

TODAY'S HELP; TOMORROW'S HOPE

Help and hope. Apt and succinct words to describe the work of the Alzheimer's Association, and the core words in the title of the Chapter's annual fall conference, set for November 4 at the Radisson Quad City Plaza in Davenport, Iowa.

The all-day conference is designed for family and professional caregivers and will feature three exceptional speakers. The event promises to provide current, state-of-the-art information about the best ways to care for people with Alzheimer's disease and other forms of dementia. The conference will deliver an up-to-date look at prevention, treatment, and the promise of medical research.

The day will begin with a presentation by Ms. Anna Ortigara, called, *Getting to the Heart of Dementia Care: It's About Relationships*. Ms. Ortigara has focused her practice in the field of gerontology and Alzheimer's disease for the past 30 years. She is currently the Director of Communication and Outreach for THE GREEN HOUSE® Project at NCB Capital Impact funded by The Robert Wood Johnson Foundation. Following



her opening presentation she will offer a special break-out session about THE GREEN HOUSE® Project to a select group of administrators, owners, and leaders in the field.

The second presentation will be provided by Mr. James Vanden Bosch, the founder and Executive Director of Terra Nova Films, a not-for-profit company that produces and distributes videos on aging-related issues. He has produced several award-winning videos on the dynamics of caregiving and uses a multimedia approach that incorporates relevant video stories into his presentations.

The third presenter, Dr. David Bennett, is an internationally recognized leader in the field of aging and Alzheimer's disease. Featured in the 2009 HBO series about Alzheimer's, Dr. Bennett is often interviewed about the science of Alzheimer's.

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ONE VOICE

Memory Walk is the Alzheimer's Association's largest advocacy opportunity. Recruiting more advocates provides greater influence as we speak up for the needs and rights of people with Alzheimer's disease and their families in the public policy arena. Advocates, caregivers and persons with the disease are asked to voice their support of the Association's policy goals by taking part in one of three advocacy actions:



alzheimer's association  **memory walk¹⁰**

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1. Recruit other participants to become Alzheimer Advocates when they sign up online for Memory Walk. When signing up, a participant has the option of checking the "yes" box next to I want to use my VOICE to advocate for people with Alzheimer's. By doing this, you begin making your voice heard by joining thousands of Alzheimer's advocates nationwide.

2. Recruit other participants to become Alzheimer Advocates by completing the postcards provided at Memory Walk. The postcards will be sent to members of Congress in support of our federal priorities.

3. Respond to Alzheimer's advocacy call-to-action e-mails. Advocates are an essential part of moving the Alzheimer's legislative agenda forward.

If you can't join a Memory Walk in person, register to be an advocate at www.alz.org/greateriowa. Join us as we speak with One Voice and make a difference for people with Alzheimer's disease and their families.

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Friends and Supporters,

Earlier this summer I participated in one day of RAGBRAI, an Iowa tradition where thousands of people from all over the world join together to ride their bikes across the state. As I cycled the highways of eastern Iowa and enjoyed the incredible scenery, I reflected on the similarities between biking across the state and the work of the Alzheimer's Association.



Whether the challenge is riding across Iowa or achieving a world without Alzheimer's disease, the task, when viewed as a whole, seems nearly impossible. Mile by mile or day by day, the work is tedious and with an end-point far in the distance. However, reaching a milestone – arriving in a welcoming community or a major research announcement – helps to build motivation to keep moving toward the important destination.

One such milestone occurred this summer when the International Conference on Alzheimer's Disease was held in Hawaii. Nearly 4,000 scientists from around the world gathered to report and discuss the latest advances in research on treatments, risk factors, and diagnosis for Alzheimer's disease. Highlights included the announcement of Alzheimer's Association TrialMatch™ and new recommendations for updating the diagnostic criteria for Alzheimer's. Information was also presented showing the benefits of early detection, diagnosis and care management for people newly diagnosed with cognitive impairment in reducing outpatient costs, as well as countless other research studies that improve the understanding of the causes and potential treatment of Alzheimer's.

I concluded RAGBRAI empowered from completing a challenging goal. More important was the feeling of being part of something bigger than myself. It's likely that researchers and participants of the international conference returned home with a sense of renewed energy to work toward a common goal. You can also become part of something bigger than yourself by supporting the Alzheimer's Association. This newsletter gives opportunities for all interests and abilities – join the Memory Walk, attend one of our community education programs, become an advocate or make a donation. I invite you to join the movement today to end Alzheimer's!

A handwritten signature in black ink that reads "Carol L. Sipfle".

Carol Sipfle
Executive Director

SUPPORT GROUPS MAKE A DIFFERENCE

Support groups have been an integral service of the Alzheimer's Association, dating back to our beginnings in 1982. Individuals with Alzheimer's disease are in need of much care and support. At the same time, their caregivers also need support. Though caregiving duties may vary for each person, they all take a toll on the caregivers. These individuals must juggle caring for their loved one with all of the other aspects of their daily lives. They often feel stressed, anxious or tired. In addition, caregivers have to cope constantly with the emotional side of Alzheimer's. They have to struggle with the fact that their loved one is changing, and in later stages may not even remember them. For this reason, caregivers often experience depression, sadness, or anger.



Caregivers need help and support and the Alzheimer's Association works to provide it. Support groups are regularly scheduled private meetings that encourage participants to



share caregiving and coping ideas with one another. Our trained support group facilitators also share their knowledge and suggestions. Caregivers are encouraged to make arrangements for someone to stay with their loved ones while they attend the meetings and respite funds may be available.

The Alzheimer's Association also has special support groups for those diagnosed with early onset Alzheimer's disease or related dementia or those in the early stages. In addition to providing information, support group meetings serve as an emotional outlet and allow people in similar situations to assist one another.

Support groups are offered throughout the Greater Iowa Chapter on various days and times. To receive an updated list, call 800.272.3900 or visit www.alz.org/greateriowa.

KNOW YOUR CHARITY

The Alzheimer's Association is the leading, global voluntary health organization in Alzheimer care and support, and the largest private, nonprofit funder of Alzheimer research. Our vision is a world without Alzheimer's, and since our founding in 1980, we have moved toward this goal by advancing research and providing support, information and education to those affected by Alzheimer's and related dementias. The Greater Iowa Chapter is one of more than 70 chapters affiliated with the nationwide Alzheimer's Association.

The following organizations are not affiliated with the Alzheimer's Association:

Alzheimer's Foundation of America (AFA)
American Health Assistance Foundation
Alzheimer's Research Forum
Alzheimer's Research Foundation, Inc.
Conquer Cancer and Alzheimer's Now Foundation, Inc.

The John Douglas French Alzheimer's Foundation
John Douglas French Center for Alzheimer's Disease
National Caregiving Foundation
Project Cure, Inc.
Fisher Center for Alzheimer's Research Foundation

To access the services from the Alzheimer's Association, volunteer or make a charitable donation, please contact one of the offices listed in this newsletter and look for our logo.

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er's and how the science relates to care. He is the Director of the Rush Alzheimer's Disease Center, a large, multi-disciplinary clinical and research center at Rush University Medical Center in Chicago. His presentation will focus on reducing your risk of Alzheimer's disease.

The conference will conclude with the opportunity to interact with all of the presenters in a town-hall, panel-style, audience question and answer session.

Registration will begin at 7:30 am. The conference is scheduled from 8:30 am - 4:00 pm. Attendees will have ample time to browse numerous informative display tables throughout the day.

The cost to attend prior to October 1 is \$35 for family and non-paid caregivers and \$65 for paid caregivers and professionals in the field. Registration increases by \$10 after October 1. Fees include snacks, lunch and all handouts. Certificates of Attendance and Certificates of Professional Continuing Education are also included in the registration fee.

This conference is made possible thanks to the generous contributions of Genesis Health System Memory Clinic and Trinity Regional Health System Robert Young Center Memory Clinic.

For more information about the conference or to receive a registration brochure call Jerry Schroeder at 563.324.1022.

MONARCH MOMENTS

The third annual Monarch Moments butterfly release was held July 25, 2010 at the Dubuque Arboretum in Dubuque, Iowa. The event was attended by more than 100 participants.

Alzheimer's is a devastating disease that robs both loved ones and caregivers of the past as well as the future. The Alzheimer's Association understands the difficulties faced by those coping with dementia and the grief when loved ones are lost. Monarch Moments is an event for families to join together and experience a sense of healing and comfort in a unique and beautiful way. The butterfly release symbolizes the beauty of living in the moment. In the brief moment when each family releases a butterfly in memory of, or in honor of a loved one, they are reminded of how, like the butterfly, beautiful moments in life are often brief but still wondrous and awe-inspiring.

The Alzheimer's Association thanks the sponsors and donors, including Oak Park Place, Leonard's Funeral Home and Crematorium, Unitarian Universalist Fellowship of Dubuque, The New Melleray Abbey/Monastery, Sunset Park Place, Dubuque Arboretum, Cozy Corners and Galena State Bank.



ALZHEIMER'S ASSOCIATION LAUNCHES TRIALMATCH™ FIRST-OF-ITS-KIND CLINICAL TRIALS MATCHING SERVICE IN ALZHEIMER'S

The Alzheimer's Association is announcing a new service for people who want to participate in clinical trials for experimental treatments for Alzheimer's disease. TrialMatch™ is a confidential and free interactive tool that provides comprehensive clinical trial information and an individualized trial matching service for people with Alzheimer's disease and related dementias.

There are as many as 5.3 million Americans living with Alzheimer's, including 69,000 Iowans, according to the Association's 2010 Alzheimer's Disease Facts and Figures. This year, there will be a half million new cases of Alzheimer's; in 2050 there will be nearly a million new cases annually.



"Alzheimer's disease is a significant public health challenge of the 21st century and research is the only way to solve this problem." said William Thies, PhD, Chief Medical and Scientific Officer at the Alzheimer's Association. "Recruiting and retaining trial participants is one of the greatest obstacles to



developing the next generation of Alzheimer's treatments, perhaps second only to lack of funding."

The Alzheimer's Association's TrialMatch provides a first-of-its-kind service in Alzheimer's research by delivering a user-friendly and individualized guide to clinical trials for people with Alzheimer's, their healthcare professionals, caregivers and healthy volunteers.

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. For people with Alzheimer's and their caregivers, clinical trials present an opportunity to play a more active role in their own treatment – ultimately contributing to scientific discovery and benefiting future generations.

Alzheimer's Association TrialMatch can be accessed at www.alz.org/trialmatch or by calling toll-free 800.272.3900.



MEMORIALS

In the past year, the chapter has received over \$67,000 in tribute gifts in honor of or in memory of a loved one, friend or colleague. The Alzheimer's Association sincerely appreciates these gifts and the fact that so many choose to remember a loved one in this way. Please contact one of our offices if you would like more information about memorial gifts. Please visit our Web site, www.alz.org/greateriowa, for a complete list of memorial gifts.

LOCATIONS

Contact any of the six offices of the Alzheimer's Association, Greater Iowa Chapter for assistance and additional information:

Des Moines Area

1730 28th Street
West Des Moines, IA 50266
515.440.2722
Fax: 515.440.6385

Burlington

1000 North Roosevelt Avenue, Suite 8
Burlington, IA 52601
319.208.0271
Fax: 319.208.0888

Creston

228 North Pine
Creston, IA 50801
641.782.2444
Fax: 641.782.2355

Davenport

2208 East 52nd Street, Suite B
Davenport, IA 52807
563.324.1022
Fax: 563.324.6267

Dubuque

5900 Saratoga Plaza, Suite 11
Dubuque, IA 52002
563.589.0030
Fax: 563.588.4523

Fort Dodge

1605 1st Avenue North, Suite 4
Fort Dodge, IA 50501
515.576.4884
Fax: 515.576.2737

www.alz.org/greateriowa
1.800.272.3900

alzheimer's  association

SIGN UP FOR MEMORY WALK TODAY

Sign up for the Alzheimer's Association Memory Walk® and make a difference in the fight to end Alzheimer's disease. Held annually in hundreds of communities across the country, Memory Walk is the nation's largest event to raise awareness and funds for Alzheimer care, support and research.

Memory Walk participants form teams and raise funds to support our vision for a world without Alzheimer's. It is easy to get involved and there are many ways to raise money, have fun and join the movement to end Alzheimer's.

Find a walk near you and contact the Alzheimer's Association office listed to learn more and receive a packet of information to get started. If you prefer, visit www.alz.org/greateriowa and select a Memory Walk. At the Memory Walk page you can sign up and choose to start a team, join a team or participate as an individual. The Web site also allows you to spread the word and provides helpful tips for meeting your fundraising goal.

Why sit on the sidelines when you can join the fight against Alzheimer's? Together, we can walk to end this devastating disease. Please ask your friends and family to join us at Memory Walk 2010!



DATE	CITY	INFORMATION
Sept. 11	Creston, McKinley Park	641.782.2444
Sept. 11	Muscatine, Pearl City Station	563.324.1022
Sept. 18	Dubuque, Louis Murphy Park	563.589.0030
Sept. 18	Montezuma, Montezuma Mfg.	515.440.2722
Sept. 18	Lamoni, Graceland University	641.782.2444
Sept. 25	Bellevue, Cole Park	563.589.0030
Sept. 25	Des Moines, I Cubs Principal Park	515.440.2722
Sept. 25	Mason City, YMCA	515.576.4884
Sept. 25	Clinton, River View Park Bandshell	563.324.1022
Sept. 25	Ottumwa, Ottumwa Park	319.208.0271
Oct. 2	Marshalltown, Cultural Center	515.440.2722
Oct. 2	Moline, I Wireless Center	563.324.1022
Oct. 2	Savanna, Old Mill Park	563.589.0030
Oct. 9	Burlington, Crapo Park	319.208.0271
Oct. 9	Atlantic, Heritage Park	641.782.2444
Oct. 16	Fort Dodge, Friendship Haven	515.576.4884
Oct. 16	Pella, Downtown Square	515.440.2722
Oct. 16	Ames, Brookside Park	515.440.2722

UPCOMING PROGRAMS

- Sept. 1** Alzheimer's: Beginning the Conversation - *Creston, IA*
- Sept. 8** Maintain Your Brain - *Ankeny, IA*
- Sept. 9** HBO Series: Momentum in Science, Part 1 & 2 - *Burlington, IA*
- Sept. 9** Alzheimer's: Beginning the Conversation - *Muscatine, IA*
- Sept. 15** Dallas County Senior Expo - *Perry, IA*
- Sept. 16** Communicating with the Person with Memory Loss - *Ottumwa, IA*
- Sept. 16** Alzheimer's Diagnosis, Treatment & Care:
An Evening with Dr. Schmolck and Friends - *Des Moines, IA*
- Sept. 16** Safety at Home: Creating a Safe Environment - *Centerville, IA*
- Sept. 17** Dementia and Developmental Disabilities-Activities - *Des Moines, IA*
- Sept. 21** Alzheimer's: Beginning the Conversation - *Dubuque, IA*
- Sept. 21** Alzheimer's: Beginning the Conversation - *West Des Moines, IA*
- Sept. 21** Alzheimer's: Beginning the Conversation - *Mount Pleasant, IA*
- Sept. 21** Alzheimer's Overview - *Osage, IA*
- Sept. 23** Alzheimer's Overview and Exhibit - *Urbandale, IA*
- Sept. 30** Safety at Home: Creating a Safe Environment - *Fort Madison, IA*
- Oct. 5** Memory Loss, Dementia and Alzheimer's: The Basics - *Columbus Junction, IA*
- Oct. 6** Alzheimer's: Beginning the Conversation - *Creston, IA*
- Oct. 6** Tri-County Senior Health Fair - *Cascade, IA*
- Oct. 12** Dementia and the Holidays: How to Prepare - *Cascade, IA*
- Oct. 13** Maintain Your Brain - *Fort Dodge, IA*
- Oct. 16** Alzheimer's and Integrated Therapies:
Reiki, Essential Oils and Light Touch Therapies - *Burlington, IA*
- Oct. 19** Alzheimer's: Beginning the Conversation - *Dubuque, IA*
- Oct. 19** Alzheimer's: Beginning the Conversation - *West Des Moines, IA*
- Oct. 20** Alzheimer's: Beginning the Conversation - *Manchester, IA*
- Oct. 26** Alzheimer's: Beginning the Conversation - *Burlington, IA*
- Oct. 27** Creating a Safe Caregiving Environment - *Manchester, IA*
- Nov. 3** Alzheimer's: Beginning the Conversation - *Creston, IA*
- Nov. 4** Today's Help; Tomorrow's Hope, conference - *Davenport, IA*
- Nov. 8** Alzheimer's: The Basics - *Webster City, IA*
- Nov. 9** Alzheimer's and the Holidays - *Dubuque, IA*
- Nov. 16** Alzheimer's: Beginning the Conversation - *Dubuque, IA*
- Nov. 16** Alzheimer's: Beginning the Conversation - *West Des Moines, IA*
- Nov. 17** Partnering with Your Doctor - *Webster City, IA*
- Nov. 18** The Holidays and Caregiving - *East Dubuque, IL*
- Nov. 18** Legal and Financial Issues Caregivers Encounter - *Burlington, IA*
- Nov. 30** Maintain your Brain - *Mason City, IA*
- Dec. 1** Alzheimer's: Beginning the Conversation - *Creston, IA*
- Dec. 2** Alzheimer's and the Holidays - *Ottumwa, IA*
- Dec. 2** Alzheimer's and the Holidays - *Mount Pleasant, IA*
- Dec. 6** The Holidays and Caregiving - *West Des Moines, IA*
- Dec. 7** Alzheimer's and the Holidays - *Burlington, IA*
- Dec. 14** Alzheimer's and the Holidays - *Centerville, IA*
- Dec. 14** Alzheimer's and the Holidays - *Bloomfield, IA*
- Dec. 14** Alzheimer's: Beginning the Conversation - *Muscatine, IA*
- Dec. 16** Alzheimer's and the Holidays - *Fort Madison, IA*
- Dec. 16** Alzheimer's and the Holidays - *Keokuk, IA*
- Dec. 21** Alzheimer's: Beginning the Conversation - *Dubuque, IA*
- Dec. 21** Alzheimer's: Beginning the Conversation - *West Des Moines, IA*

Find complete
details at
[www.alz.org/
greateriowa](http://www.alz.org/greateriowa)

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Greater Iowa Chapter
1730 28th Street
West Des Moines, IA
50266

We are fighting on your behalf 24/7
to give everyone a reason to hope.

www.alz.org
800.272.3900

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SAVE THE DATE

Please visit www.alz.org/greateriowa for more information

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tomorrow's **HOPE**

thursday **4** 2010
NOVEMBER 7:30am to 4pm
RADISSON QUAD CITY PLAZA
111 E 2nd St., Davenport, IA 52801
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the compassion to care, the leadership to conquer