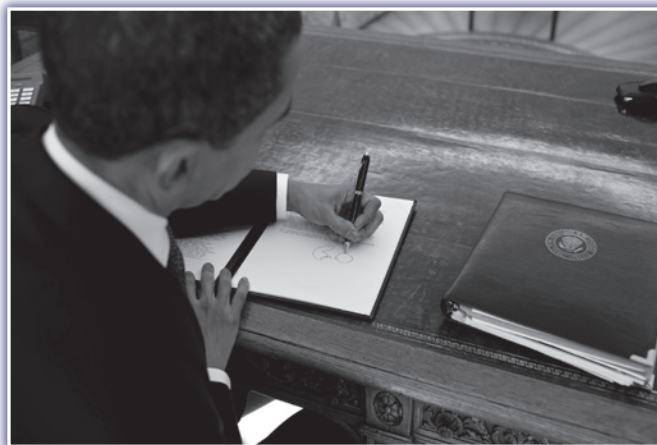


President Obama Signs Landmark Legislation Into Law!

As the leading care, research and advocacy organization for Alzheimer's disease, the Alzheimer's Association applauds President Obama for signing the National Alzheimer's Project Act (NAPA) into law. NAPA creates a coordinated strategic national plan to focus government efforts and ensure that appropriate resources are maximized and leveraged to find better treatments, a means of prevention, and ample care and supportive services for millions of families who grapple with the challenges of Alzheimer's disease every day.



National Alzheimer's Project Act is signed into law.

an independent bipartisan panel created to evaluate the government's current efforts to combat the disease, NAPA will lead to the creation of a national strategic plan to overcome the Alzheimer's disease epidemic. It will also establish an inter-agency council to work with the Secretary of Health and Human Services to give a full assessment of what needs to be done to address the threat of Alzheimer's on multiple fronts including care, research and support. NAPA ensures strategic planning and coordination of the fight against Alzheimer's across the federal government as a whole.

"We are pleased that a comprehensive plan will now be put into place to address the challenges of Alzheimer's disease, currently the sixth-leading cause of death in this country," said David Midland, President & CEO of the Rochester/Finger Lakes Chapter of the Alzheimer's Association. "We applaud the multitude of advocates who reached out to their elected officials to ask them to support this important legislation." He added that among the 10 leading causes of death, "Alzheimer's is the fastest growing – increasing more than 50 percent from 2000 to 2007. Given the devastation experienced by millions of families because of this disease and the staggering economic costs, particularly to Medicare and Medicaid, we must have an effective strategy now."

Building on the work of the Alzheimer's Association and the recommendations of the Alzheimer's Study Group,

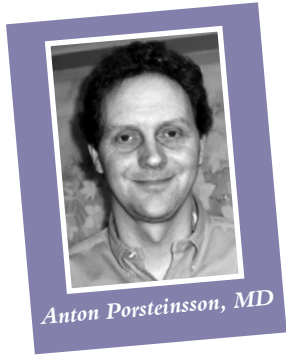
The Alzheimer's Association stands with millions of people with dementia and their care partners in thanking President Obama for signing this legislation into law, and looks forward to working with the Secretary of Health and Human Services to fulfill the promise of NAPA.

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A New Look at Acetylcholine Receptors in Alzheimer's Disease

By Anton P. Porsteinsson, M.D., Kelly M. Cosman and Kelly Stear, University of Rochester Medical Center



Any time a person thinks about something, makes a calculation, or tries to recall a memory, brain cells signal each other through the process of *neurotransmission*. When a brain cell receives a message at its *synapse* (or space between cells), it grabs hold of a chemical (such as the naturally occurring neurotransmitter *acetylcholine* or an external chemical like nicotine) at a site called the *receptor*. One of the most common receptors used during

thinking and memory formation is the nicotinic acetylcholine receptor (nAChR). There are many specific types of nAChRs, but one that has been of particular interest among Alzheimer disease (AD) researchers is the alpha-7 nicotinic acetylcholine receptor (a-7 nAChR). a-7 nAChRs are highly expressed in the brain but not in areas outside of the brain. They are substantially involved in *synaptic plasticity* – the process by which connections between neurons are strengthened and weakened. Synaptic plasticity is a required for learning, forming memories, and sustaining attention, all of which are impaired in AD. There is a reduction in a-7 nAChRs in normal aging, but this loss is even greater in AD. Some evidence suggests that beta-amyloid-42 (AB42) affects normal functioning at the nAChRs, however, there is not yet a clear consensus on what the specific effect is. It is possible that AB desensitizes or inhibits a-7 nAChRs, resulting in impaired synaptic plasticity.

Stimulation of a-7 nAChRs may protect neurons from harm caused by AB42, which could provide benefits in cognition and function, so

it is possible that a drug that activates a-7 nAChRs will be useful in treating AD. EVP-6124 is one new drug that is thought to enhance stimulation at the a-7 nAChR, possibly preventing problems caused by AB42, while also making the receptor more sensitive to present acetylcholine. EVP-6124 is a selective agonist, which means it takes action at only specific types of receptors, thus reducing the chance of unwanted side effects. It is administered in pill form, and shown to easily enter the brain from the bloodstream.

Clinical trials to date have investigated EVP-6124 in more than 125 healthy adults and 48 people with AD. Results from the studies have shown that the drug is well tolerated for up to 28 days. The trial among 48 patients with mild to moderate AD examined three doses of EVP-6124 versus placebo in addition to stable baseline treatment with donepezil or rivastigmine. No specific adverse events were associated with EVP-6124, and there were no measureable drug-drug interactions. Although the study population was small, EVP-6124 was associated with statistically significant benefits in several measures of cognition, including identification and detection tasks, and verbal fluency.

EVP-6124 recently progressed into phase IIb research studies, which will be used to more carefully evaluate the effects of EVP-6124 on cognition and memory, as well as its safety in a larger population. The phase IIb trial will recruit patients with mild to moderate AD from the United States and Europe for a 6-month trial of three different strengths of EVP-6124 versus placebo. More details about the current study can be found at <http://clinicaltrials.gov/ct2/show/NCT01073228>.

Raise Your VOICE... To End Alzheimer's!

We have accomplished so much. . .



ANNUAL WELLNESS VISIT

Beginning January 1, 2011, Medicare will cover an annual wellness visit for its beneficiaries every 12 months. The annual wellness visit will include a health risk assessment, creation of a personalized prevention plan, updating medical and family history and more. Providers will take routine measurements (including height, weight blood pressure). Of significant

importance, the annual wellness visit is required to include an assessment for the detection of cognitive impairment. In addition,

providers can provide voluntary advance care planning to their patients. The annual wellness visit builds on the "Welcome to Medicare" physical that is covered for new beneficiaries within 12 months of enrolling in Medicare.

For more information please visit www.alz.org/living_with_alzheimers_medicare_and_medicaid.asp



... But there is so much more to do!

WHY GET INVOLVED?

"The most important thing is to let people know that they are not alone in this fight. There are thousands and thousands of us out there willing to fight with them." Cathy Edge

Write Congress Today! Visit our website at www.alz.org/rochesterny to make your VOICE heard.



Click on Make Your VOICE Heard button and click Act Now!



Prior to becoming involved with the Alzheimer's Association, I spent several years managing various

nonprofit arts organizations around the country. Personally, I have always been enriched with access to the performing and visual arts. So, it is not surprising to see the value of artistic activities to persons with Alzheimer's disease and their care partners.

Our chapter is especially privileged to be able to offer a variety of programs in cooperation with leading arts organizations here in Rochester – rehearsals at the Rochester Philharmonic Orchestra, performances at GEVA theater, Meet Me at the MAG (Memorial Art Gallery), and Memories in the Making. And the responses of those participating have been positive and important. In some cases, care partners have witnessed new levels of awareness and engagement lasting beyond the immediate activity.

I recently came across the following story. In 1995, painter Hilda Goldblatt

Gorenstein was placed in a Chicago-area nursing home because of steadily worsening dementia. Lawrence Lazarus, a psychiatrist specializing in treating the elderly, remembers that she was withdrawn and sometimes agitated – so much so that he prescribed a mild tranquilizer.

But one day her daughter, Berna Huebner, asked her mother if she'd like to paint again. Gorenstein responded in a surprising way. "I remember better when I paint," she said.

Huebner quickly told Lazarus, who suggested that she contact the School of the Art Institute of Chicago (which Gorenstein had attended in the 1920s) to hire art students to work with the elderly artist. This was a somewhat unorthodox thought; although art therapists had for years worked with people with Alzheimer's, using artists without training in therapy, not to mention very young ones, was something else.

The first student in the project was Jenny Sheppard, who worked for some weeks trying to lure Gorenstein back into painting. But the elderly woman stayed withdrawn and silent, and nursing-home officials, who were dubious about having art students

working in the facility at all, were not encouraging. One told Sheppard: "You're wasting your time. The lights are either on or they are off, and with Hilda, they are definitely off."

After several months of persistence, a few attempts at painting Sheppard's persistence paid off – Gorenstein resumed painting. And over the next three and a half years, Gorenstein would create hundreds of watercolors. Many had strong representational aspects, especially those with the nautical themes she had long specialized in. But others were deeply abstract and sometimes mysterious – lines and circles in bright colors.

Gorenstein tended to be much calmer and more focused when working on her painting with the students. She would even interrupt long silences with advice, such as, "The first thing you think of is the first thing you use." Sometimes the students would have to put a brush in her hand to get her going. At other times, once they had set up her paints and brushes, she would start by herself.

Meaningful activities, such as those that involve music, art and pet visits, can help enrich the lives of people with Alzheimer's disease. Pets, for instance, have been shown to reduce depression and boost self-esteem. Art provides an outlet for expression. Music stirs memories, emotions and when accompanied by singing, encourages group activity.

Finally, I want to acknowledge William and Sheila Konar, and the family of Burt Gordon, who have stepped forward because of the importance of artistic activities to their loved ones with Alzheimer's. On behalf of all of us at the Alzheimer's Association, thank you!

For more information and/or to get involved, go to our website – www.alz.org/rochesterny – or call 585.760.5400.


David Midland
President/CEO

ALL ABOARD FOR ALBANY!

We are planning our 2011 annual visit to Albany!

Care partners, persons with dementia, chapter staff and board members from all over New York State will travel to Albany to visit with local Assembly and Senate representatives.

These visits provide an opportunity to tell your stories and speak out on behalf of services for persons with Alzheimer's, their families, and other caregivers. The visits also provide an opportunity to present to our elected officials the 2011 priority issues agenda.

You can catch a bus from either the Rochester or Bath areas.

Mark your calendar for: Wednesday, March 2, 2011

For more information call: Kelly Harris 585.760.5405

We deeply appreciate the support of Wilkins Recreational Vehicles of Bath, NY!



Hospitality Hours Gain Popularity. . .



Paula Casselman, LMSW
Resource Center Director

Since March of 2010, the Alzheimer's Association has partnered with Inns and Bed and Breakfasts around our nine county region to offer Hospitality Hours for people with Alzheimer's disease or related dementia and a care partner/family member. The Inn and Bed and Breakfast hosts have opened the homes to those we serve for about an hour of time when they are least busy and offer a tour, history of the inn as well as a light snack and beverage for the participants. The Alzheimer's Association would like to thank the following establishments for providing this service...

- Genesee Country Inn Bed and Breakfast, Mumford, NY: Richard and Deborah Stankovich
- Morgan Samuels Inn, Canandaigua, NY: Brad Smith
- Top O' the Lake Bed and Breakfast, Penn Yan, NY: John and Patti Latchaw
- 'Bout Time Bed and Breakfast, Montour Falls, NY: Becky James
- Feather Tick 'N Thyme, Prattsburgh, NY: Maureen Kunak
- Peaceful Haven Bed and Breakfast: Rachel Riccione
- Elmira's Painted Lady Bed and Breakfast, Elmira, NY: Butch and Marilyn Monroe

If you would like to join us for a Hospitality Hour or learn more about other supportive activities designed for those with dementia and their care partner please call the Resource Center at 585.760.5400 or 800.272.3900. A calendar of activities for those with dementia can also be found on our website www.alz.org/rochesterny.

Care Partner Corner

Q: *As my father's dementia has progressed, he has become more paranoid and suspicious. He accuses me of taking things that he has misplaced. He also often thinks that people are looking in the window at us and visitors to my home are talking about him. It is getting frustrating for me and upsetting for him. What can I do to address these concerns?*

A: As time goes on, it can get more difficult for people with dementia to process the stimuli in their environment and due to short-term memory loss, not remember where things were placed last. This can cause paranoia and suspicion which is difficult for everyone to handle. Here are some tips to address these concerns.

Missing Items

- Avoid arguing, help your dad look for the items
- Have a consistent place in the home for items like glasses, hearing aides, teeth, etc.
- Lay out things that he will need for the next day to avoid looking for items when in a hurry.
- Get a lock box for things in the home that are important such as jewelry, bills, checkbook, etc. that would be problematic if misplaced.

Paranoia/Suspicion

- Introduce people who come to visit the home and include the person with dementia in the conversation. This will help your dad feel included and be less suspicious that others are talking about him.
- Cover windows or mirrors if it appears that these are increasing suspicion. Both of these items reflect light and images that can be misperceived. He also may not be recognizing his own reflection or reflections of others causing him to see "people" that are very real to him. You can also increase the lighting to help reduce shadows.
- Take a look around to ensure that he is not seeing something that really is there.

If you do not have success with these tips and the behaviors continue, you might want to discuss it with your dad's physician. You may be surprised how small changes sometimes can make a big difference. For more information regarding this or other topics, please contact the Alzheimer's Association at 585.760.5400 or 800.272.3900.

Caregiver Resource Guide® Now Available

The 2011 Caregiver Resource Guide® is now available online. An excellent tool for both professional and non-professional caregivers, this 200+ page guide provides the latest information on caregiver support options with the most comprehensive listings of community services and resources throughout Monroe County. To order a hard copy or CD, please call 585.760.5400 or view the guide on our website at www.alz.org/rochesterny.

Caregiver Resource Centers

As part of a contract with Monroe County to support *all* caregivers whether they are caring for someone with dementia or caring for an older adult with other chronic conditions, we provide Caregiver Resource Centers in nine locations throughout Monroe County. Each location offers visitors a current list of educational opportunities, support group listings and informational sheets about caring for an aging loved one. Caregiver Resource Centers are located at:

Brockport Free Methodist Church
6787 4th Section Road
Brockport, NY 14420

Mendon Public Library
15 Monroe Street
Honeoye Falls, NY 14472

Jewish Home of Rochester
2021 Winton Road South
Rochester, NY 14618

The Law Offices of Richard A. Kroll
2425 Clover Street
Rochester, NY 14618

Mt. Olivet Baptist Church
141 Adams Street
Rochester, NY 14608

Henrietta Public Library
455 Calkins Road
Rochester, NY 14623

Gates Public Library
1605 Buffalo Road
Rochester, NY 14624

St George's Episcopal Church
635 Old Wilder Road
Hilton, NY 14468

Salvation Army
70 Liberty Pole Way
Rochester, NY 14604

Power House Kingdom Cathedral C.O.G.I.C
48 Clifton Street
Rochester, 14608

Faith Hope and Charity Worship Center
44 Columbia Ave
Rochester, 14608

For more information, please contact the Alzheimer's Association at 585.760.5400.

Enjoy a rehearsal with the RPO!

Join us for an enriching experience with the Rochester Philharmonic Orchestra on January 27, February 15, March 2, and April 6. People with dementia and their care partners are invited to attend these rehearsals, courtesy of William and Sheila Konar. To register, please call 585.760.5400.



+ safe alzheimer's association
return

Safe Return Saves Lives

MedicAlert®+ Alzheimer's Association Safe Return® is a program to help identify, locate and return individuals who are memory impaired. Sixty percent of people with Alzheimer's disease will wander and research shows that almost half of those will be severely compromised or die of dehydration or the elements unless found within the first 24 hours. Those enrolled in Safe Return are located nearly 100% of the time. The partnership with MedicAlert® ensures that medical information is available for emergency providers upon recovery.

Enrollment is as easy as visiting our web site at www.alz.org/rochesterny and clicking on "we can help" and then MedicAlert®+ Safe Return on the drop down menu. The initial enrollment fee is \$54.90 (enrollment plus S&H) with a \$30 administration fee per year after the first year. Financial assistance is available. You may use your VISA, MasterCard, American Express, Discover or pay by cash or check at one of the MedicAlert®+ Safe Return sites listed below.

- **Monroe County:** Alzheimer's Association, 585.760.5400
- **Bath:** Steuben County Office for the Aging, 607.664.2298
- **Canandaigua:** Ontario County Office for the Aging, 585.396.4040
- **Dansville:** Noyes Memorial Hospital, 585.335.4359
- **Elmira:** Chemung County Office for the Aging, 607.737.5520
- **Geneva:** Adult Day Health Center, 315.787.4710
- **Lyons:** Wayne County Department of Aging and Youth, 315.946.5624
- **Montour Falls:** Schuyler County Office for the Aging, 607.535.7108
- **Mt. Morris:** Livingston County Office for the Aging, 585.243.7520
- **Penn Yan:** ProAction Yates County Office for the Aging, 315.536.5515
- **Waterloo:** Seneca County Office for the Aging, 315.539.1765

Care Partner Support Groups

The Alzheimer's Association sponsors several ongoing monthly care partner support groups in our nine county region. Support groups provide an opportunity for family members, friends and care partners to meet regularly for mutual emotional support and to share coping skills with one another in a safe, supportive and confidential environment. **In addition to dementia-specific support groups, the Alzheimer's Association also offers general support groups to those caring for an aging loved one with long and short-term care needs in Monroe County. These support groups are highlighted in green.**

CHEMUNG COUNTY

HORSEHEADS

Appleridge at
Bethany Village
3rd Thursday
12:15 – 1:15 PM
(Lunch provided)

LIVINGSTON COUNTY

DANSVILLE

Noyes Memorial
Hospital
1st Monday
7:00 – 8:30 PM

GENESEO

United Methodist
Church
2nd Tuesday
1:00 – 2:30 PM

MONROE COUNTY

New Support group for care partners of individuals with younger onset dementia

This support group is specifically designed for individuals caring for a loved one with younger onset dementia. If your loved one has received a diagnosis of dementia before the age of 65 please join us on:

Date:
3rd Thursday of the month
Time: 6:30 PM – 7:30 PM

Location:
JCC of Greater Rochester
1200 Edgewood Avenue
Rochester, NY 14618

FAIRPORT

Church of the
Assumption
1st Tuesday
1:00 – 2:00 PM

GATES

Seabury Woods
3rd Tuesday
5:30 – 7:00 PM

Trinity Emmanuel
Lutheran Church*
1st Friday
6:00 – 7:00 PM

GREECE*

Crimson Ridge
2nd Tuesday
7:00 – 8:00 PM

Park Ridge Free
Methodist Church*
1st Wednesday
5:30 – 6:30 PM

HENRIETTA

Monroe Community
Hospital
3rd Tuesday
6:00 – 7:30 PM

Monroe Community
Hospital
4th Wednesday
4:00 – 5:00 PM

Monroe Community
Hospital
1st Thursday
1:00 – 2:00 PM

IRONDEQUOIT

St. Cecilia's
3rd Thursday
1:00 – 2:00 PM

PENFIELD

Penfield Library
3rd Wednesday
7:00 – 8:30 PM

PITTSFORD

Pittsford Library
2nd Wednesday
12:30 – 2:00 PM

ROCHESTER

St. Ann's Nursing Home
Last Tuesday
5:00 – 6:00 PM

St. Bernard's Park
Last Monday
9:30 – 11:00 AM

New Spanish Speaking Support Group Now Offered!

Centro de Oro
817 East Main Street
2nd Wednesday
7:00 – 8:00 PM

WEBSTER

Cherry Ridge
2nd Wednesday
3:00 – 4:00 PM

Baywinde*
(Sage Harbor)
4th Wednesday
5:30 – 6:30 PM

ONTARIO COUNTY

CANANDAIGUA

Canandaigua VA
1st Thursday
1:00 – 2:30 PM

CLIFTON SPRINGS

Clifton Springs Hospital
3rd Wednesday
12:00 – 1:00 PM

SENECA COUNTY

WATERLOO

Huntington Living Center
2nd Friday
1:30 – 2:30 PM

**Real Words
From Real Care
Partners...**

“My Support Group is important to me because . . .
it was hard to find a support group. I tried three before I finally found this group, and I'm so glad I kept trying! This monthly meeting allows me to share my feelings, concerns, and fears with others who experience the same in their lives and with their loved ones.”

All support groups offered by the Alzheimer's Association are free of charge and registration is not required to attend. Limited in-home respite care is available for your loved one during support group meetings with a one-week notice. To arrange for in-home care, please call 585.760.5400.

If you would like more information about a particular support group including specialized groups, please contact the Alzheimer's Association at 585.760.5400 or 800.272.3900.

For additional details about the support groups designed for care partners of aging loved ones without dementia, please call 585.760.5400.

*Specialized Support Groups for spouses/partners **Support Group for those who have placed a loved one in residential care. ***for those caring for a loved one with Younger Onset

**SENECA COUNTY
CONT'D**

Seneca County Office
for the Aging
3rd Thursday
1:30 – 3:00 PM

**SCHUYLER
COUNTY**

See Chemung, Steuben
and Yates County Listings

**STEBEN
COUNTY**

BATH*
Steuben County
Health Care Facility*
2nd Monday
10:30 AM – 12:00 PM

PAINTED POST

Green Meadows
4th Monday
2:30 – 4:00 PM

WAYNE COUNTY

LYONS

Wayne County
Office for the Aging
2nd Tuesday
2:00 – 3:30 PM

YATES COUNTY

PENN YAN

Yates County Office for
the Aging
2nd Thursday
2:00 – 3:00 PM

Support Groups for People with Dementia

HENRIETTA

Monroe Community
Hospital
3rd Tuesday
6:00 – 7:30 PM
(early stage)

HENRIETTA

Monroe Community
Hospital
1st Thursday
1:00 – 2:00 PM
(early stage)

WEBSTER

Cherry Ridge
2nd Wednesday
3:00 – 4:00 PM
(middle stage)

In addition to these ongoing monthly support groups noted above the Alzheimer's Association also offers an 8 week session for those newly diagnosed and their care partner to attend together. **Registration is required for those with dementia. To register, please call the Alzheimer's Association at 585.760.5400 or 800.272.3900.**

Voices

Panel Question: *Most people do not walk the journey of Alzheimer's disease or related dementia alone. Family members and care partners are very important. Have you experienced changes in your relationship with your care partner(s) as a result of your diagnosis? How do you deal with this? Do you share your feelings with one another? Is this easy or difficult for you to do? How do you and your care partner(s) show your appreciation for one another?*

Answer: Panelists did acknowledge some changes in relationships with their care partners as a result of the disease. Some have had to rely on their care partners to handle the driving, finances or other household tasks due to changes in their own abilities. Panelists care partners often give them gentle reminders regarding scheduled appointments, choosing clothes for the day or daily activities. While most of the time, panelists said they know that their loved one wants what is best for them and are trying to help, it is easy to become defensive at times when a loved one is giving more help than is needed or wanted at the time. Guilt can also play a role on the part of the person with dementia that the burden of so many things they used to do falls onto the care partner. All panelists are very thankful for their care partners and realize the impact that this person has in supporting them

to live their lives to the fullest. All panelists mentioned that they do discuss concerns with their care partners when they arise. Most said they try not to dwell on situations; rather they address them together and move on. They also felt that even though the disease plays a role, their communication with each other is better now than earlier in their relationships. Panelists felt that discussing concerns with one another was an important element in dealing with the disease in a healthy way. One panelist expressed that it is important for his care partner to ask him how he's feeling rather than assuming. He said "If she asks me, I will tell her." The person with dementia and care partners all try to show appreciation for one another by saying "Thank You" more often and showering each other with more hugs and kisses. Most panelists said they tell their care partners how much their support means to them and stand by each other despite the challenges the disease can cause.

Voices poses questions to a panel of individuals with dementia. If you have a question or would like to know more about participating, please call 585.760.5400 or 800.272.3900.

Voices panelists for this article include: Marvel, Manville, Mike, Terry, Chuck, Ralph, Joe, Jim

**Professional
Network**

For those working in the field of dementia care, we offer the Professional Network. In addition to providing updates on research, resources, and advocacy opportunities, our next two Professional Network Meetings will focus on meeting the needs of individuals with dementia through enhancing overall wellness.

Dr. G. Allen Power, MD is a board-certified internist and geriatrician, and Clinical Associate Professor of Medicine at the U of R. His award-winning book explores what it takes to effect real change within residential care settings while reducing the administration of psychotropic drugs in the symptomatic treatment of dementia. He will be sharing his eye-opening approach and challenging those in elder care to undertake true operational change. Join us on Friday, February 11th for Dementia Beyond Drugs: Changing the Culture of Care.

On Friday, May 13th we will take a look at pet-assisted therapy and its impact on those with dementia and their care partners through the Alzheimer's Association's Hounds with Heart program. The program is made possible by volunteer handlers through Therapy Dogs International. Become aware of the potential benefits dogs can have from those who are providing the service as well as other leaders in the field.

Please note the schedule change for 2011. Meetings are held from 9:00am to 10:30 am, Fridays on a quarterly basis at Monroe Community Hospital, 435 East Henrietta Road, Rochester. The program is free of charge, but preregistration is required.

For more information about the Professional Network or other offerings for professionals please call the Alzheimer's Association at 585.760.5400 or 800.272.3900 or visit our website at www.alz.org/rochesterny



Education Opportunities for Family Care Partners

Registration is required for all care partner education seminars. To register or for directions, call 585.760.5400 or 800.272.3900 or visit our web site at www.alz.org/rochesterny. In addition to dementia specific educational programs, the Alzheimer's Association also offers seminars to care partners caring for an aging loved one with long- and short-term care needs in Monroe County. These educational programs are highlighted in green and are open to all care partners. For general care partner programs highlighted in green, please call 585.760.5400.

CHEMUNG COUNTY

Wednesday, February 2, 2011

"Community Resources"
1:00 PM - 2:30 PM
First Presbyterian Church,
1054 W. Clinton St, Elmira

Wednesday, February 2, 2011

"Seminar for Understanding
Alzheimer's Disease" *
6:30 PM - 8:00 PM
St. Mary's Church Southside,
224 Franklin St, Elmira

Tuesday, February 15, 2011

"Effective Communication" /
"Safety Concerns"
2:00 PM - 4:00 PM
Chemung County Department of
Aging and Long Term Care,
425 Pennsylvania Ave, Elmira

Wednesday, March 2, 2011

"Communication Through the
Stages"
1:00 PM - 2:30 PM
First Presbyterian Church,
1054 W. Clinton St, Elmira

Wednesday, March 2, 2011

"Driving and Dementia" /
"Meaningful Activities for Persons
with Dementia"
6:30 PM - 8:00 PM
St. Mary's Church Southside,
224 Franklin St, Elmira

Wednesday, April 6, 2011

"Taking Care of Yourself"
1:00 PM - 2:30 PM
First Presbyterian Church,
1054 W. Clinton St, Elmira

Wednesday, April 6, 2011

"Personal Care (ADLs)" / "IADLs
and Remaining Independent"
6:30 PM - 8:00 PM
St. Mary's Church Southside,
224 Franklin St, Elmira

Tuesday, April 19, 2011

"Community Resources" / "How to
Utilize Home Care"
2:00 PM - 4:00 PM
Chemung County Department of
Aging and Long Term Care,
425 Pennsylvania Ave, Elmira

LIVINGSTON COUNTY

Thursday, February 10, 2011

"Community Resources" / "Care
Partner Efficacy: Coping and
Empowerment"
6:00 PM - 8:00 PM
Noyes Memorial Hospital,
111 Clara Barton St, Dansville

Wednesday, March 16, 2011

"Dealing with Denial – How to Tell
Others"
6:30 PM - 8:00 PM
Morgan Estates,
4588 Morgan View Rd, Geneseo

Thursday, April 14, 2011

"Seminar for Understanding
Alzheimer's Disease" *
2:00 PM – 4:00 PM
Central Presbyterian Church,
31 Center St, Geneseo

MONROE COUNTY

Monday, February 7, 2011

Caring for an Aging Loved One
(CALO): Week 2: "Caregiving:
Communication" / "Roles and
Responsibilities"
1:00 PM – 3:00 PM
Chili Senior Center,
3235 Chili Ave, Rochester

Wednesday, February 9, 2011

"Safe Proofing Your Home"
6:30 PM - 8:00 PM
Brockport Free Methodist Church,
6787 4th Section Rd, Brockport

Wednesday, February 9, 2011

Caring for an Aging Loved One
(CALO): Week 1: "How to Get
Started" / "Aging Trends" / "Sensory
Impairments and Mental Health"
6:30 PM – 8:30 PM
Monroe Community Hospital,
Alzheimer's Association Education
Center, 3rd Floor,
435 East Henrietta Rd, Rochester

SAVE THESE DATES!

9th Annual Symposium
June 15, 2011 from 4 PM – 7 PM,
Rochester Academy of Medicine

**1st Annual Spanish Language
Caregiver Conference**
June 16, 2011 from
8 AM – 12 Noon
Monroe Community Hospital
Brass Chandelier Room

Monday, February 14, 2011

“Seminar for Understanding Alzheimer’s Disease” *
1:00 PM – 3:00 PM
Greece Baptist Church,
1230 Long Pond Rd, Rochester

Tuesday, February 15, 2011

“Community Resources” / “Care Partner Efficacy: Coping and Empowerment”
2:00 PM – 4:00 PM
William Warfield,
100 William Warfield Dr, Rochester

Wednesday, February 16, 2011

“Family Dynamics and Conflicts”
1:00 PM – 2:00 PM
St. Ann’s at Cherry Ridge,
900 Cherry Ridge Blvd, Webster

Wednesday, February 16, 2011

“Taking Care of Yourself”
6:30 PM – 7:30 PM
St. John’s Meadows, Briarwood Building, Multi-Purpose Room,
1 Johnsarbor Drive West, Rochester

Wednesday, February 23, 2011

Caregiving 102: “Alzheimer’s Disease: Understanding Behaviors and Making Improvements!”
6:30 PM – 8:30 PM
The Summit at Brighton, Multi-Purpose Room,
2000 Summit Circle Dr, Rochester

Thursday, February 24, 2011

“Driving and Dementia” / “Effective Communication”
1:00 PM – 3:00 PM
Clare Bridge of Perinton,
159 Sully’s Tr, Pittsford

Monday, March 7, 2011

Caring for an Aging Loved One (CALO): Week 3: “Health Systems” / “Home Care and Alternative Housing Options”
1:00 PM – 3:00 PM
Chili Senior Center,
3235 Chili Ave, Rochester

Tuesday, March 8, 2011

“Community Resources” / “Care Partner Efficacy: Coping and Empowerment”
2:00 PM – 4:00 PM
Lexington Court,
6 Christopher Ct, Rochester

Wednesday, March 9, 2011

Caring for an Aging Loved One (CALO): Week 2: “Caregiving: Communication” / “Roles and Responsibilities”
6:30 PM – 8:30 PM
Monroe Community Hospital, Alzheimer’s Association Education Center, 3rd Floor,
435 East Henrietta Rd, Rochester

Wednesday, March 16, 2011

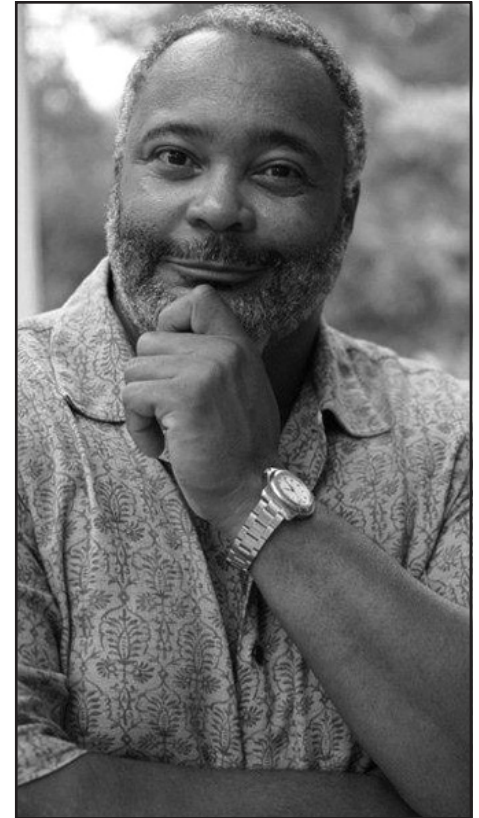
“Managing Challenging Behaviors”
1:00 PM – 2:00 PM
St. Ann’s at Cherry Ridge,
900 Cherry Ridge Blvd, Webster

Wednesday, March 16, 2011

“Healthy Body, Healthy Brain”
6:30 PM – 7:30 PM
St. John’s Meadows, Briarwood Building, Multi-Purpose Room,
1 Johnsarbor Drive West, Rochester

Monday, March 21, 2011

“Medicaid” / “Medicare”
6:30 PM – 8:00 PM
Mt. Olivet Baptist Church,
141 Adams St, Rochester



Wednesday, March 23, 2011

Caregiving 103: “Honor My Decisions: Making Plans”
6:30 PM – 8:30 PM
The Summit at Brighton, Multi-Purpose Room,
2000 Summit Circle Dr, Rochester

Thursday, March 24, 2011

“Health, Wellness and You”
1:00 PM – 3:00 PM
Clare Bridge of Perinton,
159 Sully’s Tr, Pittsford

Monday, March 28, 2011

Caring for an Aging Loved One (CALO): Week 2: “Caregiving: Communication” / “Roles and Responsibilities”
6:30 PM – 8:00 PM
Faith Lutheran Church,
2576 Browncroft Blvd, Rochester

* A two-hour seminar designed for families of persons newly diagnosed with Alzheimer’s disease.

Monday, April 4, 2011

Caring for an Aging Loved One (CALO): Week 4: "Hospital (Acute) Care" / "Skilled Nursing Facilities and P.A.C.E. Programs"

1:00 PM – 3:00 PM

Chili Senior Center,
3235 Chili Ave, Rochester

Monday, April 11, 2011

"Community Resources" / "Taking Care of Yourself"

1:00 PM – 3:00 PM

Greece Baptist Church,
1230 Long Pond Rd, Rochester

Tuesday, April 12, 2011

"Community Resources" / "Care Partner Efficacy: Coping and Empowerment"

2:00 PM – 4:00 PM

Danforth Tower East,
140 West Ave, Rochester

Wednesday, April 13, 2011

"Effective Communication"

6:30 PM - 8:00 PM

Brockport Free Methodist Church,
6787 4th Section Rd, Brockport

Wednesday, April 13, 2011

"Seminar for Understanding Alzheimer's Disease" *

6:30 PM - 8:30 PM

Monroe Community Hospital,
Alzheimer's Association Education Center, 3rd Floor,
435 East Henrietta Rd, Rochester

Wednesday, April 20, 2011

"Personal Care (ADLs)"

1:00 PM – 2:00 PM

St. Ann's at Cherry Ridge,
900 Cherry Ridge Blvd, Webster

Caregiver Webinar Series

High-speed Internet access is required for the following webinars and phone charges may apply. Please check with your local carrier. To register, contact Emily Smith at 585.760.5400 or emily.smith@alz.org.

Tuesday, February 8, 2011

"Stress Relief"

10:00 AM – 11:00 AM

Tuesday, February 22, 2011

"Seminar for Understanding Alzheimer's Disease" *

1:00 PM – 3:00 PM

Tuesday, March 15, 2011

"Communication Through the Stages"

5:00 PM – 7:00 PM

Tuesday, March 22, 2011

"Techniques for Families Giving Daily Care"

2:00 PM – 3:00 PM

Wednesday, April 6, 2011

"Role Changes and Transitions"

3:00 PM – 4:00 PM

Thursday, April 28, 2011

"Seminar for Understanding Alzheimer's Disease"

3:00 PM – 4:00 PM

* A two-hour seminar designed for families of persons newly diagnosed with Alzheimer's disease.

Wednesday, April 20, 2011

"Creating a Comprehensive Care Plan"

6:30 PM – 7:30 PM

St. John's Meadows, Briarwood Building, Multi-Purpose Room,
1 Johnsarbor Drive West, Rochester

Tuesday, April 26, 2011

"Communication Through the Stages"

3:00 PM – 4:00 PM

Crimson Ridge,
1 Treeline Dr, Rochester

Wednesday, April 27, 2011

Caregiving 104: "Keep Me Safe: Strategies for Improving the Environment"

6:30 PM – 8:30 PM

The Summit at Brighton,
Multi-Purpose Room,
2000 Summit Circle Dr, Rochester

ONTARIO COUNTY

Tuesday, March 1, 2011

"How to Utilize Home Care" / "Family Dynamics and Conflicts"

2:00 PM – 4:00 PM

Ontario County Office for the Aging,
3010 County Complex Dr,
Canandaigua

SCHUYLER COUNTY

Tuesday, February 8, 2011

"Seminar for Understanding Alzheimer's Disease" *

2:00 PM – 4:00 PM

Schuyler County Office for the Aging, Suite 165,
323 Owego St, Montour Falls

SENECA COUNTY

Tuesday, March 15, 2011

“Community Resources” / “Care Partner Efficacy: Coping and Empowerment”

2:00 PM – 4:00 PM

Seneca County Office for the Aging,
1 DiPronio Dr, Waterloo

STEBEN COUNTY

Thursday, February 10, 2011

“Seminar for Understanding Alzheimer’s Disease” *

2:00 PM – 4:00 PM

Fred and Harriett Taylor Memorial Library, 21 William St, Hammondsport

Thursday, April 14, 2011

“Spirituality and Caregiving”

6:00 PM – 8:00 PM

Hornell First Baptist Church,
28 Church St, Hornell

WAYNE COUNTY

Thursday, March 17, 2011

“Seminar for Understanding Alzheimer’s Disease” *

1:00 PM – 3:00 PM

Wayne County Department of Aging and Youth, 1519 Nye Rd, Lyons

YATES COUNTY

Tuesday, April 19, 2011

“Safety Concerns” / “Community Resources”

10:00 AM – 12:00 PM

Penn Yan Public Library,
214 Main St, Penn Yan

** A two-hour seminar designed for families of persons newly diagnosed with Alzheimer’s disease.*

You Are Invited to Attend the Spring Community Forum

featuring Brian Heppard, MD. It will be held at Monroe Community Hospital.

DATE: Thursday, March 3, 2011

TIME: 6:30PM – 8:00PM

Dr. Brian Heppard directs the Physician House Calls program and is Jewish Senior Life’s Medical Director. He joined the JSL medical team in 2007, bringing with him extensive experience in family medicine, Geriatric, Hospice and Palliative Medicine.



He previously served as full-time faculty at the University of Rochester Medical Center/Highland Hospital, and currently serves as a Clinical Assistant Professor of Medicine at the University of Rochester, Department of Medicine, Geriatrics Division.

The Fall Forum is a general educational event, targeting the non-clinical public. General information stations will be available to help connect interested individuals with community services. This event is free of charge.

Location: Monroe Community Hospital, 1st Floor Auditorium
435 East Henrietta Road • Rochester, NY 14620

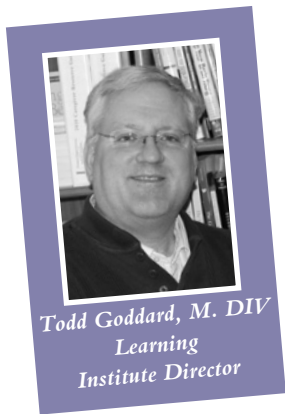
Make plans to attend, and to bring a friend. Free, non-medical respite care is available, upon request, for care partners of persons with dementia. RSVP today by calling 1.800.272.3900 or 1.585.760.5400.

What’s New in the Marie C. and Joseph C. Wilson Library

Physician’s Guide to Assessing and Counseling Older Drivers: American Medical Association CD-ROM 2010. The American Medical Association released a Physician’s Guide to assessing and counseling older drivers to help doctors, seniors and their family members determine the signs of someone who is becoming older and too frail to drive. This comprehensive guide is full of information on screening tests, information about medical conditions and medications that may impact driving. By reading this guide, families and physicians will be able to determine if it’s time for someone to stop driving for good.

Dementia Beyond Drugs: Changing the Culture of Care. G. Allen Power, M.D. February 2010. Dementia Beyond Drugs is a book that directs attention to individuals with dementia as people rather than as cases to be managed with drugs. It provides information on how to overcome communication challenges and decrease depression and anxiety. This essential information is for individuals who care for people with dementia, including family members, nursing staff, social workers, occupational therapists, medical directors and administrators. You will learn how to embrace more humanistic enlightened practices that address the most common challenges in caring for people who live with dementia. Come meet the author on February 11th at our Professional Network.

All books, videos and memory boxes can be requested via the web at <http://alz-rochesterny.org/library.php> or by calling the Alzheimer’s Association at 585.760.5400 or 800.272.3900. A \$20 deposit is required for all videos and DVD’s as well as our memory boxes.



News from the Learning Institute™

Top 10 Reasons to Take a Class from the Learning Institute™

With each new day comes opportunities to improve your life through education. Learning something new is a quality of life we often take for granted. Throughout the life span, education keeps us fresh, vibrant, engaged and growing!

For those of us impacted by Alzheimer's or a related dementia, opportunities abound for care partners and personal education from the Learning Institute™. Here are my top ten reasons to take a class or learn online with the Learning Institute™:

1. You want your care partner to receive the best possible care. We teach person-centered approaches to care. Your loved one comes first!
2. An informed care partner receives in return an equal amount of benefits and blessings. We encourage a mutual give-and-take approach to care.
3. Learn from the experts. Dementia is our specialty. Our goal is to give you the necessary resources to be successful. We are impartial and non-endorsing.
4. Information you learn can be put to immediate use to improve your life. We teach the latest evidence-based strategies and techniques.
5. Education is sensitive to your background, experience, and values. We honor and respect the culture of every person seeking our assistance.
6. Requirements for care change as dementia progresses - so should the skill set of care partners who want to do their very best. We teach adaptive skills and strategies suitable for every stage.
7. We've got you covered! We teach across the life span, from reducing late life risks of dementia for younger individuals, to early awareness, care partner strategies, end of life care, and bereavement and support.
8. Information is life changing. Informed decisions are better decisions. The content you learn builds self-confidence, makes you more efficient, and improves safety.
9. Education can connect you with available resources through the Alzheimer's Association Resource Center, can give you a voice for change with our Advocacy efforts, and can connect you with opportunities to donate or volunteer.
10. Everyone needs a friend! All of our faculty and staff are personally touched by dementia. We are your essential care partners for the journey through Alzheimer's or a related dementia.

New Southern Tier Office Opens in Horseheads!

New Southern Tier Office Opening Growing Programs and Services to Individuals in Chemung, Steuben, and Schuyler Counties

Over 4,000 individuals living in Chemung, Steuben, and Schuyler counties have Alzheimer's disease and many more have a related dementia. An estimated 20,000 individuals serve as their care partners. The Alzheimer's Association has been serving our Southern Tier neighbors over the past five years and the community has responded generously. It is time to step it up!

The Alzheimer's Association has opened a new office in Horseheads, New York to support and grow the delivery of programs and services to individuals with dementia and their care partners living in the Southern Tier. The office is located in the Colonial House on the Bethany Village campus, 3005 Watkins Road, Horseheads, NY 14845. This regional office opened in January and a celebration dedication and ribbon cutting will take place in March, 2011. Consider yourself invited!

There are many reasons behind this long-term investment. Most importantly, the Alzheimer's Association respects local culture and values. Programs and services are best delivered to local neighborhoods by professionals living in the community. Marleah

Denkenberger, a life long resident of the Southern Tier and a specialist in aging, is our new Program Coordinator who will staff the office in Horseheads. She will deliver education, provide established programs, grow new supportive activities, and serve as our local representative to regional coalitions.

Letters of support were received from representatives from numerous Southern Tier agencies and organizations, including Schuyler County Office for the Aging, Steuben County Office for the Aging, Chemung County Office for the Aging, Southern Tier Hospice and Palliative Care, and St. Joseph's Hospital in Elmira, NY. Site opportunities were extended to all historical partners with a response from Bethany Village providing the most cost efficient, accessible space possible. Furthermore, considerable savings in travel expenses and improvement in staff efficiency are expected.

Our thanks is extended to all those responsible for making this possible, especially Thomas Santobianco and Michael Kiser from Bethany Village, our community partners, and most importantly, to our many supportive neighbors and friends in the Southern Tier.

Education Opportunities for Professionals

Registration is required for all professional education opportunities and a fee may be charged.
To register please call 585.760.5400 or 800.272.3900 or visit www.alz.org/rochesterny.

Thursday, March 3, 2011

Train the Trainer© Course #1:
"Nuts and Bolts of Dementia Care"
9:00 AM – 12:00 PM
Monroe Community Hospital, 7th floor conference room,
435 East Henrietta Rd, Rochester

Thursday, March 3, 2011

Train the Trainer© Course #2:
"Effective Communication in Dementia Care"
1:00 PM – 4:00 PM
Monroe Community Hospital, 7th floor conference room,
435 East Henrietta Rd, Rochester

Thursday, March 17, 2011

Train the Trainer© Course #3:
"Problem Solving and Managing Behavioral Issues
in Dementia Care"
9:00 AM – 4:00 PM
Monroe Community Hospital, Alzheimer's Association
Education Center, 3rd Floor, 435 East Henrietta Rd, Rochester

Thursday, March 31, 2011

Train the Trainer© Course #4: "End of Life"
9:00 AM – 4:00 PM
Monroe Community Hospital, Alzheimer's Association
Education Center, 3rd Floor, 435 East Henrietta Rd, Rochester

Tuesday, April 5, 2011

Train the Trainer© Course #1:
"Nuts and Bolts of Dementia Care"
6:00 PM – 9:00 PM
Monroe Community Hospital, Alzheimer's Association
Education Center, 3rd Floor, 435 East Henrietta Rd, Rochester

Thursday, April 7, 2011

Train the Trainer© Course #5:
"Sexuality and Intimacy"
9:00 AM – 12:00 PM
Monroe Community Hospital, Izzo Board Room,
435 East Henrietta Rd, Rochester

Thursday, April 7, 2011

Train the Trainer© Course #6: "Spirituality"
1:00 PM – 4:00 PM
Monroe Community Hospital, Izzo Board Room,
435 East Henrietta Rd, Rochester

Tuesday, April 12, 2011

Train the Trainer© Course #2:
"Effective Communication in Dementia Care"
6:00 PM – 9:00 PM
Monroe Community Hospital, Alzheimer's Association
Education Center, 3rd Floor, 435 East Henrietta Rd, Rochester

Tuesday, April 19, 2011

Train the Trainer© Course #3:
"Problem Solving and Managing Behavioral
Issues in Dementia Care" (Part I)
6:00 PM – 9:00 PM
Monroe Community Hospital, 7th floor conference room,
435 East Henrietta Rd, Rochester

Thursday, April 21, 2011

Train the Trainer© Course #7:
"Meaningful Activities for Dementia Specific Care"
9:00 AM – 12:00 PM
Monroe Community Hospital, Alzheimer's Association
Education Center, 3rd Floor, 435 East Henrietta Rd, Rochester

Thursday, April 21, 2011

Train the Trainer© Course #8:
"Strategies for Creating Better Care Environments"
1:00 PM – 4:00 PM
Monroe Community Hospital, Alzheimer's Association
Education Center, 3rd Floor, 435 East Henrietta Rd, Rochester

Tuesday, April 26, 2011

Train the Trainer© Course #3:
"Problem Solving and Managing Behavioral
Issues in Dementia Care" (Part II)
6:00 PM – 9:00 PM
Monroe Community Hospital, Alzheimer's Association
Education Center, 3rd Floor, 435 East Henrietta Rd, Rochester

Skill-Based Education

Through the generous support of the United Way of Greater Rochester, Visiting Nurse Service of Rochester and Monroe County, Inc., the Alzheimer's Association is offering skill-based education programs to care partners. The classes will be held at Visiting Nurse Service, 65 College Ave. Rochester, NY 14607 throughout the months of February, March and April.

Please call the Alzheimer's Association at 585.760.5400 or 800.272.3900 for more information.

2010 Annual Meeting

Volunteers Make It Happen!

On November 16, 2010, Alzheimer's Association board members, staff, volunteers, donors, and community leaders gathered at the Rochester Academy of Medicine to pay tribute to our volunteer force. The occasion was the Rochester/Finger Lakes Chapter's 29th Annual Meeting.

Keynote Speaker Norma Holland, 13 WHAM News Anchor, delivered a heartfelt address that spoke to the importance of volunteerism in all communities. She touched on her special connection to the Alzheimer's Association, and praised the many programs our chapter offers that serve people with dementia and their caregivers in the nine county Finger Lakes region.

Chair Victoria Hines gave out special awards to key volunteers who have contributed countless hours of service to the Association. Chapter President and CEO David Midland thanked the hundreds of volunteers who give so much of their time and talents through Memory Walk, as well as other events and supportive services, adding "we couldn't continue our level of service to the community without this kind of help and enthusiastic participation. We are deeply grateful."



Chapter Chair Victoria Hines addresses Annual Meeting guests



Keynote Norma Holland gives kudos to all community volunteers.



Key volunteers are recognized for outstanding service to the Alzheimer's Association: from left, Estella Vélez-Upegui, Sister Gratia L'Esperance, Dick Renahan, Jim Karpick, Susan Dodge-Peters Daiss, Mary Ann Monley, and Maureen Basil.

Volunteer Opportunities

The Alzheimer's Association is currently seeking volunteers in the following areas:

CareLine - CareLine volunteers offer ongoing telephone support for caregivers or people with dementia that are unable to attend a formal support group. Volunteering may be done from home. Phone cards are supplied as necessary. Training provided. Weekly to biweekly commitment.

Support Group Facilitators - Facilitate a community support group for caregivers, friends and families of people with dementia or individuals with dementia. Most groups meet once each month. Training is provided.

Special Events and Advocacy - join the growing list of WALK volunteers and help us kick off our new, enhanced "Walk to

End Alzheimer's" this spring; also join hands with us at community events to promote public policy issues and get interested individuals to lend their VOICE to help end Alzheimer's disease.

Contact Peggy Decker, at the Alzheimer's Association, (585) 760-5409 or peggy.decker@alz.org for more information on volunteering or to be sent an application.

We welcome new volunteers:

Marie Hickey
Peggy Schlueter
Leslie Chirdon
Kristine Wiant-Sherman
Cassandra Sherman

For Support Group Volunteers - Troubleshooting Attendance Problems

If new people frequently do not return to a support group, or group members are irregular in their attendance, there may be group dynamics issues you need to examine.

1. Is there anyone who dominates the discussion (including you or a co-facilitator)? This frequently irritates people, but rather than say anything they avoid the person, and in this case the group.
2. Do one or more people in the group bring the same problem each month, sounding somewhat like a broken record? This may be an indication that the group as a whole needs more help with problem solving and without getting this help some members are not committed to attending. Speakers or videos may help bring in accurate information that addresses their specific problems.
3. Are some group members quick to hand out advice or judgments? This also could be decreasing group members' sense of safety and willingness to share. You may need to more actively limit the advice giving of those members through use of guidelines, and a more structured use of turns, etc.

There are many kinds of group dynamics problems which can negatively impact group attendance. If your group has any of the problem situations mentioned or other problems relating to group dynamics, you may also wish to contact the Support Group Coordinator at the Alzheimer's Association and ask her to visit your group and observe in order to help you address these issues. Or simply talking with her on the phone may help you get some ideas.

Alois Society

The Alois Society is a group of leadership donors who make gifts of \$1,000 or more each year to support our vital programs and services. Alois Society members assist in keeping our organization's framework strong and vibrant. They provide the very foundation of our day-to-day work, and for that, we are deeply grateful.

\$10,000 and Above

MAX AND MARIAN FARASH FOUNDATION
WILLIAM AND SHEILA KONAR
BERNARD*, ILENE AND BARBARA KOZEL
BILL AND CANADACE RYAN

\$1,000- \$9,999

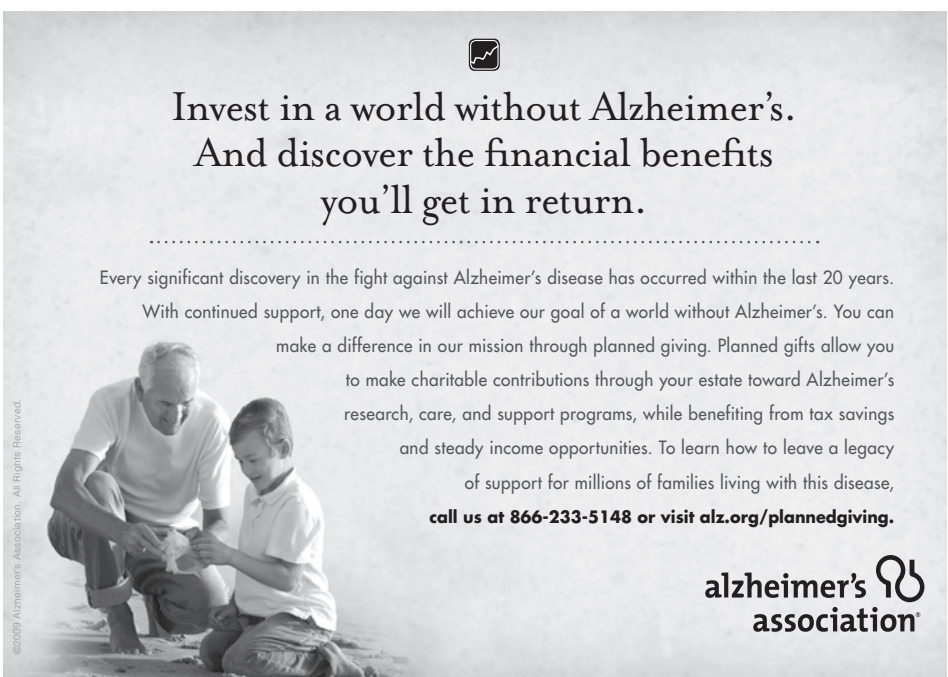
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ST. JOHN'S
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JOHN F. TURBIDY
THE VANDIVERT FAMILY
VISITING NURSE SERVICE
ROBERT AND SUSAN WEBER
CHRISTINE WICKERT
SALLY WILKINS
JAMES YOCKEL
MILES ZATKOWSKY & JANE GORDON

*deceased






**Invest in a world without Alzheimer's.
And discover the financial benefits
you'll get in return.**

.....

Every significant discovery in the fight against Alzheimer's disease has occurred within the last 20 years. With continued support, one day we will achieve our goal of a world without Alzheimer's. You can make a difference in our mission through planned giving. Planned gifts allow you to make charitable contributions through your estate toward Alzheimer's research, care, and support programs, while benefiting from tax savings and steady income opportunities. To learn how to leave a legacy of support for millions of families living with this disease, **call us at 866-233-5148 or visit alz.org/plannedgiving.**

alzheimer's  association®

For more information about the Alois Society and how to become a member, please contact Judith Lemoncelli, Senior Development Director at 585.760.5404 or judy.lemoncelli@alz.org.

Alzheimer's Association
Rochester New York Chapter
435 East Henrietta Road
Rochester, NY 14620



Community Partner
designate #130



Address Service Requested

24-Hour Helpline

- Available anytime, day or night
- Information about Alzheimer's disease
- Referrals to services and resources in the community

Care Consultation

- Assessment of needs
- Assistance with planning and problem solving
- Development of an action plan

Counseling

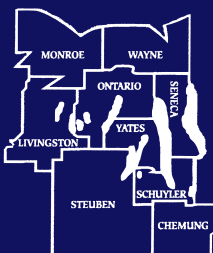
- For individuals and families
- Designed to help sort out issues
- Helps with reaching decisions appropriate to life circumstances

www.alz.org/rochesterny

585 760 5400 phone

585 760 5401 facsimile

800 272 3900 24-hour helpline



We serve Chemung, Livingston, Monroe, Ontario, Schuyler, Seneca, Steuben, Wayne and Yates counties.

You are invited...

Celebrating Women & Successful Aging:



The Little Purple Dress Luncheon

Thursday, March 3, 2011

Memorial Art Gallery

500 University Avenue • Rochester, New York

The Debra J. Mayberry Inspiration Award will be given to a woman in the Rochester/Finger Lakes region who has made significant and impactful contributions to women's health and overall quality of life.

Special auctioning of a designer purple dress donated by Lord and Taylor.

Tickets are \$55 each; \$550 for a table of ten; or \$1,000 to be a Purple Table Sponsor. Contact Judith Lemoncelli at 585.760.5404 or judy.lemoncelli@alz.org for more information.

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