



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**Alzheimer's Association to Hold 16<sup>th</sup> Annual Alzheimer's Disease and Dementia  
Education Conference**

**(Cedar Rapids, IA)**- The Alzheimer's Association East Central Iowa Chapter will host the 16<sup>th</sup> Annual Alzheimer's Disease and Dementia Education Conference on Thursday, August 12<sup>th</sup>, from 8:30 a.m. to 4:30 p.m. at the Cedar Rapids Marriott located at 1200 Collins Road NE in Cedar Rapids.

The conference will begin with a day session targeted at professional and paraprofessional caregivers. Kathy Laenhue, CEO of Wisernow, Inc., a multi-media training development company that specializes in topics related to aging well, will be delivering the keynote address, *Why Does He Do That?*. Kathy will also deliver the closing address, *Brain Aerobics for the Stressed Mind*. The plenary speaker Dr. Maria Carrillo, Senior Director of Medical and Scientific Relations for the National Alzheimer's Association, will deliver *Alzheimer's Help and Hope: Progress and Strides in Research*.

Other break-out sessions include: *Making Daily Life Flow: Dressing, Bathing, Grooming and More*; *Dementia and Sleep Problems*; and *Identifying and Treating Depression in Dementia*.

The conference registration fee is \$80. The fee includes lunch, refreshments, handouts, and CEUs or certificates for contact hours.

A separate evening session for care partners, family, and friends will be offered free of charge beginning at 5:30 p.m. Registration for the evening session will begin at 4:45 p.m. where attendees will have the opportunity to visit sponsor booths before the first evening program begins. Evening topics include *Alzheimer's Help and Hope: Progress and Strides in Research*, presented by Dr. Maria Carrillo, and *Why Does He Do That?*, presented by Kathy Laenhue. Respite care will be available for persons with dementia if requested by Monday, August 9, 2010.

To learn more about the conference or to register, call the Alzheimer's Association East Central Iowa Chapter at 319.294.9699 or visit [www.alz.org/eci](http://www.alz.org/eci).

**About the Alzheimer's Association:**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's research, care, advocacy and support. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information visit [www.alz.org/eci](http://www.alz.org/eci).

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