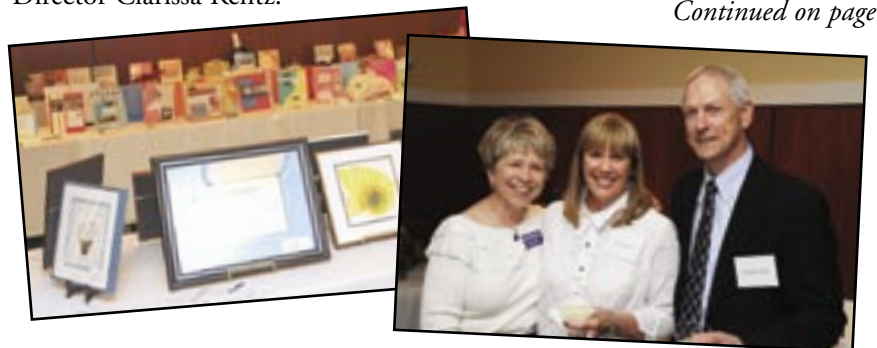
George Verkamp and his wife, Christine Schoonover, were this year's honorary chairs.

"We'd like to thank all of our volunteers, sponsors and generous donors who made this event such a special evening and success," said Executive Director Clarissa Rentz.



Executive Director Clarissa Rentz and Dr. Alvin Crawford

Continued on page 8



Memories in the Making Coordinator Joan Hock, left, with Patsy and Robert Pike along with a display of auction items.

alzheimer's association

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Cornerstone is the official newsletter of the Alzheimer's Association of Greater Cincinnati. Comments or questions should be directed to Steve Olding at (513) 721-4284, ext. 121 or steve.olding@alz.org.

Chapter Blessed By Abundant Board Talent



By Clarissa Rentz
Executive Director

is managed by its Board of Directors and we at the Greater Cincinnati Chapter are fortunate to have engaged and strong board leaders who are smart and strategic in their thinking.

In January and May we introduced six new board members, bringing our board to 18 members. Marianne Campbell, David Custer, Susan Dickey, Carolyn Finkelmeier, Rodney Lear and Marquita Thatcher each bring a different set of skills and experiences, but all have two things in common. Each has a strong affinity for our organization and they believe in what we do because they have used our programs and services.

We now have a more diverse board than ever before. Board members are now truly representative of the people we serve in our 27-county territory.



the Ohio Association of Broadcasters and a member of the Ohio Women's Hall of Fame.



& Warren Counties Memory Walk.

The month of August marks my fourth year as the Executive Director of the Greater Cincinnati Chapter. Indeed it has been a very interesting and challenging four years. We have survived major natural disasters, a very serious recession and funding challenges and now a very slow economic rebound. We have done so in part because of our very committed board leadership. As you know the business of the chapter



Carolyn Finkelmeier is a long time volunteer with the Association. She served as our volunteer receptionist worked on our volunteer appreciation day and most recently as the co-chair of the Art of Making Memories benefit. She knows firsthand what Alzheimer's disease is all about as her father and uncles were affected.



Rodney Lear is also a family caregiver who has used our services. Rodney is Public Affairs Director with Bonneville International (owner of WKRC, WUBE, WYGY and WSWD). He is host of Sunday Morning Magazine, a public affairs program. He is the voice on the phone, thanking you the donor. He is the person who ensures that the

Alzheimer's Association events and programs are promoted through public service announcements on his stations. Rodney never says "no," and he always produces.

Perhaps this is a common characteristic of our leadership volunteers...they never say "no" and they always produce for the Association.

Dave Custer and Marquita Thatcher were introduced in our spring newsletter. We welcome them and their respective skills as an executive and attorney.

We also begin with a new slate of officers which make up the Executive Committee
Nancy Graeter-President of the Board of Directors
Jane Fisher-Vice-President
Jim Witte-Treasurer

Dr. Derek van Amerongen-Secretary

Ann Bryant, Margaret Dobbins, Amy Kahn, Ben Koenig, Steven Mombach, Pamela Reising and Carl Sims continue to support us through various important committee work. They too are relentless in serving our organization. John Maggio, Ph.D., continues to serve as an advisory director and is also a member of the National Alzheimer's Association Board of Directors.

All of these individuals come with many talents and connections in the community and are relentless in seeking and providing support to our organization. They are critical to leading our organization through these challenging and uncertain times. Their strategic thinking will ensure that we will continue our leadership role in the community in the education and support of individuals and families dealing with dementing illnesses.

Finally, I would be remiss if I did not mention our farewells. During the past year, we said goodbye and thank you to Tracy Schneider-Tulle, Tami Jones and David Noonan. Tracy and Tami moved to new adventures and new jobs, and Dave finished his tenure with the board. Dave served six years as a very engaged and committed supporter. We will miss them but also wish them all well and thank them for their support and commitment to our mission over these many years.

Our board membership and scheduled meetings for FY 2011 can be found on www.alz.org/cincinnati.

Our Vision

To serve as the primary and authoritative source of information, education and support for those affected by Alzheimer's disease and related dementias in Greater Cincinnati.

Various programs and services are funded in part by the Ohio Department of Aging through the Council on Aging of Southwestern Ohio and the Area Agency on Aging District 7.



Early Stage Individuals Voice Needs and Concerns



By **Anne Von Hoene**
*Director of Programs
and Services*

Last year, the Alzheimer's Association of Greater Cincinnati convened its first Early Stage Advisory Council. The group, which is comprised of individuals with a diagnosis of Alzheimer's disease or another dementia and their family members, were asked to share their thoughts about their educational and supportive needs and how the Alzheimer's Association can help them.

In the fall, the Council members presented the following program recommendations to the Board of Directors and the Professional Advisory Council of the Alzheimer's Association of Greater Cincinnati:

Education

- We would like our family members to have sensitivity training to help them learn what it feels like to have Alzheimer's or dementia.
- We would like more education programs for people with the diagnosis, besides the Early Stage Strategy Group.
- We and our families would like education about managing our medications, such as treatment options, proper dose, safety and storage of medications.

Support

- We would like to have separate, ongoing support groups for people with the diagnosis and their spouses after the Early Stage Strategy Group ends.
- We would like to see special programs for our grandchildren and great-grandchildren to help them understand what's happening to the diagnosed person. The programs should be specially designed for kids and teenagers,

such as activities or games instead of support groups and education programs.

- We would like to have a physician available at the Alzheimer's Association to call for expert medical advice.

Volunteering

- We would like you to increase the frequency of volunteer projects available to us, such as preparing mailings, putting together packets and labeling brochures.
- We would like to speak along with the Alzheimer's Association staff at education programs for families, professionals or the general public. We want to have an opportunity to tell others what it's like to have this disease.
- We would like to have an opportunity to give support to other diagnosed people, either in a group or one-on-one.

Advocacy/Outreach

- We would like the Alzheimer's Association to advocate for the diagnosed person with the medical community, especially in regard to appropriate diagnosis and treatment of Alzheimer's or dementia.
- We would like the Alzheimer's Association to advocate for the diagnosed person in encounters with care providers and insurance companies, where clarification about the disease is needed.
- We would like to participate in outreach to faith communities. We want to help members increase their understanding of the disease and ways to help the diagnosed person and family.

The Chapter values the input given by the Early Stage Council and is now in the process of planning an expansion of services to this population in the upcoming year.

Symposium and Day for Caregivers Scheduled for Nov. 12-13

The Alzheimer's Association of Greater Cincinnati will be reaching out to area caregivers with two major education events in November.

With the theme "Strength for Today...Hope for Tomorrow," the Greater Cincinnati Chapter will conduct its 21st Symposium on Friday, Nov. 12 and A Day for Caregivers on Saturday, Nov. 13 at the METS Center of Northern Kentucky University in Erlanger, Ky.

The Symposium, a day-long educational forum designed for healthcare professionals, will feature a variety of workshops focusing on Alzheimer's disease and related dementias. Dr. Gregory Jicha, Associate Professor of Neurology at the Sanders-Brown Center on Aging at the University of Kentucky, and Dr. Richard Sears, a psychologist and faculty member at Union Institute & University, are the scheduled keynote speakers.

Registration cost for the Symposium is \$115 and includes lunch, materials and CEUs. The METS Center of Northern Kentucky University is located at 3861 Olympic Blvd., Erlanger, Ky., just minutes from the Greater Cincinnati / Northern Kentucky International Airport.

In addition to the Symposium, a "Day for Caregivers" will be held on Saturday, Nov. 13 (from 8:30 a.m. to noon). The event, designed specifically for family caregivers, is free to the public and will feature information sessions on Alzheimer's disease



Dr. Gregory Jicha



Dr. Richard Sears

and related dementias as well as exhibits by health care and community resource providers. Dr. Brendan Kelley will be the keynote speaker. Although free, advance registration is required.

For more information or to register for the Symposium or Day for Caregivers, please call Janet Milne, director of Family and Professional Education at (513) 721-4284 or janet.milne@alz.org.

**Need more information about
the Alzheimer's Association of
Greater Cincinnati?**

Visit: www.alz.org/cincinnati

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The online version of Cornerstone is available at www.alz.org/cincinnati. If you would like to help us save on printing and mailing costs by receiving our newsletter online-only, please contact Communications Director Steve Olding at (513) 721-4284 or email: steve.olding@alz.org.

Lincoln Heights to Host African-American Caregiver Forum

The Alzheimer's Association of Greater Cincinnati will hold its fourth annual African-American Family Caregiver Forum at Lincoln Heights Missionary Baptist Church on Friday, Nov. 5.

This half-day education program focuses on the implications that Alzheimer's disease has for African-American families. Dr. Keith Melvin will be the keynote speaker on hypertension and Alzheimer's disease in the African-American community.

In addition to presentations by a health care expert, a panel of caregivers will discuss their experiences in dealing with a family member affected by Alzheimer's disease. Exhibitors from various community service agencies will also be available to answer questions.

The program is offered free of charge but advance registration is required. A light breakfast will be provided.

Lincoln Heights Missionary Baptist Church is located at 9991 Wayne Ave., Woodlawn. The event will be from 9 a.m. to 12:30 p.m. Registration begins at 8 a.m.

For more information about this event, visit www.alz.org/cincinnati or call (513) 721-4284.



Staff Welcomes Williams

The Alzheimer's Association of Greater Cincinnati recently welcomed Kristi Diane Williams, MSW, LSW, as its Multicultural Outreach Coordinator.

"We are very happy to have Diane on our program staff," said Executive Director Clarissa Rentz. "Her experience and commitment adds much to our team."

Ms. Williams, a native of Cincinnati, has a Bachelor's degree from Xavier University and a Master's degree in social work from the University of Cincinnati. She has worked in a variety of medical facilities and community-based service agencies. Before coming to the Association, Ms. Williams was an assessor for the Council on Aging. In addition, she also worked in Investigations, Foster Care Support and Pregnancy Services at the Hamilton County Jobs and Family Services as well as a licensed social worker at Caregivers Health Network.

As Multicultural Outreach coordinator, Ms. Williams will focus on service and outreach to the African-American, Hispanic, Asian and other minority populations in Greater Cincinnati.

"My goal as Multicultural Outreach coordinator will be to provide education and awareness about the diverse programs and services offered through the Alzheimer's Association to those affected by Alzheimer's and their caregivers in the community," she said.

She and her husband, Larry, live in West Chester. They have five children.



Kristi Diane Williams

Breakthrough Ride Crosses Country

Alzheimer researchers across the country have been trading in their test tubes and microscopes for biking gear and water bottles to participate in the Alzheimer's Breakthrough Ride.

The relay ride started in California on July 15. Researchers are cycling across the country, relay-style, to collect 50,000 signatures in support of the Alzheimer's Breakthrough Act, a bill that would allocate \$2 billion annually toward Alzheimer research. On Sept. 21, World Alzheimer's Day, the riders will gather in Washington, D.C. to deliver more than 50,000 signatures supporting the Breakthrough Act to members of Congress.

For more information, visit www.alz.org/breakthroughride.



'Changing the Trajectory' Report Released

Focusing on the overall cost of Alzheimer's disease to the United States and the possible impact of a treatment breakthrough, the Alzheimer's Association recently released *Changing the Trajectory of Alzheimer's Disease: A National Imperative*.

The report, released in May, is an update of a commissioned study conducted by the Lewin Group in 2005. The study focuses on the direct costs of Alzheimer's disease on the United States and provides potential cost savings that would be realized with the development of more effective treatments.

Among the report's findings:

- Without a significant treatment breakthrough, the total annual cost of care for Americans age 65 and older with Alzheimer's disease will increase 500 percent over the next 40 years (from \$172 billion to \$1.08 trillion). These costs represent Medicaid and Medicare expenditures, out-of-pocket expenses to affected individuals and their caregivers as well as private insurance, HMOs and other managed care costs.
- A treatment breakthrough that slowed progression of the disease, if developed in the next 10 years, would reduce the overall annual cost by nearly \$40 billion in 2020 and \$197 billion by 2050.
- A treatment breakthrough that delayed the average age of onset of Alzheimer's disease by five years, if found by 2015, would reduce total costs by \$50 billion in 2020 and \$447 billion by 2050.

To view the entire report, visit www.alz.org and click on the report under News Reports on Alzheimer's Disease.

Making the Connection

The Multicultural Outreach program at the Alzheimer's Association strives to raise awareness and connect African-American/Black and Hispanic/Latino families to educational programs and supportive services for those affected by Alzheimer's disease and other forms of dementia.

Did you know high blood pressure and high cholesterol occur more frequently in African-Americans? Vascular diseases disproportionately affect African-Americans and therefore increase their rate for developing Alzheimer's disease. Hispanics also have high rates of vascular disease, which put them at greater risk for developing Alzheimer's disease. Due to disparities in health coverage, both the African-American and Hispanic communities are less likely to receive medical services needed to monitor and control vascular conditions that may lead to Alzheimer's disease.

If you are interested in having a community education program about Alzheimer's disease and caregiving at your church, community center or another location, please call the Alzheimer's Association of Greater Cincinnati at (513) 721-4284 or 1-800-272-3900.

alzheimer's  association
trialmatch

alzheimer's association clinical studies matching service

Alzheimer's Association Launches TrialMatch™

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

The Internet (www.alz.org/TrialMatch) and phone-based (800-272-3900) service debuted during the Alzheimer's Association's 2010 International Conference on Alzheimer's Disease (ICAD) in Honolulu, HI.

There are as many as 5.3 million Americans living with the disease and every 70 seconds someone in America develops Alzheimer's disease, according to the Alzheimer's Association's 2010 Alzheimer's Disease Facts and Figures.

"Alzheimer's disease is reaching epidemic proportions with devastating impact on families, and the potential to wreck Medicare, Medicaid and the health care system," said William Thies, PhD, Chief Medical and Scientific Officer at the Alzheimer's Association. "The immediate need for advances in diagnosis, treatment and prevention has led to an unprecedented need for clinical study participants. That's why the Alzheimer's Association has launched Alzheimer's Association TrialMatch."

Recruiting and retaining participants for clinical studies is one of the greatest obstacles to developing the next generation of Alzheimer's treatments.

"We're looking to physicians to play a leadership role in referring their patients to clinical trials in Alzheimer's and dementia," said Marilyn Albert, PhD, Professor of Neurology at Johns Hopkins and Director of their Division of Cognitive Neuroscience. "As healthcare professionals, there is more we can do to help our patients post-diagnosis. By referring our current patients to trials, we offer access to potential

cutting-edge treatments while unlocking the door to potentially more widely-available treatments for people with Alzheimer's in the future."

There are no treatments available to slow or stop the brain cell deterioration that occurs with Alzheimer's. However, 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.

"Families affected by Alzheimer's need better diagnostic and treatment options now, and the lack of participants in clinical studies is a significant public health issue," Dr. Thies said. "Alzheimer's Association TrialMatch is a powerful and user-friendly tool for people with Alzheimer's, their healthcare professionals, caregivers, and healthy volunteers to learn about and take part in cutting-edge research going on right now."

Alzheimer's Association TrialMatch is a "dementia friendlier" service than others in this space, with web and phone support, specially trained staff, and tools developed with input from people with Alzheimer's.

Alzheimer's Association Contact Center specialists will not recommend any particular clinical trial, but will describe all studies for which the person is eligible. They will answer questions about the trial process and connect individuals with trial sites based on their unique profile. Patients and caregivers will be encouraged to share their trial matches with their healthcare professionals to help decide whether a clinical trial is appropriate.

Alzheimer's Association TrialMatch can be accessed at www.alz.org/TrialMatch or by calling toll-free, (800) 272-3900.

UC Clinical Trial Seeks Volunteers

Do you have memory problems?

Many people experience mild forgetfulness and short-term memory difficulty with age. The University of Cincinnati is seeking volunteers for new research studies evaluating the effects of dietary intervention on memory in men and women 62 years of age and older.

For more information, call (513) 558-2455.

All inquiries are confidential.

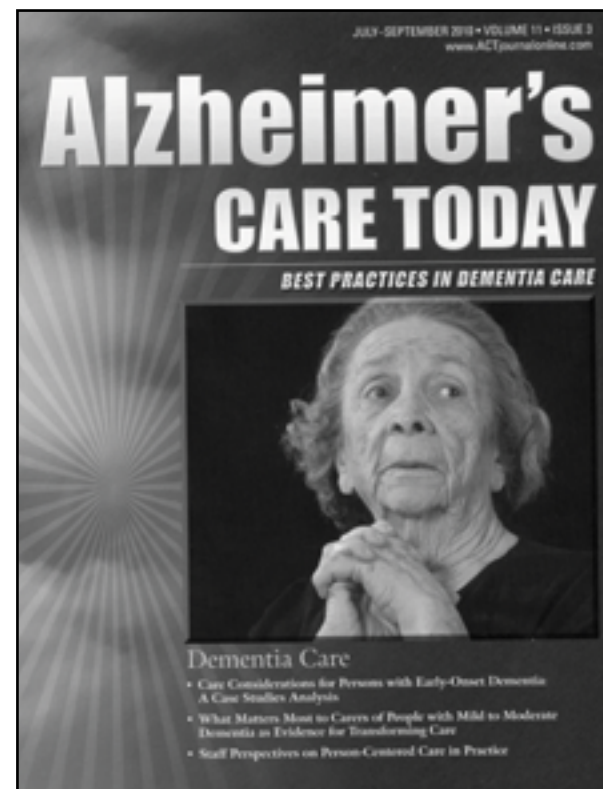

UNIVERSITY OF
Cincinnati

Journal Features Article by Rentz and Von Hoene

Marjorie Rentz, Helpline coordinator, and Anne Von Hoene, director of Programs and Services, are the most recent members of the Alzheimer's Association of Greater Cincinnati staff to have their work published.

The article, entitled "Online Coaching for Caregivers – Using Technology to Provide Support and Information" appears in the summer issue of *Alzheimer's Care Today*. The article focuses on www.alzcoaching.org, an online site that provides individualized education, support and care planning assistance to family caregivers through a secure Web site.

The online coaching program was implemented as a pilot project by the Alzheimer's Association in 2006. Since its inception, 121 caregivers have enrolled in the program. Ms. Rentz serves as the online coach and lead facilitator.





WOW - Look at Memory Walk Now

By Brigid Mercer
 Development Director

More activities, more mission moments, more sharing, more food and more family fun! Some of the new Memory Walk fun details are top secret...but let me just start this topic by saying that you should all be on the look-out for the Winged Purple Bubble Brigade. No really, I am not kidding. You will have to come to the walks and see for yourself what this tiny but mighty motivated group of volunteers has in mind for you!

And, that is just the beginning. This year we are expanding the Memory Walk Very Important Fundraiser (VIF) program to all of our walks. Those teams who excel at fundraising and generate large team totals will be eligible for the elite VIF status. Get your teams together and start raising money now to enjoy the special recognition and fun for your team. VIF benefits will vary for each walk and will include perks such as; a designated meeting space for your team to gather before and after the walk, snack concierge service, large team signs and exclusive team shout-out opportunities.

What is a team shout-out? It is a special moment for your team to have their name and unique qualities "shouted-out" from the main stage speaker. All formally organized and pre-registered teams will be able to participate in this team spirit activity. However, VIF teams will also have the chance to share special details of their team story...Why do they walk? Who are they walking for? What does Memory Walk mean to them?

And so much more fun to come! How about a "ROCK that WALK T-SHIRT" contest? Many of you create team t-shirts that reflect your personalities and tell a story. Enter your team t-shirt into this contest and have fun competing for the top ROCK t-shirt prizes. Want to participate but don't have a special T? Volunteer judges are needed for this activity too so just let us know before the walk you are attending that you want to be a Rock T-Shirt Judge.

Walk to End Alzheimer's. Walk to Provide Help. Walk to Promote Hope. Join us for a time of sharing, fun, fellowship, food and a brief but powerful program for all of those touched by our mission. Together we will honor your motivation, your strength, and your stories because you are the strength needed to win this fight. Without you, Memory Walk would not exist. You are the heart of this event. So this year, please stay a few extra minutes and join us for a short gathering immediately after all walk participants have completed the walk. We need all of you to add meaning to this unique closing ceremony.

Today. In this Moment. What can you do in the fight against Alzheimer's disease? Gather your thoughts, then gather your friends and family and inspire them to help you take action by participating in Memory Walk this year. See you at the Walks!



Share Your Time, Talent and Wisdom

Visit <http://volunteer.kintera.org/alz> to complete an online volunteer application or contact Diana Bosse at 513.721.4284 or diana.bosse@alz.org to request additional information on leadership volunteer opportunities such as:



Team Captain: Team captains are the volunteer leaders who build excitement and help teams meet their fundraising goals. Teams are the heart of what makes Memory Walk so successful. For more Team Captain information visit www.alz.org. Make a difference in your community by signing up as a Team Captain today!



Planning Committee: Memory Walk success relies on dedicated, hard-working volunteer committees to plan all aspects of the walk experience. Sub-committee chairpersons and volunteers are needed to assist with logistics, marketing, promotion and team recruitment.

Memory Walk Sponsors

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Presenting



Silver



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Media



Team 'Roots' for Walk Success

As with many Memory Walk participants, Alzheimer's disease is a very personal matter to Jen Rentz. This year, Ms. Rentz and her family will be part of the "Bob's Rooters" team that will participate in the Butler & Warren Counties Memory Walk on Sept. 11. She walks in support of her grandfather, who has Alzheimer's disease.

"My grandpa is the kind of person who would do anything for anyone and I truly feel that this walk embodies his spirit of giving," she said.

As the primary national fundraiser for the Alzheimer's Association, Memory Walk is an annual event that brings the community together in a show of remembrance and support for those affected by Alzheimer's disease. Proceeds from the event will directly fund programs and services of the Greater Cincinnati Chapter as well as national research efforts.

Last year's five Memory Walks raised a record \$375,000 for the Alzheimer's Association of Greater Cincinnati.

"We were overwhelmed by the generosity of those who participated in Memory Walk last year," said Marcy Hawkins, Memory Walk coordinator with the

Alzheimer's Association of Greater Cincinnati. "It is our hope that people will again actively support the walk in their community because the need continues to grow every year."

This year, Ms. Rentz serves as team captain, a new role she is taking seriously.

"I'm pretty lucky because my team members are so motivated. I do try to support them by sending out encouraging emails and offering them help with their fundraising," she said. "My biggest advice to teams is to have fun and be a champion for the cause."

Register your team today at www.alz.org/cincinnati. For more information on how to participate or organize a team, contact Ms. Hawkins at (513) 721-4284 or marcy.hawkins@alz.org.



Members of Bob's Rooters, from left, top row: Russ Ruter and John Rentz; middle row: Debbie Reeves, Mary Ruter and Jen Rentz; bottom row: Bob Ruter, Marce Ruter, Jacob Ruter and Alex Ruter.

2010 Memory Walk Schedule

Cincinnati/Northern Kentucky

Saturday, Oct. 2
 Sawyer Point, Cincinnati, OH
 Registration - 8:30 a.m.; Walk - 10 a.m.

Butler & Warren Counties

Saturday, Sept. 11
 Wetherington Golf & Country Club, West Chester, OH
 Registration - 9 a.m.; Walk - 10 a.m.

Adams, Brown & Highland Counties

Saturday, Aug. 28
 Adams Lake State Park, West Union, OH
 Registration - 9 a.m.; Walk - 10 a.m.

Portsmouth

Saturday, Sept. 18
 Market Square, Portsmouth, OH
 Registration - 8:30 a.m.; Walk - 9:30 a.m.

Bracken County, KY

Sunday, Oct. 10
 Augusta City Park, Augusta, KY
 Registration - 2 p.m.; Walk - 3 p.m.

Gallipolis, OH

Saturday, Oct. 2 • Gallipolis City Park
 Registration - 9 a.m.; Walk - 10 a.m.

Memory Walk Sponsors

Butler and Warren Counties

Presenting



Silver



Waterstop



Regional Supporter



Adams, Brown & Highland Counties

Silver



Portsmouth

Gold



Silver



Best Care Nursing & Rehabilitation Center

VWV Good things are happening here

Bracken County

Gold

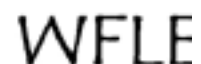


Ladies Auxiliary
 VFW Post #2734

Silver



VFW Post #2734



95.1 FM

Art of Making Memories

Continued from page 1

Last year's inaugural fundraiser attracted more than 250 guests while raising \$60,500 for the Alzheimer's Association.

The planning committee included Ann Bullock, Clare Cahill, Judy Dalambakis, Susan Dineen, Susan Foster, Nancy Graeter, Tina Kohlen, Shad Ramsey, Roger Rosenthal, Ruthann Sammarco and Liz Stiens. Carolyn Finkelmeier, Christine Schoonover and Carol Rosenthal served as committee co-chairs.

Third Party Fundraisers From Crops to Clubs

Cutting Out Alzheimer's Crops - Aug. 28 and Nov. 6

Save the date for two upcoming Cutting Out Alzheimer's events and support a great cause!

Join us for a fun-filled day of scrapbooking at Gallatin County High School on Saturday, Aug. 28. From 9 a.m. – 9 p.m. Participants will have the opportunity to scrap, enjoy breakfast and lunch, receive a free T-shirt and goodie bag for only \$55. On site shopping will also be available. To register for this event contact Tina Rouse at 859-250-8866 or tina@cuttingoutalzheimers.org. Proceeds from the Cutting Out Alzheimer's event will benefit the Alzheimer's Association of Greater Cincinnati.



Also, mark your calendars for Saturday, Nov. 6 for the annual Fall Scrapectacular at Ryle High School in Union, KY. For additional information visit www.cuttingoutalzheimers.org or contact Tina at 859-250-8866 or tina@cuttingoutalzheimers.org.

Chippin' in Fore Alzheimer's - Sept. 13

Come out for a great day of golf while supporting a great cause at the Chippin' in Fore Alzheimer's at the Greencrest Golf Course in West Chester on Monday, Sept. 13. Hosted by the Tri-State Promotional Products Association, golfers will enjoy:

- Lunch
- 18 holes of golf (Tee time at Noon)
- Fun door prizes
- Montgomery Inn BBQ dinner
- 2 beer tickets
- 2 non-alcoholic drink tickets



Reserve your spot today! Single player—\$80; foursome—\$320. To place a reservation or for more information, contact Kevin Mitchell at 513-508-2608. Proceeds from the event will benefit local programs and services provided by the Alzheimer's Association of Greater Cincinnati as well as National research efforts.

Appalachian Mountain Artisan Fest - Oct. 9

The third-annual Hilltop Designs Charity Auction will be held during the Appalachian Mountain Artisan Fest in Winchester, Ohio on Saturday, Oct. 9.

A portion of the parking donations and auction proceeds will benefit the Alzheimer's Association of Greater Cincinnati. Festival hours are 10 a.m. – 5 p.m. and is located just off of State Route 32 at 9764 Tri-County Highway.

For more information on the auction, contact Jo Hall at (937) 695-5545.



IFMA to Hold Helicopter Golf Ball Drop - Oct. 11

For a donation of only \$10 per golf ball, donors will be eligible for up to \$1000 each if your ball goes into or is closest to the hole. Four winners!

Be a part of the helicopter ball drop at Maketewah Country Club on Oct. 11. by purchasing your ball today.

The event is hosted by the International Facilities Management Association. Visit www.ifmacincinnati.com or call (513) 403-0301 for more information on the contest or to make reservations for dinner. The drop begins at 6 p.m. with dinner to follow. Winner does not need to be present to win.



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Advocates Must Maintain Optimism for Future



By Steve Olding
Communications
Director

Despite our nation's high unemployment, a massive oil spill in the Gulf of Mexico, an unstable world economy and unrest in many areas of the world, Americans remain positive about their future.

According to a national survey conducted by the Pew Research Center earlier this summer, 64 percent of those polled were optimistic about the future. The survey also indicated that 70 percent of respondents believed that a cure for cancer would be discovered within the next 40 years.

I wonder what the survey response would have been if the people at Pew had asked about Alzheimer's disease? While there have been significant advances in Alzheimer research over the past decade, the inability to find the "source" of

the disease or to develop more effective treatments has been a bitter disappointment to those with the disease and their families. Equally as discouraging is the current economy and related budget deficits that are forcing many states to reduce funding for senior service programs and Medicaid at a time of growing need.

Although the news has not always been encouraging, Alzheimer advocates have remained diligent in supporting the cause. In fact, the number of active advocates has never been larger. Short-term disappointments and setbacks will not stop the advocacy work of the Alzheimer's Association and its network of supporters because we recognize the seriousness of the disease and its impact on our nation.

The Alzheimer's Association continues to make sure that Alzheimer's disease remains an issue of importance for legislators. Our top public policy priorities include:

- The Alzheimer's Breakthrough Act (S. 1492 / H.R. 3286), that would increase the 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 through the National Institutes of Health (NIH). There are currently more than 150 members of Congress who have signed on as co-sponsors of the bill.
- The Alzheimer's Detection, Diagnosis, Care and Planning Act (ADD-CAP) would provide Medicare reimbursement for a bundled package of services to increase the detection and diagnosis of Alzheimer's disease and provide access to information and support.
- The National Alzheimer's Project Act (NAPA – S. 3036 / H.R. 4689) - would launch a coordinated National Alzheimer's Disease Plan to address the federal

government's efforts on research, care, institutional services and home and community-based programs.

In addition to building a stronger and better informed network of advocates, the Alzheimer's Association is taking major steps to ensure that our message is carried with stronger political clout.

In May, Alzheimer's Association President and CEO Harry Johns announced the creation of a 501(c) 4 affiliate organization that will allow the Alzheimer's Association to take a more aggressive role in its lobbying efforts as well as contribute to the campaigns of legislators and candidates who share in our mission.

If we are to truly succeed in our mission of advocacy on behalf of the millions of families touched by this disease today and the many more to follow, our base of advocates must continue to grow. Today, more than ever, your voice needs to be heard.

For more on the Alzheimer's Association and its public policy efforts, visit: www.alz.org or contact me at steve.olding@alz.org.

2011 Advocacy Events



Mark your calendar for these advocacy events in 2011:

- The 2011 Ohio Memory Day will be held at the Ohio Statehouse in Columbus on Tuesday, April 5.
- The 2011 Alzheimer's Association National Public Policy Forum and Action Summit will be in Washington, D.C. May 15-18.

For more information on these events and other public policy activities, please visit: www.alz.org or contact Steve Olding at steve.olding@alz.org.

Volunteer Spotlight

Gordon Helps Chapter Run on Enthusiasm



Tyra Gordon

The Alzheimer's Association of Greater Cincinnati is fortunate to have hundreds of generous volunteers serving in various capacities throughout the year. Although we cannot possibly spotlight every volunteer in Cornerstone, we appreciate their valuable support and service. In this issue, we feature Tyra Gordon.

As a former high school runner, Tyra Gordon can attest to the benefit of having someone cheering you on at the finish line.

Maybe that's why she was the most enthusiastic of the "greeters" that met walkers as they completed the Memory Walk at Sawyer Point last October. Her smile and enthusiastic cheers made her stand out in a crowd.

But Ms. Gordon has been much more than just a cheerleader for the Alzheimer's Association. Since joining the chapter as a

volunteer last year, she has served a number of roles, most notably as a front desk receptionist.

"Tyra is a very enthusiastic and energetic volunteer," said Diana Bosse, Development-Volunteer coordinator. "We know we can count on her to always show up with a smile and brighten our day."

Ms. Gordon's interest in the chapter grew after she signed onto the chapter newsletter mailing list.

"I had been getting the newsletter for a couple of years and after learning more about the chapter and the people, I thought it was just time for me to help," she said. "And I'm really glad I did."

A resident of Cincinnati, Ms. Gordon said she always enjoys her time answering phones and welcoming visitors to the Linn Street office.

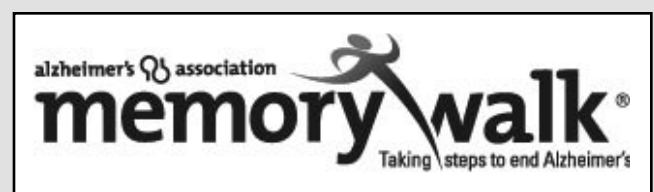
"I like the close-knit feel of the staff and how they embrace people," said Ms. Gordon. "It's nice to be part of something that's so positive and inspirational."

Volunteers Needed for Memory Walk

The Alzheimer's Association of Greater Cincinnati is busy getting ready for its most ambitious Memory Walk season to date...and we need your help.

Volunteers are currently needed to serve on planning committees, assist with bulk mailings and work the day of the walk.

To learn more about volunteer opportunities for Memory Walk, contact Development – Volunteer Coordinator Diana Bosse at (513) 721-4284 or diana.bosse@alz.org.



Donor Recognition

The Alzheimer's Association of Greater Cincinnati gratefully recognizes the following individuals, corporations and foundations who have made contributions to our Chapter received between March 15 and June 16, 2010. Your support and generosity are vital to the services our Chapter provides to persons in our 27-county territory in Ohio, Kentucky and Indiana.

We have made every effort to acknowledge contributions and spell names correctly. If we have inadvertently omitted or misspelled your name, please contact Brigid Mercer, Development director, at (513) 721-4284 or brigid.mercer@alz.org.

The Greater Cincinnati Chapter depends on friends in our community to help support Chapter programs and services through donations, tributes, memorials and bequests. Thank you very much for your support.

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Not All Alzheimer's Groups Are the Same

The Alzheimer's Association is the largest national voluntary not-for-profit organization dedicated to the fight against Alzheimer's disease. The Association's national headquarters is in Chicago, Ill.

You will recognize the Alzheimer's Association by the following logo:

alzheimer's  association

Donations to the Alzheimer's Association of Greater Cincinnati are used locally in our 27-county service area in Ohio, Kentucky and Indiana to support programs and services, help individuals with Alzheimer's disease, their families and caregivers and fund national research. The Greater Cincinnati Chapter is located at 644 Linn Street, Suite 1026, Cincinnati, OH 45203.

There are other Alzheimer's-related organizations that compete for your donations. At times, it may be confusing to sort out the mission of each organization and what your donation will be used for. Here are some sound-alike organizations that are not affiliated to the Alzheimer's Association:

Alzheimer's Foundation of America – New York, N.Y.

Alzheimer's Research Foundation, Inc. - Virginia Beach, VA

Conquer Cancer and Alzheimer's Now Foundation – Winchester, CA

Fisher Center for Alzheimer's Research Foundation – New York, N.Y.

The John Douglas French Alzheimer's Foundation – Los Angeles, CA

National Alzheimer's Council – Baltimore, MD

Project Cure, Inc. – Roswell, GA

Please contact the Alzheimer's Association of Greater Cincinnati, at (513) 721-4284 if you have questions or would like to make a contribution to the Alzheimer's Association.

We all profit from a healthy community.

PNC is a proud sponsor of the 2010 Alzheimer's Association Memory Walk.



Program Calendar

Family Education/Support

What Families Need to Know...When the Diagnosis is Alzheimer's Disease or Another Dementia

What: An educational series for families of individuals with Alzheimer's disease or a related dementia. Separate topics are presented at each session by experts in the fields of medicine, law, nursing and social work.

Cost: Free, but advance registration is required. Space is limited.

Contact: Call the Cincinnati office at (513) 721-4284 or 1-800-272-3900 to register.

Scioto County

Where: United Scioto Senior Activities, 121 Market St., Portsmouth, OH

When: Two-part series held on Tuesdays, September 7 & 14 from 1 p.m. to 4 p.m.

Cincinnati

Where: Alzheimer's Association, 644 Linn Street, Cincinnati, OH

When: Four-part series held on Wednesdays, Oct. 13, 20, 27 & Nov. 3 from 6:30 p.m. to 8:30 p.m.

Early Stage Strategy Group

What: An eight-week series of education/support sessions for individuals diagnosed in the early stages of Alzheimer's disease or another dementia and their primary caregivers. Participants must have an awareness of their diagnosis and a willingness to discuss it.

Where: The Alzheimer's Association, 644 Linn Street, Cincinnati, OH 45203

When: 8-part series on Tuesdays, September 14 through Nov. 2 from 10:30 a.m. to Noon.

Cost: Free, but initial screening is required. Participation is limited to the person with the diagnosis and one family member.

Contact: Call Anne Von Hoene in Cincinnati at (513) 721-4284 to schedule a screening interview.

African-American Family Caregiver Forum

What: This half-day education program focuses on the implications that Alzheimer's disease has for African-American families. Topics are presented by experts in health care and a panel of family caregivers will discuss their personal experiences. A light breakfast will be provided and exhibitors from various community service agencies will be available to answer questions. Keynote speaker is Dr. Keith Melvin of Alliance Primary Care.

Where: Lincoln Heights Missionary Baptist Church, 9991 Wayne Ave., Cincinnati, OH 45215

When: Friday, Nov. 5 from 9 a.m. to 12:30 p.m. Registration and breakfast begin at 8 a.m.

Cost: Free, but advance registration is required.

Contact: To register for this program, call the Cincinnati office at (513) 721-4284.

A Day for Caregivers – 21st Symposium Family Caregiver Event

What: This is a special day for family caregivers to attend informative workshops on various topics related to Alzheimer's/dementia and visit exhibits by local health care providers and other community resources. Keynote speaker will be Dr. Brendan Kelley of the University of Cincinnati Neuroscience Institute. Refreshments will be provided.

Where: The METS Center, 3861 Olympic Boulevard, Erlanger, KY 41018.

Located off I-275/Mineola Pike exit, near the Cincinnati/Northern Kentucky International Airport. Free parking on site.

When: Saturday, Nov. 13 from 8:30 a.m. to Noon

Cost: Free, but advance registration is required.

Contact: Call the Alzheimer's Association office at (513) 721-4284 to register for this program.

Professional Education

The 21st Symposium

What: The symposium is an interdisciplinary seminar exploring current topics in dementia research and clinical practice, featuring national speakers and local experts. Keynote addresses and a variety of workshops are offered.

When: Friday, Nov. 12 from 8:30 a.m. to 4 p.m. Registration begins at 7:45 a.m.

Where: The METS Center, 3861 Olympic Boulevard, Erlanger, KY 41018. Located off I-275/Mineola Pike, near the Cincinnati/Northern Kentucky International Airport. Free parking on site.

Cost: \$115 (includes CEUs, breaks, lunch and materials)

CEUs: Nurses, social workers, counselors, nursing home administrators, activities professionals, recreational therapists in Ohio, Kentucky and Indiana

Foundations of Dementia Care In-Service Training

What: A variety of educational sessions on dementia-specific care practices are available for health care providers. Modules include: understanding dementia, making connections, enhancing mealtime, reducing pain, preventing falls, understanding wandering, encouraging restraint-free care, providing end-of-life care, and learning to lead a dementia care team.

Where: On-site at health care facilities or community service providers.

When: Dates are subject to staff availability.

Cost: \$100 per one-hour session

CEUs: Call (513) 721-4284 for current information about continuing education approval.

Contact: To schedule an in-service, call the Cincinnati office at (513) 721-4284 or 1-800-272-3900.

Community Education

Know the Ten Signs: Early Detection Matters

The 10 Signs are a key tool in promoting recognition of common changes that may facilitate early detection and diagnosis of Alzheimer's disease or another dementia. Early detection is vital in providing the best opportunities for treatment, support and planning for the future.

Contact: To schedule a community education program about the 10 warning signs, early detection and diagnosis, call the Alzheimer's Association at 513-721-4284 or 1-800-272-3900.

Next Program: Tuesday, Sept. 28 from 1:30 p.m. to 3 p.m.

Where: Twin Towers - Gulden Community Center, 5343 Hamilton Ave., Cincinnati, OH 45224

Registration: Call Twin Towers at (513) 853-4100 to RSVP for this program. Seating is limited.

Memory Loss, Dementia and Alzheimer's Disease: The Basics

This education program provides a general overview of needed knowledge and tools to build an understanding of Alzheimer's disease and related dementias so that participants will know what to expect, what they should learn and what to do next. It will also provide participants with an understanding of the benefits of early detection and tools for seeking the right diagnostic tests, doctors and treatment options.

Contact: To schedule a community education program about the basics, call the Alzheimer's Association at 513-721-4284 or 1-800-272-3900.

We all profit from a healthy community.

PNC is a proud sponsor of the 2010 Alzheimer's
Association Memory Walk.

