

*8th Annual Alzheimer's  
Education Conference  
Best Practices in Dementia Care  
Registration and Sponsorship Guide*

*November 6, 2009  
8:00 AM - 5:00 PM  
Salem Civic Center*



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Central and Western Virginia Chapter

1160 Pepsi Place, Suite 306  
Charlottesville, VA 22901  
Phone: (434) 973-6122 Fax: (434) 973-4224  
Email: [lisa.ferrari@alz.org](mailto:lisa.ferrari@alz.org)

## Featured Speakers



**Marilyn Albert, PhD**, is Director of the Division of Cognitive Neuroscience in the Department of Neurology at Johns Hopkins University School of Medicine and Co-Director of the Johns Hopkins Alzheimer's Disease Research Center.

**Gary Oberlender, MD**, provides private in-home Geriatric Evaluation services for seniors living in Central and Southwestern Virginia. Dr. Oberlender is Board Certified in Internal Medicine and Geriatric Medicine.



**Carol Manning, PhD, ABPP-CN** is Director of the Memory Disorders Clinic, Director of the Neurobehavioral Assessment Laboratory and an Associate Professor of Clinical Neurology at the University of Virginia. Dr. Manning currently serves on the Board of Directors for the Alzheimer's Association Central and Western Virginia Chapter.

**Linda Messbauer, MA, OTR/L** is a recognized International Trainer and Founding member of the American Association of Multi-Sensory Environments. Her mission is to assist organizations, groups and individuals who wish to utilize Multi-Sensory Environments to provide treatment and quality care to the people they serve.



*Recommended by Teepa Snow:  
Mary Sharp and Rachel Kail*



**Mary Sharp, B.A.**, is a career educator and founder of The Edcon Group. Her native skill is counseling family and professional caregivers on how to turn visits from stressful to joyful events.

**Rachel Kail, B.A.**, earned her degree in Psychology from the University of South Florida. She has been tutored by one of the country's top adult education consultants on professional presentation techniques.

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# Schedule of Events

## Schedule of Events 8:00 a.m.-5:00 p.m.

**8:00 Registration** – Continental Breakfast, Exhibits Open

**8:45 Welcome** – Sue Friedman, President & CEO Alzheimer's Association, CWVA

**9:00 Keynote Address** – *Alzheimer's Research Update* – Marilyn Albert, PhD - will discuss the latest advances in Alzheimer's research

**10:30 Break – Visit Exhibits**

**10:45 Keynote- *The Coin's Other Side*** -Mary Sharp, B.A., Certified Eden Alternative Associate/Rachel Kail, B.A., Certified Eden Alternative Associate-spotlighting the impact of positive mindsets and how to effectively engage and communicate with those that have dementia.

**12:00 Visit Exhibits / Lunch** – Viewing of the *HBO Documentary Series: The Alzheimer's Project*

**1:15 Breakout Sessions**

Choose One of the following four workshops: **OR**, choose *Afternoon Intensive Workshop: Creativity in Dementia Care* - Mary Sharp, B.A., Certified Eden Alternative Associate/Rachel Kail, B.A., Certified Eden Alternative Associate from 1:15 – 3:30

1. *Supporting Caregivers* – Karen Roberto, PhD- will describe the issues/challenges families face when an older member is diagnosed with MCI.
2. *The Voices of Alzheimer's* - Carol Manning, PhD, ABPP-CN - a panel discussion with persons with Early Memory Loss
3. *The Hospital Experience for Persons with Dementia* – Katie Maslow and Nancy Smith–Hunicutt - will discuss interventions to improve hospital care and outcomes for people with dementia.
4. *Memory and Aging What's Normal and.....What's Not?* – Kathleen Fuchs, PhD, ABPP-CN - will describe how information is stored and retrieved from memory as well as the signs and symptoms of memory impairment.

**2:15 Break: Visit Exhibits**

**2:30 Breakout Sessions**

Choose One of the following four workshops:

1. *Nutritional Issues in Dementia Care* - Gary Oberlender, M.D., FACP- will review current literature regarding the role of nutrition in dementia prevention and dementia management.
2. *Finding a Cure: How Close are We?*– Stuart Toussman, PhD - will discuss the pathophysiology of Alzheimer's Disease and the latest and greatest research on medical management of Alzheimer's Disease.
3. *Dementia Intervention Care* – Ellen Phipps, CTRS; Barbara Braddock, PhD, CCC-SLP - a program designed to provide caregivers with the necessary tools for setting up the home environment and activities for persons diagnosed with memory loss.
4. *Music-Making Moments for Persons with Dementia and their Caregivers* - Jim Perry, MT-BC- will focus on ways to engage persons with dementia through music-making and sharing with them the reality created by the music itself.

**3:30 Visit Exhibits**

**3:45 Keynote General Session: *Multi – Sensory Environments for People with Dementia*** - Linda Messbauer, MA, OTR/L - a program designed to help facilitate positive outcomes for people with dementia.

**4:45 Alois Award Presentation**

**5:00 Adjourn**

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# Registration Form

## Register Today! 8th Annual Alzheimer's Education Conference Best Practices in Dementia Care

Please complete one registration form per attendee (Be sure to complete both sides):

Name \_\_\_\_\_

Title \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone #(\_\_\_\_) \_\_\_\_\_ Work Phone #(\_\_\_\_) \_\_\_\_\_

Fax #(\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

**Breakout Session Options:** Please choose one session by number from each slot OR choose *Afternoon Intensive Workshop: Creativity in Dementia Care* Mary Sharp, B.A., Certified Eden Alternative Associate Rachel Kail, B.A., Certified Eden Alternative Associate **(FC, PC)**

Which session would be of most interest to you?:

Family Caregiver **(FC)**; Early Stage **(ES)**; Professional Caregivers **(PC)**; General **(G)**

### \_\_\_\_\_ Breakout Sessions 1:15-2:15

1. *Supporting Caregivers* – Karen Roberto, PhD **(FC)**
2. *The Voices of Alzheimer's* - Carol Manning, PhD, ABPPN-CN **(ES)**
3. *The Hospital Experience for Persons with Dementia* – Katie Maslow and Nancy Smith–Hunicutt **(PC)**
4. *Memory and Aging What's Normal and.....What's Not?* – Kathleen Fuchs, PhD, ABPP-CN **(G)**

OR

\_\_\_\_\_ **Afternoon Intensive Workshop:** *Creativity in Dementia Care* Mary Sharp, B.A., Certified Eden Alternative Associate Rachel Kail, B.A., Certified Eden Alternative Associate from **1:15 – 3:30**

Please choose one session by number from each slot **unless you have selected the afternoon workshop with Mary Sharp and Mary Kail.**

### \_\_\_\_\_ Breakout Sessions 2:30-3:30

1. *Nutritional Issues in Dementia Care* -Gary Oberlender, M.D., FACP **(G)**
2. *Finding a Cure: How Close are We?*– Stuart Toussman, PhD **(G)**
3. *Dementia Intervention Care* – Ellen Phipps, CTRS; Barbara Braddock, PhD, CCC-SLP **(PC, FC)**
4. *Music-Making Moments for Persons with Dementia and their Caregivers* Jim Perry, MT-BC **(PC, FC)**

\_\_\_\_\_ **Keynote General Session:** *Multi – Sensory Environments for People with Dementia* - Linda Messbauer, MA, OTR/L **(G)**  
**3:45-4:45**

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# Registration Form

## Fees: Please Check One

- \$30-Family Caregivers and Students
- \$80-Early Bird Attendee Registration-  
**Payment must be received on or before Oct. 9, 2009**
- \$90-Attendee Registration after Oct.9, 2009
- \$65 each-Group Rate (5 or more attendees)

## Methods of Payment:

(Registrations will be processed when payment is received)

Check Enclosed (Make checks payable to Alzheimer's Association Conference 2009)

MasterCard       Visa

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

## Return Registration form no later than October 9, 2009 to:

Alzheimer's Association 2009 Education Conference

1160 Pepsi Place, Suite 306

Charlottesville, VA 22901

Fax: (540) 568-6444 (credit card registrations only)

**CEU Credit Required:**  Yes  No (**CEU's** will be available at the **CEU** registration table on the day of the event for an additional \$10.00)

**\*\*Registrations will not be processed until payment is received\*\***

## Who Should Attend?

Nursing Staff, Activities Staff, Social Workers, Administrators, Therapeutic Recreation Specialists, Occupational Therapists, Physical Therapists, Family Members, Persons with a Diagnosis, Caregivers, and anyone interested in the latest research and interventions in Alzheimer's disease.

## Registration Includes:

Continental breakfast, lunch, and class materials.

For Early Bird Registration, complete the attached form and return with payment **by October 9, 2009**.

Family caregivers who request financial assistance or participants having questions concerning program content should call Ellen Phipps at (434) 973-6122

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*8th Annual Alzheimer's  
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Best Practices in Dementia Care  
Award*

**The Award** is Named for the German psychiatrist and neuropathologist who first identified the disease in 1906.

**About the Award:**

The Alzheimer's Association Central and Western Virginia Chapter is pleased to announce the launch of the 2009 Alois Award. The goal of the award is to improve the quality of life of persons diagnosed with Alzheimer's and related disorders by recognizing and supporting the efforts of facility caregivers that work with them. The award will recognize the current work of a professional caregiver.

The Alois award honors the local caregivers who display extraordinary compassion for patients and their families. The Alzheimer's Association Medical Research and Scientific Committee made up of prominent local researchers and physicians is seeking nominations for the 2009 award. One winner will be recognized at the The Alzheimer's Association Eighth Annual Best Practices in Dementia Care Conference on November 6, 2009 in Salem, Virginia.

**Who's eligible?**

The award recognizes those who serve as models of commitment to quality, person centered care of those with dementia and Alzheimer's. Any caregiver who has direct contact with dementia and Alzheimer's patients in any setting where patients receive care in the area of Central & Western Virginia are eligible.

**The nominee must embody (some or all of) the following characteristics:**

- Keeps in mind the unique traits, likes and dislikes of the person with dementia
- Communicates sensitively with the person and the person's loved ones, listening carefully and showing empathy
- Respects the person's values, culture, choices, decisions, and encourages independence
- Is creative in handling difficult situations and demonstrates an understanding of behaviors
- Is involved in the community they serve
- Shows strong leadership qualities

The Alzheimer's Association Central and Western Virginia Chapter encourages the nomination of candidates from diverse types of institutions including long-term care facilities, adult day care, hospices, home healthcare agencies and hospitals.

**What to Include in Your Submission:**

How does this person provide quality, person-centered care? List specific examples.

How does this person provide leadership to others?

Describe how creative solutions are utilized that reflect the person's unique characteristics.

How does this person seek to become more educated and proficient in their caregiving role?

How long has this person been a care provider?

What is the person's title, and role?

You may also choose to include letters from family members to support your nomination.

**How to Submit a Nomination:**

Email a letter of nomination to [lisa.ferrari@alz.org](mailto:lisa.ferrari@alz.org) at the Alzheimer's Association Central & Western Virginia Chapter.

## Travel Directions & Lodging

**Directions To Salem Civic Center:** The Salem Visitor's Center is located inside the lobby of the Salem Civic Center which is part of the James E. Taliaferro Sports & Entertainment Complex. The complex is centrally located at the corner of Roanoke Boulevard and Texas Street in Salem, Virginia.

**From the North** - Take I-81 South to Exit 141. Follow the signs to Salem. From the exit ramp, take Virginia route 419 South. Continue on route 419 through four traffic lights. After the third light veer to the right following the Salem Civic Center sign onto Texas Street, also known as the 460 Bypass and the Truck Route. Take a left turn onto Roanoke Boulevard. Entrance to Civic Center is on the left.

**From the South** - Take I-81 North to Exit 141. Follow the signs to Salem. From the exit ramp, take Virginia route 419 South. Continue on route 419 through three traffic lights. After the fourth light veer to the right following the Salem Civic Center sign onto Texas Street, also known as the 460 Bypass and the Truck Route. Take a left turn onto Roanoke Boulevard. Entrance to Civic Center is on the left.

**From U.S. 220** - Take the Franklin Road exit to route 419. Follow route 419 past Brambleton Avenue and Apperson Drive (about 8 miles). Take a left at Boulevard Roanoke and go 1/4 mile to entrance on right.

**Lodging-** A block of rooms has been set aside for the Alzheimer's Education Conference at the Holiday Inn Express and Suites located at 991 Russell Drive in Salem, VA, just off Exit 141 on I-81. The room rate is \$85.00 per night to make reservations, contact the Hotel directly at (540) 562-3229. Be sure to mention the Alzheimer's Education Conference when making your reservations.

## About Our Venue

### SALEM CIVIC CENTER JAMES E. TALIAFERRO COMPLEX

The Salem Civic Center, the hub of the James E. Taliaferro Sports and Entertainment Complex, became a part of Salem's landscape October 1967. For more than 40 years the 7,000 seat facility has welcomed a who's who of entertainment's brightest stars to its stage.

This arena is also a true "civic" center with the city's Rotary, Lions and Kiwanis clubs inhabiting one of the building's numerous meeting rooms on a weekly basis.

The venue's Community Room hosts everything from awards banquets to receptions with Salem Catering, an in-house food provider, offering up complete catering services for your every need. The Taliaferro Complex is one of the more versatile Entertainment and Sports venues in the Commonwealth of Virginia. Located on 65 acres of land, the complex is home to not only the Salem Civic Center, but also Salem Football Stadium and Salem Memorial Baseball Stadium.

One of the Complex's most important features is its parking. There are more than 4000 free parking spots at the Taliaferro Complex, and this not only gives patrons easy access to shows, but it also provides tremendous flexibility for outside events.

The Salem Civic Center  
1001 Roanoke Blvd  
Salem, VA 24153-0886  
Phone: (540) 375-3004

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# Sponsorship Opportunities

## The Alzheimer's Association 8th Annual Best Practices in Dementia Care Conference Sponsorship Menu 2009

Friday November 6, 2009 at the Salem Civic Center, 8am – 5pm

### **\$5000 CHAMPION SPONSORSHIP**

- Admission for 20 people to the Alzheimer's Association 8th Annual Best Practices in Dementia Care Conference
- One keynote sponsorship included (sponsor gets to introduce morning or afternoon keynote speaker. For information see keynote sponsorship)
- Sponsors ad displayed on the outside back cover of the conference program
- Recognition at registration
- Recognition in all marketing materials including newsletter and e-newsletter
- Company name on electric sign outside the civic center for one week prior to conference and day of conference
- Sponsor easel board recognition day of event
- Projector recognition day of event
- Logo on conference website with hotlink
- Sponsor name on the goodie bag (bag provided by sponsor) and sponsor has the opportunity to include something in the goodie bag
- Verbal recognition from the stage
- Complimentary sponsor table, prime location

### **\$3000 STANDING BY US SPONSORSHIP**

- Admission for 10 people to the Alzheimer's Association 8th Annual Best Practices in Dementia Care Conference
- Sponsors ad displayed on the inside cover of the conference program
- Recognition in all marketing materials including newsletter and e-newsletter
- Sponsor easel board recognition day of event
- Projector recognition day of event
- Company logo on conference website with hotlink
- Sponsor has the opportunity to include something in the goodie bag
- Verbal recognition from the stage
- Complimentary sponsor table, prime location

# Sponsorship Opportunities

## **\$2500 BREAKFAST, LUNCH AND BREAK SPONSOR**

- Sponsor logo/name on place cards at the breakfast, lunch and all breaks tables.
- Admission for 4 people to the Alzheimer's Association 8th Annual Best Practices in Dementia Care Conference
- Half page ad in conference program
- Recognition in all marketing materials including newsletter and e-newsletter
- Sponsor easel board recognition day of event
- Projector recognition day of event
- Company logo on conference website with hotlink
- Sponsor has the opportunity to include something in the goodie bag
- Verbal recognition from the stage
- Complimentary sponsor table

## **\$1500 KEYNOTE SPEAKER SPONSOR**

- Sponsor introduces keynote speaker (5 minutes to address audience of 500)
- Admission for 2 people to the Alzheimer's Association 8th Annual Best Practices in Dementia Care Conference
- ¼ page ad in program
- Recognition in all marketing materials including newsletter and e-newsletter
- Sponsor easel board recognition day of event
- Projector recognition day of event
- Company logo on conference website with hotlink
- Sponsor has the opportunity to include something in the goodie bag
- Complimentary sponsor table

## **\$1000 BREAK-OUT SESSION SPONSOR**

- Sponsor introduces break-out session speaker (5 minutes to address audience of 25-100)
- Admission for 2 people to the Alzheimer's Association 8th Annual Best Practices in Dementia Care Conference
- ¼ page ad in program
- Recognition in all marketing materials including newsletter and e-newsletter
- Sponsor easel board recognition day of event
- Projector recognition day of event
- Company logo on conference website with hotlink
- Sponsor has the opportunity to include something in the goodie bag
- Complimentary sponsor table

# Sponsorship Opportunities

## **\$2500 VIP DINNER SPONSOR**

- Sponsor logo/name on place cards at VIP reception night before conference
- Projector recognition night of VIP dinner reception
- Admission for 4 people to the Alzheimer's Association 8th Annual Best Practices in Dementia Care Conference
- Company logo highlight in program as sponsor of the VIP dinner (will include profile of recipient(s))
- Recognition in all marketing materials including newsletter and e-newsletter
- Sponsor easel board recognition night of awards dinner
- Company logo on conference website with hotlink
- Company name/logo highlight on all press materials announcing the nominees for the Alois Award
- Complimentary sponsor table at conference

**Exhibitor:** Rate \$250 (includes one complimentary registration to the conference)

Non-Profit Exhibitor Rate: \$200



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# Sponsorship Agreement Form

**The Alzheimer's Association Eighth Annual  
Best Practices in Dementia Care  
Conference Sponsorship Agreement 2009**

**YES**, we \_\_\_\_\_ agree to be a sponsor of the

(Name of Company as you would like it to appear in all publicity materials)

Alzheimer's Association's 8<sup>th</sup> Annual Education Conference for the level and amount checked below:

Champion Sponsorship \$5,000       General Session \$1,500       Exhibitor \$250  
 Standing By Us \$3,000       Break Out Session \$1,000       Non-Profit Exhibitor \$200  
 Breakfast, Lunch, Break \$2,500       VIP Dinner \$2,500

It is understood that Sponsors will receive all marketing and collateral benefits as described in the attached document, 8<sup>th</sup> Annual Best Practices in Dementia Care Conference Sponsorship Menu 2009

Sponsor gives permission for their company logo to be used in publicity and promotional materials as described in 8<sup>th</sup> Annual Best Practices in Dementia Care Conference Sponsorship Menu 2009.

Contact Name: \_\_\_\_\_ Title \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Email: \_\_\_\_\_ (please print clearly)

Signature: \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

My Check is enclosed or will be mailed

Please Invoice me

Please Charge my Visa or MasterCard:

Name on card: \_\_\_\_\_ Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_ CCV# \_\_\_\_\_

Will you have an exhibitor table the day of the event: YES\_\_\_\_ NO\_\_\_\_

**DEADLINES: Sponsorship Agreement due by August 10, 2009. Sponsorship payment is due by September 10, 2009. Camera ready logos must be emailed by August 10, 2009 to [Lisa.Ferrari@alz.org](mailto:Lisa.Ferrari@alz.org)**

**Make Checks Payable to:** Alzheimer's Association Central & Western Virginia Chapter

**Mail or fax form to:** 8<sup>th</sup> Annual Alzheimer's Association Education Conference 1160 Pepsi Place, Suite 306  
Charlottesville, VA 22901, PHONE: (434) 973-6122 \* FAX: (434) 973-4224

1160 Pepsi Place, Suite 306  
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A memory change that affects daily life is 1 of the 10 warning signs of Alzheimer's disease. Recognizing the symptoms is the first step toward doing something about it. For more information, and to learn what you can do now, go to [alz.org/10signs](http://alz.org/10signs) or call **(800) 272-3900**.