

Memory Walk Surpasses Goal

Thanks to the exemplary efforts of volunteers, donors, corporate sponsors and chapter staff, the 2010 Memory Walk surpassed its fundraising goal by nearly \$30,000.

The Chapter's five walks attracted an estimated 5,000 participants and raised \$380,000...and counting.

For more on Memory Walk, please see the special section inside.

Symposium and Caregiver Day Offer 'Strength and Hope'

More than 400 professional and family caregivers attended the 21st Symposium and Day for Caregivers at the METS Center of Northern Kentucky University in Erlanger, Ky. on Nov. 12-13.

The day-long Symposium, featuring educational workshops and panel discussions for health care professionals, focused on the theme "Strength for Today, Hope for Tomorrow." Dr. Gregory Jicha and Dr. Richard Sears were the keynote speakers.

The Symposium is a collaboration of the Alzheimer's Association of Greater Cincinnati, the University of Cincinnati Office of Geriatric Medicine and the Ohio Valley Appalachian Region Geriatric Education Center.

On Saturday, the Chapter hosted "A Day for Caregivers." More than 230 family caregivers attended the free morning-long program at the METS Center, which featured a keynote address by Dr. Brendan Kelley.

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One Person's Story: Caregiving Takes Its Toll

(Editor's Note: The experiences of caring for a person with dementia are as varied and unique as the individuals themselves. The emotional and psychological toll of caregiving, however, is often a subject not easily expressed by those in such roles. The following is a personal account of one local woman's caregiving experience for her husband. Her name is not being used to ensure confidentiality.)

At the age of 57, my wonderful loving husband, the man I knew I was going to marry after our first date, threatened to kill me. This was the presenting symptom and the beginning of his decline from Frontal Temporal Dementia (FTD). There had been changes in his personality and some other perplexing behaviors for about six months prior to his threat. But nothing prepared me for the onslaught of his world of delusions and the painfully slow downward spiral in our lives.

I was 47 and our children were 16 and 19. We were all thrust into a caregiving role for a man who suffered serious and dangerous personality changes. His emotional blunting was the most hidden but cruelest of symptoms. His lack of empathy started early and remained pervasive. At one point during this incredible experience, as I lay on the living room floor – grief stricken and sobbing uncontrollably - he stepped over me to get to the TV remote and proceeded to watch TV, never asking why I was crying. On another very sad occasion, our daughter returned home after six months away and at the airport he failed to recognize her. In front of our son, he violently kicked the family dog, showing no regret or remorse. He didn't seem to care about anything or anyone.

The language problems which occurred were actually the most devastating. He was able to generate only the most superficial of conversations for years. This is what our family missed the most about him...his intelligence, his humor and ability to discuss.

But the psychiatric symptoms were the most difficult to live with...he became paranoid that I was trying to kill him so he threatened to kill me first. After this incident, I stopped counting our anniversaries. He would run around the house with a baseball bat because he heard noises. Our son and I lived in fear that he would use the bat as we came through the door. He would be hostile, unpredictable and frightening. Only our immediate family saw this dark side.

Continued on page 2

"Each caregiver's story is different. There is not a right or wrong way to deal with the long-term complexities of dementia. Each of us has our own support systems, our own set of values and personal needs for our own quality of life."

alzheimer's association

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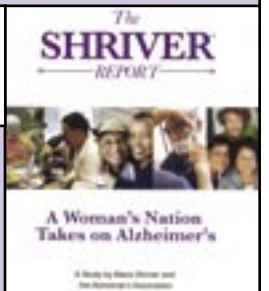
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A Woman's Nation Takes on Alzheimer's

Chapter Programs Rate High in Client Satisfaction



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

The staff of the Greater Cincinnati Chapter strives to improve the quality of our program delivery to diagnosed individuals, their families and care providers.

The Core Services Quality Evaluation Initiative (CSQEI) of the national Alzheimer's Association measures program satisfaction, outcomes and service quality for all chapters of the Alzheimer's Association across the country. Each chapter provides the following Core Services as defined by the national office:

Information and Referral (Helpline)

I&R services provide information about Alzheimer's disease and related dementias, services provided by the local chapter, and community resources as they relate to Alzheimer's disease.

Care Consultation

Care Consultation enhances the quality of life and decreases the stressful impact of the disease through the provision of support, education about the disease and symptom management, problem solving, planning for future needs, and linkages with resources, particularly during transitional or crisis situations. Care Consultation includes assessment of needs, assistance with planning and problem solving (which may include the development of an action plan) and provision of support.

Support Groups

Support Groups are regularly scheduled in-person or virtual gatherings of persons with Alzheimer's disease and related dementias or family, friends or caregivers who interact around issues related to Alzheimer's disease and related dementias. Groups have support, social and/or educational components and are facilitated by individuals trained according to the guidelines of the Alzheimer's Association.

Education programs for families, professionals and the general community

Education programs equip learners with the knowledge and skills needed to enhance the quality of life of the individual with dementia. Learners can include persons with Alzheimer's disease and related dementias, family members, paraprofessional and professional caregivers, service and care providers in acute, long-term, home and community-based programs and the general community.

In scheduled survey periods, consumer/client satisfaction data is collected in a confidential reporting system that provides Association chapters and

the national office with comprehensive reports summarizing program performance. The reports enable chapters to compare themselves to similar size chapters regionally and nationally in determining the quality of service delivery.

Following are the positive quality ratings (Agree/Strongly Agree) for the Greater Cincinnati Chapter programs at the end of the fiscal year July 2009 – June 2010.

OVERALL SATISFACTION WITH THE PROGRAM:

alzheimer's association	<i>Chapter rating:</i>	<i>National median:</i>
I&R / Helpline	97%	95%
Care Consultation	100%	100%
Support Groups	94%	89%
All Education	98%	98%

WOULD RECOMMEND THE PROGRAM TO OTHERS:

alzheimer's association	<i>Chapter rating:</i>	<i>National median:</i>
I&R / Helpline	100%	96%
Care Consultation	100%	100%
Support Groups	96%	90%
All Education	98%	98%

We appreciate the feedback given by those who have used the services of our chapter and participated in the evaluation process. Your comments are especially valued and help us to design programs to meet the needs of our community.

**Need more information about
the Alzheimer's Association of
Greater Cincinnati?
Visit: www.alz.org/cincinnati**

Sebastian and Estridge Join Program Staff

Enhancing its family support and educational services, the Alzheimer's Association of Greater Cincinnati recently named Elise Sebastian, MSW, LSW, and Tara Estridge, LSW, as branch program managers.

Ms. Sebastian will coordinate educational and support programs in Northern Kentucky. A graduate of Northern Kentucky University, Ms. Sebastian earned her master's degree in Social Work through the University of Kentucky.

Ms. Estridge, a graduate of Morehead State University with a degree in Social Work, has 15 years experience in elder services in Ohio. She is responsible for educational and support programs in Butler, Clinton and Warren counties.

"We are very pleased to have Elise and Tara on our program team," said Chapter Executive Director Clarissa Rentz. "They both bring a wealth



Tara Estridge



Elise Sebastian

of knowledge to their positions and well established relationships with key providers in the healthcare and aging network in Greater Cincinnati."

As branch program managers, both are looking forward to being the primary local contact for those in need of Association services.

"I am very excited to have the opportunity to join the Alzheimer's Association. I hope to use my knowledge of resources to continue and increase service to families in Butler, Warren and

Clinton counties," said Ms. Estridge, a resident of Trenton.

"I will work hard to advocate for those living with the disease as well as deliver education and support to the caregivers and their loved ones who are affected by dementia in Northern Kentucky," said Ms. Sebastian, who resides in southern Kenton County.

Caregiver Forum Focuses on African-Americans

The Alzheimer's Association held its fourth annual African-American Caregiver Forum at Lincoln Heights Missionary Baptist Church on Friday, Nov. 5. More than 50 caregivers attended the free program which featured a presentation by Dr. Keith Melvin (pictured with Diane Williams, Multicultural Outreach coordinator for the Alzheimer's Association of Greater Cincinnati).

In addition to Dr. Melvin's presentation on hypertension, the program included a panel discussion on caregiving as well as exhibits by community service agencies and senior care facilities.



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Volunteer Spotlight

Helping Is Just Part of the Job for Burtons

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 Cathy and Jim Burton.



Jim and Cathy Burton

For Cathy and Jim Burton, serving the needs of seniors has been an evolving professional and volunteer endeavor.

The Burtons' involvement with the Alzheimer's Association began in 1994 after Mr. Burton retired from Eastman Kodak. He accepted a short-term assignment as Interim

Executive Director of the Alzheimer's Chapter in Rochester, NY. During his time as executive director, he participated in a renewal application so that the local medical school could continue receiving funds as a research center, and lead two annual Memory Walks.

"I still have that Memory Walk t-shirt although, unfortunately, it doesn't fit anymore," he joked.

A Geriatric Social Worker, Mrs. Burton supervised a Special Care Unit at a facility in Rochester during the late 1980's and early 1990's. In 1999, the Burtons moved to Butler County and started Home Instead Senior Care, which provides seniors with non-medical services in their homes. They continued their relationship with the Alzheimer's Association by joining with a small group of people who first planned the Butler/Warren Counties Memory Walk.

"Mr. Burton and his team of family members and employees at Home Instead Senior Care continue to be a strong supporter of the Butler and Warren Counties Memory Walk," said Special Events Coordinator Marcy Hawkins. "We are so grateful for their hard work and generosity to help us move our cause forward each year."

In addition to their support of Memory Walk, Mrs. Burton has facilitated a Family Support Group for the Cincinnati Chapter in Hamilton the past 10 years.

"The most challenging aspect of facilitating a support group is wishing you could do more to ease the helplessness people sometimes feel as they struggle with the difficult issues of caring for their loved one," she said.

As with so many volunteers at the Alzheimer's Association, the Burtons dealt with a family member diagnosed with Alzheimer's. As long distance caregivers for his mother, the Burtons experienced the heart ache and worry of her wandering off in her night gown and slippers during a snow storm. It was particularly difficult and frustrating for Jim to have her win at Scrabble yet not know him as her son. It was also difficult to watch Jim's sisters, who cared for his mother, struggle with admitting her to a nursing facility when they could no longer care for her at home.

Helping families deal with similar caregiving challenges and emotional struggles has been the best part of their volunteer work.

"The most gratifying aspect of volunteering is hoping that in some small way we can lift a bit of the pain and burden someone may feel as they care for their family member," said Mrs. Burton.

The Burtons, who have three children (Kristen, Kari and Steve) and seven grandchildren, celebrated 45 years of marriage this past July.

Aricept In Higher Dose Now Available For Patients

The makers of Aricept have released a higher-dose (23mg) tablet of Aricept to treat the symptoms of moderate-to-severe Alzheimer's disease.

According to the makers of Aricept, the higher dose is intended for individuals with moderate-to-severe Alzheimer's who have been on the 10mg dose for at least three months.



The 23mg dose was tested against the 10mg dose in a clinical trial of more than 1,400 people with moderate-to-severe Alzheimer's. Researchers looked at results of two tests. The higher dose did not have a statistically significant difference in a test of overall function called the CIBIC+ (Clinician's Interview-Based Impression of Change Plus Caregiver Input), but did have a statistically significant difference in a test of cognition or thinking abilities called the Severe Impairment Battery.

The 23mg dose has similar side effects to the smaller doses, including nausea and vomiting, but these side effects occurred more often in people taking the higher dose than in those taking the lower dose.

Individuals with moderate-to-severe Alzheimer's who have been on the 10mg dose for at least three months should consult with their physicians to learn if the 23mg dose is right for them.

For more information about Aricept, visit: www.aricept.com.

alzheimer's association

memory walk

Greater Cincinnati Chapter



Memory Walk

Cincinnati/Northern Kentucky

An estimated 4,000 walkers enjoyed beautiful weather and a walk “across the river” during the Greater Cincinnati/Northern Kentucky Memory Walk at Sawyer Point on Saturday, Oct. 2. WLWT-TV News anchor Jack Atherton joined the B105.1 FM morning team of Chris Carr, Maverick and Jason “Stattman” Statt as event emcees.



Meyer's Marchers

The event raised a record \$264,600 for the Greater Cincinnati Chapter.

“I want to thank everyone who participated in one way or the other for this year’s Memory Walk,” said planning committee chair Mark Cawley. “Certainly, recognition has to go to the sponsors, the teams and all the walkers. I would especially like to thank all of the generous sponsors and teams for their support as well as the planning committee for all their valuable work.”



Members of Team Maple Knoll

Butler & Warren Counties



Bob's Rooters



Chapter Board Member Steven Mombach with event emcee Chris Carr of B105.1 FM.



Jade Wilkins, Tyra Gordon & Jarred Wilkins



Members of Corky's Crew

Nearly 500 walkers joined the B105.1FM morning team of Chris Carr, Maverick and Jason “Stattman” Statt at the Butler & Warren Counties Memory Walk at Wetherington Golf & Country Club in West Chester on Saturday, Sept. 11. The event raised nearly \$66,000.

Top Individual Fundraisers:

- 1st – Jen Rentz - \$2,162
- 2nd – Sharon Kaufman - \$1,080
- 3rd – Jeff Schlaudecker - \$1,000

Top Fundraising Teams:

- Friends & Family Team:** Bob's Rooters - \$6,122
- Health Care Team:** Black Stone Steppers - \$5,404
- School & Community Team:** First Baptist Church of Fairfield - \$1,008

“We are so grateful for the continued generosity from participants and donors of the Butler and Warren Counties Memory Walk,” said Special Events Coordinator Marcy Hawkins. “Thank you to everyone who supported the walk and made it so successful.”

The event planning committee included Stephanie Adams, Billie Agnone, Michelle Chasteen, Jerry Craft, Sue Dickey, Paula Eisele, Patty Pinney, Kristen O’Neal, Cecilie Ricke, Karen Rolcik, Katti Sellers, Jeff Smith and Linda van Driel.

Portsmouth



Chapter Executive Director Clarissa Rentz and Special Events Coordinator Marcy Hawkins stand behind Jamie Williams, the top individual fundraiser.



Best Care Nursing & Rehabilitation Center



Wesley's Walkers

More than 200 participants enjoyed a scenic Ohio River walk at the Portsmouth Memory Walk on Saturday, Sept. 18. The event raised \$17,800 in support of local chapter programs and services.

Top Individual Fundraisers:

- 1st – Jamie Williams - \$2,126.14
- 2nd – Alma Tatman - \$1,755
- 3rd – Rachel Coleman - \$1,716

Top Fundraising Team: Team USSA - \$3,442.14

“It takes all of us working together to make a difference and we did it for Memory Walk,” said Jamie Williams, Event chairperson.

The event planning committee consisted of Ms. Williams, Alma Tatman, Rachel Coleman, Rosemary Malone and Jenny Jones.

Memory Walk

Top Individual Fundraisers:

- 1st – Jodi Schulten - \$5,670
- 2nd - Beth Kolp - \$5,118
- 3rd – David Faeth - \$2,570

Top Fundraising Teams:

- Corporate Team: Team Rotex - \$2,370
- Friends & Family Team: Team Kohnen - \$9,739
- Health Care Team: Maple Knoll - \$5,791
- School & Community Team: ACTS - \$1,757

In addition to Mr. Cawley, the planning committee included Molly Bischoff, Dana Cheyne, Erin Corcoran, Lisa Corcoran, John Hepler, Ben Koenig, Shad Ramsey and Judy Schlagheck.



Ralph Miller's Marchers

Bracken County, Ky.



Freda's Friends



Team Rudd

More than 120 walkers enjoyed pleasant weather and a scenic walk along the Ohio River at the Bracken County Memory Walk on Sunday, Oct. 10. The event in Augusta, Ky., raised \$15,119 in support of the Greater Cincinnati Chapter and its services in Northern Kentucky.

Top Individual Fundraisers:

- 1st – Holly Huffman - \$2,415
- 2nd – Kala Combess - \$1,340
- 3rd – Agnes Moore - \$500

Team Mar-Lin was the top fundraising team with \$2,715 in donations.

“Thanks to everyone who participated in the Bracken County Memory Walk” said Memory Walk Chairperson Brandi Marsh. “It was a huge success because of you.”

Ms. Marsh was joined by Pat Briggs, Sue Groves and Dana Bach as part of the event's planning committee.



Top fundraisers, from left: Holly Huffman, Kala Combess and Agnes Moore

Adams, Brown and Highland Counties



Top individual fundraisers, from left: Jennifer Newman, Cindy Erwin (with friend, Diane) and Ted Johnson.



Team Erma Kate

Nearly 200 enthusiastic participants made the Adams, Brown and Highland Counties Memory Walk one to remember. The walk at Adams Lake State Park on Saturday, Aug. 28 raised \$16,393 in support of local programs and services provided by the Greater Cincinnati Chapter.

Top individual fundraisers:

- Ted Johnson - \$1,240
- Cindy Erwin - \$420
- Jennifer Newman - \$309

The top fundraising team was Team Erma Kate with \$2,107. Online fundraising winners were Brenda Page (\$1,030) and Gemelia Tyler (\$625).

“This community is so giving and generous. Thanks to everyone for making the 2010 Adams-Brown-Highland Memory Walk such a success,” said Melissa Dever, Southeastern Ohio Branch manager for Greater Cincinnati Chapter. “This was done with the support of many individuals raising money in memory or in honor of someone they know affected by this terrible disease, along with local businesses, community and healthcare organizations. Their spirit and dedication to our mission made the day so much fun.”

Brenda Page and Rhonda Ross served as the event's planning committee.



Women's Fitness Express Team

Memory Walk Sponsors

Cincinnati/Northern Kentucky

Presenting



Silver



Snack Stop



Waterstop



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Special thanks to Nelson's
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tents, tables and chairs for
the Memory Walk.

Portsmouth

Gold



Silver



Best Care Nursing
& Rehabilitation Center



Good things are happening here

Bronze

Genesis Oxygen & Home Medical
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Ohio Valley Home Health

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VFW Ladies Auxiliary Post #2734



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VFW Post #2734



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Adams, Brown & Highland Counties

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Butler & Warren Counties

Presenting



Silver



Waterstop



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Volunteer Hospitality

Visiting Angels of West Chester

Fundraising Event News

First Appalachian Mountain Artisans Fest Touted as Success

This year the Hilltop Designs Charity Auction in Winchester, Ohio, evolved into a three-day festival of arts, crafts, food, entertainment and local revelry. The down-home event held Oct. 8-10 drew crowds from as far away as the state of New York. Festival-goers observed artisans from several counties, historical reenactments, demonstrations for adults and children alike, as well as homemade treats for the palate. Live bands permeated the grounds on both Saturday and Sunday.

Donations collected by parking lot volunteers, along with proceeds from the Saturday afternoon auction, raised more than \$1800 for the Alzheimer's Association of Greater Cincinnati.

Plans are already under way for the 2011 festival which promises more booths and family fun in the foot hills of Appalachia. For vendor information, please contact Jo Hall at 937-695-5545.



IFMA Golf Outing

It was a beautiful day at Maketewa Country Club for the International Facilities Management Associations annual golf outing. The group had selected the Alzheimer's Association of Greater Cincinnati as one of two charities to benefit from this year's event.

We are happy to say a check in the amount of \$1000 will be presented to the Greater Cincinnati Chapter at the IFMA December social.

A special note of thanks goes to Gerry Borgman, Beth Osgood, Erin Rink, Gary Tout and entire IFMA team for their efforts on our behalf.

Chippin' in Fore Alzheimer's Raises \$1,000

The Tri-State Promotional Professionals Association (TSPPA) held its annual golf outing at the Greencrest Golf Course in West Chester on Sept. 13.

With 60 golfers, the TSPPA raised \$1,000 to benefit local programs and services provided by the Alzheimer's Association of Greater Cincinnati as well as funding for Alzheimer research. Golfers enjoyed 18 holes of golf, a cornhole tournament and the opportunity to purchase tickets for exciting raffle items.



Grand Oaks Giving Back

The Alzheimer's Association of Greater Cincinnati was one of three recipients of the 2010 "Giving Back with Golf" program. Despite the sweltering heat, the pastoral setting in West Harrison, Ind., enticed golfers to come out and support the cause on Aug. 13. Fundraising efforts led by David Martin and Mark Martin produced \$400 for local programs and services provided by the Alzheimer's Association as well as funding for Alzheimer research.

The hope for 2011 is to recruit several tri-state courses to host the event and raise even more awareness and funds.

If you are interested in joining a committee or have a suggestion for a course, please contact David Martin at (513) 484-8015.



Valentine's Dance Offers Heart-felt Support

For Cris Suesz, the loss of her father, Charles McQueen, to Alzheimer's disease nearly seven years ago prompted the idea of putting together a Valentine's Day dance benefit to support the Alzheimer's Association.

With the help of her husband, Joe, family members and friends, Mrs. Suesz has organized the annual dinner and party in Boone County for the past five years, raising nearly \$30,000 for the Alzheimer's Association of Greater Cincinnati.

"We wanted to do something to remember him and to show him our love. We couldn't think of a better way than to do something around Valentine's Day," said Mrs. Suesz.

The 6th Annual "Cherish the Memories" Valentine's Dance will be held at the Cincinnati Airport Marriott Hotel (2395 Progress Drive, Hebron, Ky.) on Saturday, Feb. 12 from 7 p.m. to midnight. The evening features dinner, music by B105.FM's Jesse Tack, door prizes, raffles and a cash bar. Advance tickets are \$40 per person (\$45 at the door).

To donate an auction item, reserve a table or for more information, contact Cris Suesz at (859) 586-9779 or email: crissuesz@chasseligman.com.



Cris and Joe Suesz

ALZ Stars/Race for Brain Team Pumps Up For 2011

We are currently recruiting individuals to join the ALZ Stars/Race for the Brain team for the 2011 Flying Pig Marathon. Perhaps you are looking for a way to honor a family member, fight for funding for caregivers or simply reach a fitness goal. Whatever your reason, we run for a cause.

The Flying Pig Marathon provides an entire weekend of events, welcoming athletes of all fitness abilities. You may choose to run or walk either the 5K (3.1 Miles) or 10K (6.2 Miles) on Saturday, April 30 or the mini marathon (13.1 Miles), full marathon (26.2 Miles), or four person marathon relay on Sunday, May 1.

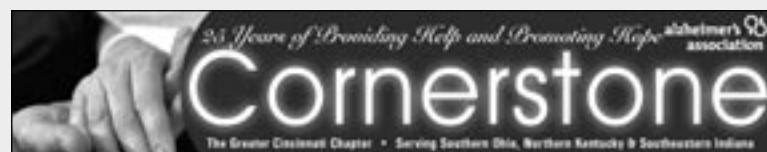
As part of the ALZ Stars/Race for the Brain team you pledge to raise funds and awareness in the fight against Alzheimer's disease. Unlike other charitable teams, you are not required to raise a certain amount of money to participate, but rather giving a pledge to help the Alzheimer's Association of Greater Cincinnati move the mission forward.

If you are interested in joining the ALZ Stars/Race for the Brain team or become a committee member please contact team chairperson Lisa McKale at lisamckale@hotmail.com or Alzheimer's Association Special Events Coordinator Marcy Hawkins at 513-721-4284 or marcy.hawkins@alz.org.



Event Co-chairs Jimmy and Lisa McKale

Help Us Save – Go Online



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.

In A State of Gratitude To Our Generous Supporters

By Brigid Mercer - Development Director

So many times I have found myself preparing to write my fall column and so many times it always seems to come back to the same theme; one of a tremendous state of gratitude that swells my heart, makes me smile and compels me to contemplate at length about just how lucky we are here at the Cincinnati Chapter. Lucky to have you; our loyal, impassioned, committed donors, volunteers and advocates working hard on behalf of and actively supporting the Chapter's very important mission.

I express to you quite simply, thank you for such an amazing Memory Walk season, thank you for your acts of kindness, thank you for putting your commitment to our cause into action by; raising money, making a financial or material gift, being present at an event to volunteer or walk and ensure it's success. Thank you for your strength of spirit in these challenging times. Thank you for your future gifts of time, talent and resources.

"We can only be said to be alive in those moments when our hearts are conscious of our treasures." -Thornton Wilder



Me and Marcy Hawkins

Art of Making Memories Drawing Plans for 2011

The Art of Making Memories benefit returns to the Taft Museum of Art on Thursday, May 5, 2011.

Inspired by the Alzheimer's Association's Memories in the Making® art program, this event will feature the paintings of individuals in the early to middle stages of Alzheimer's disease or other dementing illnesses. Last year's fundraiser attracted more than 300 guests while raising \$93,000.

Please plan to join us for a lovely evening of fine foods, live entertainment and the opportunity to view and bid on Memories in the Making® artwork and other exciting auction items like a Florida vacation home.

The honorary chair of this year's event is Ann Bullock.

Event co-chairs Carol Rosenthal and Beth Simminger are seeking committee members to help plan the 2011 benefit. Anyone interested should contact Development/Volunteer Coordinator Diana Bosse at (513) 721-4284 or diana.bosse@alz.org.



Ann Bullock

Horn Joins Development Team



Amy Horn

The Alzheimer's Association of Greater Cincinnati recently welcomed Amy Horn as its new Development / Donor Services Coordinator.

Ms. Horn, a native of Cincinnati and graduate of Ohio State University, is responsible for the data entry and processing of donor information.

Although new to the Alzheimer's Association, Ms. Horn has been active in supporting a number of worthy causes.

"I founded a fundraising event at OSU called Pancakes for Parkinson's. We raised over \$43,000 for the Michael J. Fox Foundation for Parkinson's Research," said Ms. Horn. "That experience started my passion for fundraising and inspired me to want to work for a non-profit."

Before joining the Alzheimer's Association, Ms. Horn served as an intern at Kicks for Kids in Covington, a non-profit organization supporting at-risk youth.

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:



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 - N.Y.

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

Fisher Center for Alzheimer's Research Foundation - N.Y.

Project Cure, Inc. - Roswell, GA

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

National Alzheimer's Council - Baltimore, MD

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.

Donor Recognition Listed Online

In an effort to conserve our financial resources and reduce the printing cost of our newsletter, we have omitted both the donor recognition lists and memorials and tributes from the print version of this newsletter. Both lists (for donations made between June 16 and Oct. 20, 2010) can be viewed and printed from the digital version of our newsletter which is available on our Web site at www.alz.org/cincinnati. Please know that we deeply value your support. Please contact Development Director Brigid Mercer, at (513) 712-4284 ext. 119 if you have any questions.

New Year Promises New Advocacy Challenges



By Steve Olding
Communications
Director

Although it is too early to determine the true long-term ramifications of the November election, it has clearly produced an entirely new political landscape for most states and the nation as a whole.

As it has done over the past several election cycles, the political pendulum continues to swing dramatically as voters show their displeasure with a struggling national economy, growing budget deficits, high unemployment, increasing health care costs and a variety of other issues. Two years ago, the Republicans took the brunt of that voter discontent. This time, it was Democrats who came out on the short end of many elections.

Without covering ground that has already been repeatedly stamped upon by every political commentator and talking head since the election, it is clear that 2011 promises a year of political push and shove.

So what does that mean for the public policy mission of the Alzheimer's Association? While legislatures and leadership may change, our focus and agenda will remain the same.

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 public policy work of the Alzheimer's Association and its network of advocates 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 federal public policy priorities include:

- The Alzheimer's Breakthrough Act 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).
- 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 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. Our message is strengthened even more by the recent release of *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, a collaborative study between California First Lady Maria Shriver and the Alzheimer's Association (please see sidebar).

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, we must push our message no matter how the political pendulum swings. 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.

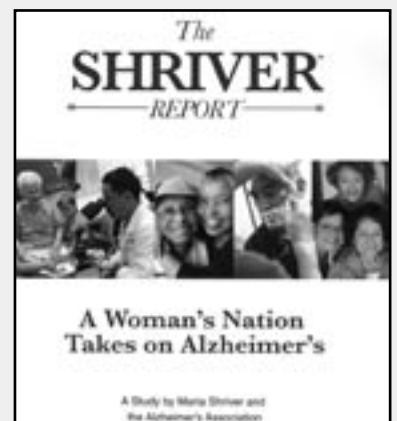
Shriver Report Focuses on Women and Alzheimer's

First Lady of California Maria Shriver describes herself as a "child of Alzheimer's" and has been a long-time vocal advocate for families like hers who are struggling with Alzheimer's disease. Shriver's father, Sargent, was diagnosed with Alzheimer's in 2003.

In October, Ms. Shriver and the Alzheimer's Association released *The Shriver Report: A Woman's Nation Takes on Alzheimer's*. This comprehensive study details how Alzheimer's disease affects women as caregivers, advocates and patients. The report includes results of a nationwide poll indicating that approximately 10 million women either have Alzheimer's disease or are caring for someone with it. In addition, the report indicates that women constitute about two-thirds of those who suffer from Alzheimer's and also about 60 percent of the caregivers for those who have it.

"That's 3.3 million American women with Alzheimer's and another 6.7 million women providing care for a friend or loved one. If you consider by mid-century that as many as 8 million women will have Alzheimer's disease, it's clear a huge Alzheimer tsunami is coming at this nation's women," said Ms. Shriver.

For more on the report, visit: <http://www.alz.org/shriverreport/shriver.html>.



Symposium

Continued from front page

In addition to the presentations and workshops, one of the more popular features of the Symposium and Day for Caregivers was a virtual dementia tour (pictured front page). The tour, provided and sponsored by Arden Courts of Anderson and Arden Courts of Kenwood, put participants through a series of simulations related to the experiences of those affected by a dementing illness.



Exhibitors share information with professional and family caregivers.

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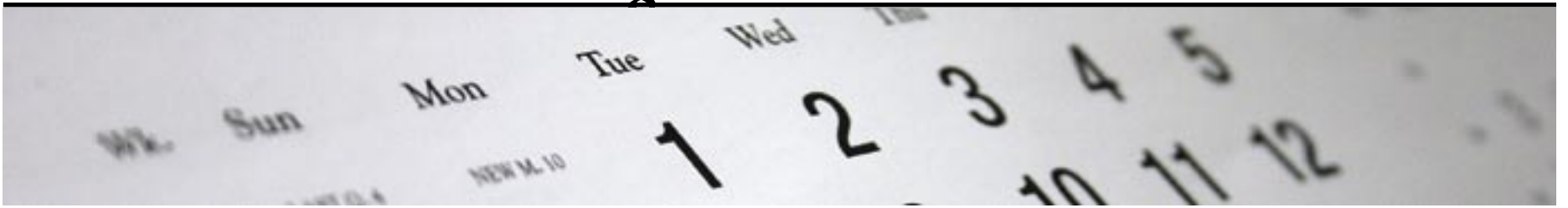
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Program Calendar



Family Education/Support

Understanding the Diagnosis

What: An overview of Alzheimer's disease and related dementias. Topics include defining dementia, distinguishing dementia from normal aging, understanding how the diagnosis is made and the progression and treatment of the disease.

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

When: Saturday, Jan. 29 from 9 a.m. to 11 a.m.

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.

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.

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

When: 4-part series held on Wednesdays, March 23 through April 13 from 1:30 p.m. to 3:30 p.m.

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.

Early Stage Strategy Group

What: An 8-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: Tuesdays, March 8 through April 26 from 10:30 a.m. to 12 p.m.

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.

Professional Education

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.

Family Support Group Facilitator Training

What: A training session for those interested in learning the basics of starting, facilitating or maintaining a support group for Alzheimer's/dementia caregivers. Attendance at this session does not qualify a participant as an affiliated Alzheimer's Association group facilitator.

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

When: Friday, Feb. 18 from 8:45 a.m. to 12 p.m. (Registration starts at 8:30am)

Cost: \$50 per person. There is no fee for affiliated Alzheimer's Association Family Support Group facilitators.

CEUs: Approved for 3 hours of continuing education for nurses, social workers and counselors.

Registration: Reservations must be made in advance and are guaranteed only with payment. Call (513) 721-4284 to request a registration brochure or visit www.alz.org/cincinnati to print a registration form.

Community Education

Know the 10 Signs

What: The 10 Signs are a key tool in promoting recognition of common changes that may help with 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.

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

Hamilton County:

Where: Arden Courts of Anderson, 6870 Clough Pike, Cincinnati, OH 45244

When: Tuesday, Jan. 18 from 6 p.m. to 7 p.m.

Contact: Call Arden Courts of Anderson at 513-233-0831 to register.

Warren County:

Where: Bethesda Medical Center – Arrow Springs, 100 Arrow Springs Blvd., Lebanon, OH 45036

When: Wednesday, March 16 from 6:30 p.m. to 7:30 p.m.

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

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

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

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

Hamilton County West:

Where: Twin Towers, 5343 Hamilton Avenue, Cincinnati, OH 45224

When: Tuesday, Feb. 8 from 10:30 a.m. to 11:30 a.m.

Contact: Call The Connection at Twin Towers at 513-853-4100 to register.

Hamilton County East:

Where: Twin Lakes, 9840 Montgomery Road, Montgomery, OH 45242

When: Thursday, Feb. 10 from 10:30 a.m. to 11:30 a.m.

Contact: Call The Connection at Twin Lakes at 513-247-1330 to register.

alzheimer's association

trialmatch

alzheimer's association clinical studies matching service

Check Out TrialMatch™

Alzheimer's Association TrialMatch™ is 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.

TrialMatch is a "dementia friendly" service, 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, 1-800-272-3900.

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 June 17 and Oct. 20, 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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