



November is Alzheimer's Disease Awareness Month

In 1983, when President Ronald Reagan designated November as National Alzheimer's Disease Month, fewer than 2 million Americans had the disease. Today, the number of individuals with Alzheimer's has soared to more than 5 million. In Oregon, approximately 80,000 individuals are challenged by the disease. By 2050, 11 million to 16 million people in our country will likely have Alzheimer's.

Through their personal involvement, Ronald and Nancy Reagan dramatically changed the face of Alzheimer's by raising public awareness of the disease and boosting research efforts. Later diagnosed with Alzheimer's himself, former President Reagan died in 2003.

National Alzheimer's Disease Month is an opportunity to build awareness of both the disease and

the Association's role in Alzheimer advancements and to generate concern about the disease and its impact. While there is much we don't yet know about Alzheimer's disease, tremendous progress has been made since 1983, laying the foundation for future breakthroughs in prevention, diagnosis and treatment.

This November, the Alzheimer's Association and its local chapters will work to increase knowledge of the disease and to promote the progress made in treatment and care. The Association also will launch a new suite of online resources to help caregivers of those with Alzheimer's disease and other dementias.

For helpful information and resources, contact the Alzheimer's Association at 1.800.272.3900 or visit www.alz.org

Senior Housing Finder

Searching for the right residential housing for someone with Alzheimer's has never been easier. Beginning in November, the Alzheimer's Association brings you its Senior Housing Finder, the first nationwide senior housing database for locating dementia care.

Developed with SNAPforSeniors, Senior Housing Finder allows users to search by geographic area, housing type and availability.

Senior Housing Finder complements Alzheimer's Association CareFinder™. Users can match CareFinder results with search criteria in the Senior Housing Finder database to identify local care providers that may meet their needs.

"Senior Housing Finder is another example of the Alzheimer's Association's leadership in helping families find quality care for loved ones with dementia," said Judy McKellar, Oregon Chapter Executive Director. "Senior Housing Finder and our other care services are an extension of our nationwide Campaign for Quality Residential Care to improve the standard of care for people living with dementia."

Visit the Senior Housing Finder and CareFinder™ at www.alz.org or call the Association's 24-hour Helpline at 1.800.272.3900.

Message from the Executive Director

Dear Friends,

Memory Walk was amazing! I felt energized and deeply touched to be with such a wonderful group of people who support our efforts to help those who are touched by Alzheimer's and to find a cure.

As participants, we share a connection to the cause, and through that, to one another. It inspires hope – hope that it won't be long until we find the answers we're seeking so others won't have to walk this path in the future.

I was thanking everyone as they marched by when a totally elated woman raced up to me and gleefully announced, "I'm Anne, this is for me – I have Alzheimer's!" Anne stayed by me marching in place, clapping to the drum beat, cheering others on, delighting in her experience. She asked if it was a "protest march," and I laughed with her because it seemed like we were protesting and celebrating at the same time. We were celebrating the lives of those we were walking in memory of, and protesting the devastating disease that took them from us.

When the band finished drumming Anne hugged me and handed me a crumpled five dollar bill. It felt like a million. It symbolized all of the gifts we've been given by others whose lives have been touched by Alzheimer's. It also reminded me of how meaningful each gift is in raising awareness and improving the quality of life for those impacted by it.

Thank you for your participation - let's continue protesting and celebrating together until we have a world without Alzheimer's.

Judy McKellar



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OUR VISION

A world without Alzheimer's disease.

OUR MISSION

Eliminate Alzheimer's disease through the advancement of research; provide and enhance care and support for all affected; and reduce the risk of dementia through the promotion of brain health.

Safe Return® and MedicAlert® Form Alliance

In a move to significantly improve the safety of individuals with Alzheimer's or related dementia, MedicAlert and the Alzheimer's Association have formed an alliance to offer MedicAlert® + Alzheimer's Association Safe Return. This is a live, 24-hour emergency response service for wandering and medical emergencies.

When a person with dementia wanders or becomes lost, his or her information and photo are provided to local law enforcement. When a person is found, a citizen or law official calls the 800-number on the identification product and the individual's family or caregivers are contacted. The nearest Alzheimer's Association office provides information and support during search and rescue efforts. In addition, should medical attention be required, access to a personal health record is immediately available.

To enroll a person with Alzheimer's disease in MedicAlert + Safe Return, update a current enrollment with a member's medical information or learn more about the program, contact the **Alzheimer's Association at 1.800.272.3900, your local chapter or MedicAlert at 1.888.572.8566**. You may enroll a person or update a member's medical information online at **www.alz.org/SafeReturn or www.medicalert.org**

Research

In fiscal year 2007, the Alzheimer's Association funded a total of \$21.5 million in research initiatives, including 109 awards to individual investigators through our annual grant competition. Funded projects represent proposals that ranked highest by their peer



reviewers in an extremely competitive field of 639 applications. Since 1982, the Association has committed over \$220 million to more than 1,500 best-of-field grant proposals.

Grants were awarded in the following categories:

Zenith Fellows Awards support senior scientists who have made significant contributions to the field and continue to pursue promising approaches to early detection, treatment or prevention of Alzheimer's.

Everyday Technologies for Alzheimer Care grants were awarded – in partnership with Intel Corporation – to investigators exploring how televisions, computers, monitoring devices and other household electronics can be used to better meet the day-to-day needs of individuals with Alzheimer's and those who care for them.

Investigator-Initiated Research Grants fund established scientists exploring important questions across the entire dementia research spectrum, from basic neurobiology to treatment, prevention and care.

Senator Mark Hatfield Award in Clinical Research focuses on strategies to make more accurate and earlier diagnoses.

New Investigator Research Grants support the next generation of promising scientists who earned their doctoral degrees within the last 10 years.

Advocacy

Advocacy is a key activity of the Alzheimer's Association. The need to heighten awareness of the cause is critically important. Visit our website **www.alz.org** to find a myriad of resources including:

Advocates in Action	Public Policy Issue Brief	Write Congress
Federal Update	Where We Stand	Public Policy Forum

Memory Walk '07: Thousands MOVED to END Alzheimer's

Jim Ellison — Exceptional Memory Walk participant and fundraiser

Jim is a true Alzheimer's Champion who has shared his experience in his own words.



It's been almost two years since my diagnosis of Alzheimer's disease. Julie and I have learned a great deal during this time...not the least of which is to enjoy life more fully and treasure each day.

As you can see, Alzheimer's disease

has not stopped me from doing what I love! Since Memory Walk 2006, four key things have helped me maintain a good life:

- Exercise. Golf, badminton, weight classes, and walking fill my days.
- Socializing. Being involved with friends and family is critical.
- No sugars. Sugar is not my friend! It's amazing how much better I feel and think without fruit juices and desserts.
- Drugs. In addition to traditional Alzheimer's drugs, I'm participating in a drug study.

Recently I was appointed to the Early Stage Advisory group for the national Alzheimer's Association. I'm looking forward to shedding light on this disease and assisting others as they cope with the challenges of living with Alzheimer's.

On October 14, Julie and I participated in Eugene's Memory Walk (as of October 22, Jim had raised \$3,680). Without the Alzheimer's Association's support, Julie and I would not have tackled these past months with such a positive outlook.

Believing in the power of team spirit, the Oregon Chapter set enthusiastic goals for the six Oregon Memory Walks this year. All were focused on MOVING the cause to END ALZHEIMER'S.

The overall chapter goal was \$378,460 (Memory Walk '06 raised \$258,564) – donations are still being received, but as of October 31 we reached a remarkable \$348,705. It was truly a team effort - the team being comprised of energetic volunteers, valued sponsors and generous donors!

Here are the top fund raising teams from each Oregon Walk:

Central Oregon	Aspen Ridge
Columbia County	Camelot Cruisers
Coos County	Baycrest Village
Eugene	ElderHealth & Living Forget-Me-Nots
Portland	Team Chris Donham
Southern Oregon	LTM – Knife River



Team Chris Donham, pictured above, won Portland's Grand Prize. The team's 2007 goal was to significantly increase both awareness and donations. As of October 22, Team Chris Donham raised \$15,990 – WOW, what a fabulous team effort led by captain Mark Donham, Chris' husband and care partner.

The State Grand Prize winner is ElderHealth & Living Forget-Me-Nots in Eugene. The team, a long time participant of Memory Walk, moved their efforts forward in a big way this year raising, as of October 22, \$10,497.27. CONGRATULATIONS!

Memory Walk '07 has many other success stories. A young boy formed The Zeldamatics team as a way to actively support his grandmother who has Alzheimer's. The second top fund raising team in Central Oregon is Compassionate Canines, a group of therapy dogs and their humans. Our sincere thanks to all Memory Walk participants!

2007 Honorary Tribute Gifts

ALTA AUSTIN

Jill Austin

MARY LOU BEEBE

Marshall J. Beebe

ZOLA BREITENSTEIN

Maggie Banducci

BARBARA COOLMAN

Becky L. Powell

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John and Dorothy Mae Praegner

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CHARLES H. WILLIAMS

Willibald and Kathryn Dostert

SYLVIA E. WILLIAMS

Forbes and Sylvia Williams

These generous gifts were made IN HONOR OF those in *bold italics* between January 1 and October 31, 2007.

2007 memorial gifts will be acknowledged in our Winter issue.

A Giving Opportunity for Alzheimer's Association Donors

For the remainder of 2007, Congress has approved a unique giving opportunity for donors who have traditional or Roth IRA accounts. If you are age 70 ½ or better, distributions from your IRA accounts are mandatory. Even if you don't need the income, you are still required to draw down the funds and suffer the tax consequences.

Until December 31, 2007 you now have a new option for these mandatory distributions. The IRA Charitable Rollover provision gives you the opportunity to withdraw as much as \$100,000 during 2007 and direct it to a qualified charity such as the Oregon Chapter of the Alzheimer's Association.

Benefits of this opportunity include:

- Exclude up to \$100,000 from your taxable income
- Distribution counts toward your mandatory withdrawal
- Help the Alzheimer's Association eliminate Alzheimer's through advancement of research as well as provide education and services to Alzheimer's patients and their families throughout Oregon

Contact your financial advisor as the funds must be directed through your IRA custodian.

Please call Tracy Madsen, Director of Development at 503.413.7158 to learn more about the IRA Charitable Rollover provision.

Ask Our Doc

It seems like holidays are getting more stressful as my husband's Alzheimer's progresses. Any ideas about how to decrease the stress and increase the joy?

Simplicity, flexibility and a sense of humor are essential qualities that can help ease the challenges caregivers face during the holiday season. Holidays can be enriching for everyone if we keep some of the family rituals and traditions that are reassuring and connect us with the familiar past. It is important to set limits, however, and not attempt to live up to unrealistic expectations that stress you and your loved one.

Communicate with family and friends prior to holiday celebrations to create an understanding about the realities of the present situation. Straightforward communication and advance planning can help others feel more at ease about what to expect and how to interact appropriately.

By adjusting the pace of activities your husband can be involved without becoming physically and emotionally overloaded.

The situation has changed but the intention remains the same – to enjoy sharing special moments together with the people you love.

Memory Mart

Sport your Memory Walk spirit year round with purchases from Memory Mart. Terrific items with Alzheimer's Association or Memory Walk logos are available at very affordable prices.

Let your fingers do the shopping at:

www.memorymart.org

Southern Oregon Welcomes Director



Kay Faught is the new Southern Oregon Regional Director in our Medford office. She joined us on September 10th and brings a wide background in medical administration and consulting.

Kay has done clinic and practice administration, and had a private consulting firm for over 13 years. She provided a unique coding and management consulting service for over 700 providers in the Northwest region, offering training workshops to providers and staff, as well as medical associations, insurance providers, and hospitals. Kay also has experience in the senior services area, having been the Program Manager for six senior centers for the Central Oregon Council on Aging.

Kay left the medical background to move closer to where her heart is, advocating for others. She is a “hands on” networker and believes that touching all aspects of a community is key to building teams and awareness throughout, as well as utilizing resources! Kay is looking forward to enhancing Alzheimer's education and community involvement in the Southern Oregon region.

Relocation Update and Wish List

In our Summer issue we reported that the Oregon Chapter Portland office will move in the near future. For the past 10 years we have been the grateful recipients of donated space as a Legacy Health Systems partner. Legacy will be constructing a new doctors' office building on the entire block where we are currently housed, forcing our relocation. We are researching options for a new home anticipating a move in the next 3-9 months.



Not only has our space been almost entirely donated, but so have our furnishings. When we move, we will need to provide all of the essentials needed by our clients and staff. Here is a partial list of the items we'll need:

Bookcases	Desk chairs	File cabinets
Break room table	Desk chair pads	Lamps
Conference chairs	Desk return	Refrigerator
Conference table	Desks	Storage containers & shelves

If you wish to assist us in purchasing any of the above, please phone the Portland office at 503.413.7114 or e-mail tracy.madsen@alz.org

Meet Our New Program Director

Kristrun Gröndal is the Program Director for the Alzheimer's Association Oregon Chapter. Born in Reykjavik, Iceland, Kristrun has been a resident of Vancouver, Washington since 1989.



She earned her Master's Degree in Public Affairs from Washington State University and has for the last seven years worked as a Program Manager for Southwest Washington Agency on Aging. There she developed the Family Caregiver Support Program and managed the respite, adult day, kinship care, and caregiver education programs including Caring for You: Powerful Tools for Caregiving.

Her personal experience in caregiving is for her daughter who has disabilities. Kristrun is excited about her opportunity with the Chapter to meet the ever increasing needs of the public for up-to-date programs and services.

Thank You!

We can never thank our tremendous donors and partners enough for their on-going support of the Chapter's mission. Our pledge to you is that your contribution of time, treasure and talent will always be used wisely. As we look forward to 2008, we also look forward to our continued pursuit of your vision and ours – a world without Alzheimer's.

Programs and Services

The Support Group Scoop

Is a support group for you? There are many perceptions around the notion of participating in a support group of any kind. For some it makes all the sense in the world, for others, it's a very foreign concept.

Here is one woman's experience from *The 36-Hour Day* by Mace & Rabins. "I did not really want to go to a group, but my mother was driving me crazy and so finally I went. The speaker talked about power of attorney – until then I didn't realize I had to get one to take care of my mother's property. Then, over coffee, I was talking to three other women. One of them told how her mother was hiding the silverware in the dresser. She said one day she suddenly realized it didn't matter where they kept the silverware. Up until then, I thought I was the only one dealing with things like that. I told them about my mother, and these other women understood."

Participating in a support group can make a huge difference in the life of someone caring for a family member with Alzheimer's disease. It provides an opportunity to build a support system of people who understand in a very real way. Having a place to exchange ideas and experiences strengthens the caregiver's ability to build good coping skills and to take better care of themselves, as well as the person in their care. It's a place to find the downright humor of a situation among people who are on a very similar journey.

Some of the benefits of support group participation are:

- A chance to be part of a supportive environment or community
- An opportunity to talk and share with others
- A chance to learn more about dementia
- An opportunity to learn from others in a similar situation
- An opportunity for personal growth and development
- A chance to develop informal supports and social relationships
- A break from day-to-day responsibilities

For information about a support group near you, call the Alzheimer's Association at 1.800.272.3900.

Save the Date!
10th Annual McGinty Conference on Alzheimer's
April 17, 2008

The Holzman Foundation – Presenting Sponsor

Hope for Tomorrow, Help for Today

Make this exceptional one-day conference a priority for you and/or for someone you love. Join professional and family caregivers to:

- Gain valuable insight into Alzheimer's disease
- Learn practical solutions and strategies
- Get current on disease research
- Discover new life-enhancing activities
- Broaden your knowledge of person-centered care

Conference details will be posted on our website as they become available at www.alz.org/oregon

2007 conference attendees' comments:

"Great variety of topics and speakers."

"All info gained is helpful so I can better serve my residents, families and staff."

"Relevant updates – lots of new info since last year."

800.272.3900
www.alz.org/oregon

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

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