

# Perspectives

Research · Care · Prevention

## October 2009 Issue Serving Northeast Nebraska & Southwest Iowa

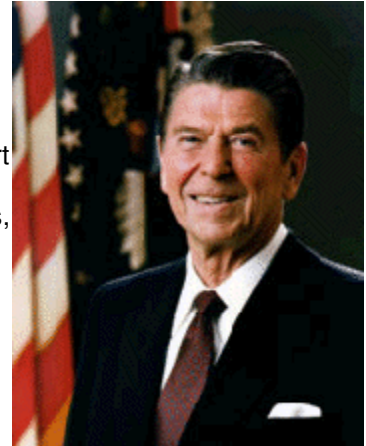
### National Alzheimer's Disease Awareness Month

November is **National Alzheimer's Disease Awareness Month**. In 1983, President Ronald Reagan designated this month to provide us the opportunity to honor and support those living with Alzheimer's disease. In 1983, fewer than 2 million Americans had Alzheimer's; by midcentury, the number is expected to reach 16 million, more than triple the current total.

Since this historic 1982 proclamation, the Alzheimer's Association has increased financial support for research, knowledge about the disease and its diagnosis, risk factors, number of scientists researching the disease, while contributing to caregiver support through education, presentations, training, consultation, and many other valuable services.

"While there is much we don't yet know about Alzheimer's disease, tremendous progress has been made since 1983," said Duane J Gross, PhD, President and CEO of the Alzheimer's Association Midlands Chapter. "In November we focus on raising awareness of Alzheimer's disease and shedding light on the importance of finding breakthroughs in diagnosis, prevention, treatments and, ultimately, a cure."

During the month, the Alzheimer's Association Midlands Chapter hosts the Annual Meeting, an opportunity to reflect on the past year's success and the coming year's opportunities. During the month, the Midlands Chapter will also offer community education presentations. Please check [www.alz.org/midlands](http://www.alz.org/midlands) for events happening near you or call 402.502.4301 for more information.



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## 2009 Annual Meeting November 11th

Plan to join the Midlands Chapter on November 11, 2009 for our **Annual Meeting**. Held during National Alzheimer's Disease Awareness Month, the Annual Meeting is an opportunity to recognize at the accomplishments of the past year and look forward to the coming year. This year, the Chapter is honoring Rosalee Yeaworth as our 2009 Friend of the Chapter. Rosalee has been a past board member, committee member, long time volunteer and true friend of the Chapter. The Chapter recognizes two couples, Liz and Terry Johnson and Kathy Tewhill and Tom Hurst, as volunteers of the year. Liz and Terry and Tom and Kathy are strong advocates of the Chapter, and their tireless efforts have helped raise awareness about Alzheimer's disease at public events and gatherings.

This year, the Annual Meeting will be held on Wednesday, November 11, 2009 at the Tip Top Ballroom, 1502 Cuming Street, Omaha, NE, from 11:00 to 1:00. Tickets are \$20 and tables of 8 are \$160. You are invited to help recognize outstanding service and celebrate the accomplishments of the Chapter.



**Annual Meeting 2008**  
(from left) Midlands Chapter President and CEO, Duane J Gross, PhD;  
2008 Outstanding Volunteer, Deborah Marks Conley, APRN;  
and 2008 Board Chair, Wood Hull, JD

Please call Micah at 402.502.4301 or e-mail Micah at [mevans@midlandsalz.org](mailto:mevans@midlandsalz.org) for tickets or for more information.

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## New Notebook Helps Caregivers Manage Challenges

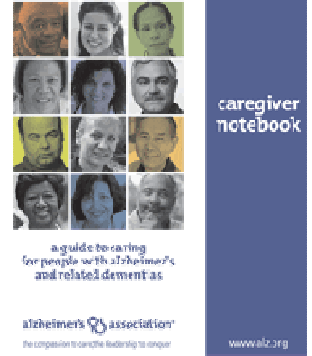
The Alzheimer's Association is releasing the new **Caregiver Notebook**, published by Meredith Corporation. This notebook can help caregivers manage the challenges of caring for someone with Alzheimer's disease and other dementias.

The notebook's easy-to-follow format contains tips for care, planning for the future, and a list of resources. Each of its eight chapters has a section for notes or thoughts, making this book a personal record that can be referenced again and again. The Caregiver Notebook would be very useful for those who attend a support group and a great way to get conversations started!

Chapters include:

- Taking good care of yourself
- Understanding an Alzheimer's diagnosis
- Basics of Alzheimer's disease
- Legal and financial planning
- Caring for a person with Alzheimer's

Caregivers are encouraged to acquire the knowledge and skills to be effective. Please visit the Midlands Chapter website at [www.alz.org/midlands](http://www.alz.org/midlands) or call the Information and Referral line at 402.502.4300 for details. The Caregiver notebook will be available through Shop for the Cause at [www.alz.org/shop](http://www.alz.org/shop) for \$17.95 plus shipping beginning Nov. 1, in time for National Alzheimer's Disease Awareness Month.

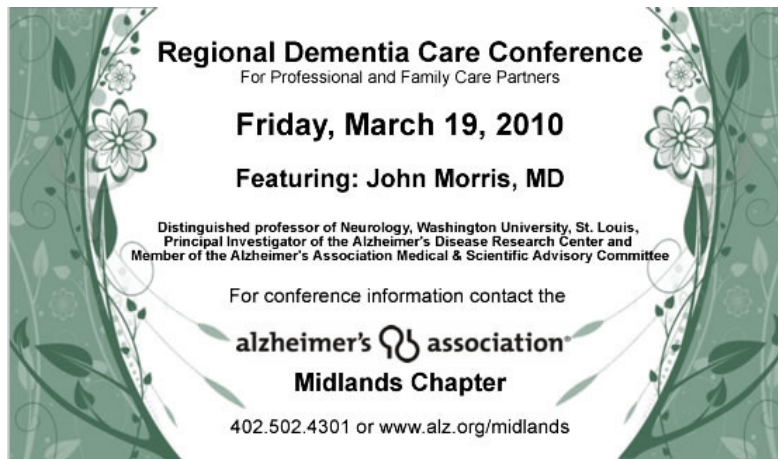


The final walker has gone home. The last banner has been pulled down and put away for next year, and the grounds cleaned up. 2009 Memory Walks may be finished, but the need for your support continues. You can continue walking for those whose lives have been affected by Alzheimer's disease throughout the year.

Please support the Alzheimer's Association through your tax deductible donations. Host a party to benefit the Midlands Chapter, and ask for donations in lieu of a birthday or holiday gift. Also, you can include the Midlands Chapter in your estate planning.

The Midlands Chapter would like to acknowledge events over the last couple of months that have financially supported the Midlands Chapter. Tamara Foley hosted the **2nd Annual Oktoberfest**, a party featuring live German music, excellent food, raising funds for the Chapter. Janice and Charles Elledge hosted the **C&E Show and Shine**, a Corvette Club show benefiting the Midlands Chapter. Larry Strickler from **Eagles Aerie 3912** hosted a Walk. Finally, **Eden Ginsburg** asked that her friends and family donate to the Midlands Chapter in lieu of gifts for her Bat Mitzvah.

These friends have opened their hearts to support the Midlands Chapter. Even though Memory Walk is over, we encourage your philanthropic activities to continue throughout the year.



Featuring evidence-based, field-tested education for at-home or skilled care professionals, and medical professionals. Call Clay Freeman at 402.502.4301 for more information.

## Welcome Newest Members of the Midlands Chapter Team

### Betty Chin, BSN, Program Staff

Betty joins the Midlands Chapter with a background in nursing and community health. She holds degrees from Nebraska Methodist College and the University of Nebraska at Omaha. Her experience includes recruiting and instructing participants in medical research studies. She has had experience working with college students in human nutrition, physiology, and anatomy. Betty has designed and presented community health programs for children and served as a loaned executive with United Way.

### Alisha Palagi, MA, Events Planner

Alisha brings her experience as an events planner to the Midlands Chapter, most recently having worked with the Veteran's Administration on their "Sprint to the Finish." Alisha served as an event coordinator and volunteer development assistant with Nebraska Shakespeare. Her educational background includes communication and theater. Alisha will bring energy and excitement to all Chapter events.



## Maintain Your Brain

*By Rosalie Shepherd, Program Staff*

Just a spoonful of sugar makes the medicine go down, Mary Poppins merrily sings in the popular children's movie. No doubt, sugar does make everything taste better. That is why it is an ingredient in almost everything we eat. However, according to Dr. William Douglass in his Daily Dose newsletter, those innocent little white grains not only weaken the immune system, they fuel cancer cells and raise the risk of diabetes, heart disease, and all manner of health problems.

Consequently, the American Heart Association recently released some guidelines for sugar consumption. Women should have no more than 100 calories of sugar each day; men are allowed only slightly more - 150 calories per day. And those numbers add up fast. Just one 12-ounce can of regular soda contains about 130 calories from sugar.

The AHA also released a list of foods they consider "surprisingly high" in sugar. It's a long list that includes ketchup, fortune cookies, flavored alcohols, baked beans, barbeque sauce, lemonade, flavored popcorn, and granola bars. Salad dressings are deceptive, as well. We all think that choosing a salad is a healthy option, but not if you drench it with reduced-fat dressing. Just one cup of French low-cal dressing contains 58 grams of sugar-you may as well sprinkle your greens with chocolate.

With the list of sugar's negative health effects, we need to think twice before we indulge our sweet tooth. The excess pounds that sugar causes us to pack on have their own dangers. Researchers at UCLA studied the brain images of clinically obese people for five years, and found their brains had lost tissue, and looked 16 years older than those of normal weight people. That may be the best reason of all to cut down on the sugar.

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## Brain Matters

Check out the new puzzles on our [Brain Gym page](#) at our web site.

### Perplexing Pair

Which pair of words is different from the rest and why?

approve, disapprove

appoint, disappoint

appear, disappear

allow, disallow

agree, disagree

advantage, disadvantage

arrange, disarrange



### Tricky Traits

Each sentence given below has an unusual characteristic. What are the five different characteristics?

1. Little puzzles usually appear difficult.
2. A broken collarbone doesn't ever feel good.
3. Nine boys went home with toys that they made.
4. When Steven feels depressed he never remembers.
5. I do not like steak served without seasoned mushrooms.

Check back here next month for the answers!

### September Puzzle Answers:

**Cleaning Confusion:** On Monday the man brings seven dirty shirts to the laundry, picks up seven clean shirts and is wearing one shirt -- for a total of fifteen shirts.

**What's In a Name:** Tommy, of course!

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## Vision

A world without Alzheimer's disease.

## Mission

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.

Alzheimer's Association Midlands Chapter | 1941 South 42nd Street | Suite 205 | Omaha | NE | 68105

[www.alz.org/midlands](http://www.alz.org/midlands)