

alzheimer's  association®

Alzheimer's Action Summit

2010: My Experience, Our Voice

alzheimer's association  
advocacy forum



March 7–9, 2010 • Omni Shoreham Hotel • Washington, D.C.  
[www.alz.org/summit](http://www.alz.org/summit)



### Dear Advocate:

With the numbers of those affected by Alzheimer's disease continuing to escalate, the need for action is more critical than ever. In just another 40 years, the number of people with Alzheimer's will more than triple to up to 16 million, and the impact on families, the economy, care facilities and medical resources will be overwhelming.

If we can make our voices heard, we can make a difference. Join us in Washington, D.C., March 7–9, for the Alzheimer's Association Advocacy Forum.

Our legislators need to hear why they must act now to shape the future. We need to tell them how investing today could alter the course of research, enabling us to more quickly provide effective treatments for those with the disease. Investing in research now could lead to breakthroughs that could help delay the onset of the disease — an accomplishment that would save millions of dollars in Medicare and Medicaid costs.

The theme for the 2010 Advocacy Forum is *My Experience, Our Voice* — a statement we believe rings true for our advocacy mission. It is your experiences — as a person with the disease, as a caregiver, as a concerned citizen — that Congress needs to hear.

The 2010 Forum program is designed to give you, the advocate, information to use throughout the year. You will learn how to talk to your legislators both in Washington and in your home districts about the issues important to us. We will provide you with tools to help you expand awareness of the impact of the disease and continue the momentum of your efforts.

We look forward to seeing you in March.



Debbie Jones  
Co-Chair  
2010 Advocacy Forum



Debra Wesley-Freeman  
Co-Chair  
2010 Advocacy Forum

# SUNDAY MARCH 7

**4–6 p.m.**

## **Roll Call of the States and Outstanding Advocate Award Presentation**

Advocacy doesn't happen only when you come to Washington D.C. — it is a year-round endeavor. Join us as we hear first-hand about our advocacy triumphs from the past year. This session will also include the presentation of the Maureen Reagan Outstanding Advocate Award.

**7–8 p.m.**

## **Candlelight Tribute Rally**

We gather at a historic Washington landmark to pay tribute to all those who are touched by the disease.

**9 p.m.**

## **Welcome Reception**

This reception is an opportunity for you to make new friends and connect with old friends from Forums past. Refreshments will be served.

# MONDAY MARCH 8

**8:15–9:15 a.m.**

## **Keynote Address**

**9:30–10:45 a.m.**

## **Welcome and Opening Session**

### **The Alzheimer's Policy Fight: Where Do We Stand, and Where Do We Go?**

Congress is working toward passing comprehensive healthcare reform, and the Association is fighting for provisions important to people with Alzheimer's disease and their families. Much more remains to be done on the research front, on the care front and on

the family caregiver front. Despite the tight budgets for many state governments, numerous opportunities remain at the local level for making Alzheimer's disease a priority. Attendees will hear from a panel of experts on where we stand and where we're going.

**11–Noon**

## **Advocates Have Changed History: How We Can Make It Happen for Alzheimer's**

We have an ambitious policy agenda due to the crisis that Alzheimer's poses to millions of American families and to the nation as a whole. Is this agenda realistic? Can we make it happen? Other successful policy campaigns suggest we can. We will hear directly from participants in other campaigns that have achieved momentous, history-changing outcomes. We will learn how we can secure a brighter future for our families, our communities and our country by winning the implementation of policies to overcome this disease.

**Noon–1:30 p.m.**

## **Lunch and Program**

Presentation of the 2010 Humanitarian Award.

**1:45–3 p.m.**

## **Workshop Block I**

### **Advocacy Year Round: Hands-On Planning**

The Alzheimer's Capitol Hill Day is the cornerstone of each year's advocacy efforts, but no campaign can rely on just a single day, no matter how successful. To change the course of this disease, we must commit to advocacy year round. Our efforts must be as relentless as this disease we are determined to overcome. In these planning workshops, we will work with you to build successful advocacy campaigns that will deliver results.

**3:15–4:45 p.m.**

#### **Taking Action and Getting Results on Capitol Hill**

Participate in discussions and receive essential information and tools to help prepare you for successful meetings on Capitol Hill. In this session, we will distribute congressional leave-behind folders, review legislative requests and brush up on congressional meeting best practices. Discuss with experts how to leverage your experience and our shared legislative priorities to ensure that your elected officials take action to end Alzheimer's disease.

**4:45–5:45 p.m.**

#### **State Caucuses**

Meet with advocates from your state and finalize plans for your visits on the Hill. You will receive your leave-behind kits, and staff will be on hand to answer any last-minute questions.

**6–8 p.m.**

#### **Reception and Dinner Program**



**7–8 a.m.**

#### **Capitol Hill Kick Off Breakfast and Program**

**8:30 a.m.–5 p.m.**

#### **Congressional Visits**

Information on how to make appointments will be provided when you register for the Advocacy Forum.

**1–5 p.m.**

#### **Hospitality Suite**

You can complete your congressional visit feedback information online and share your experiences with staff and fellow advocates. Light refreshments will be served.

## **HOTEL ACCOMMODATIONS**

Omni Shoreham Hotel  
2500 Calvert Street NW  
Washington, DC 20008

A block of rooms has been reserved at the Omni Shoreham Hotel based on availability, until Friday, February 5, 2010. A credit card is required to hold the reservation. Please call the Omni Shoreham Hotel reservation department at 800.545.8700 or 202.234.0700 to secure a reservation. Mention that you are calling to reserve a room in the Alzheimer's Association room block to receive the special group rate.

#### **Hotel Rates/Check-in/Checkout**

Single occupancy and double occupancy are \$249 per night, plus 14.5 percent tax. Check-in time is 3 p.m.; checkout is noon.

To check the status of your hotel reservation, please call 800.545.8700 or 202.234.0700. Reservations may be canceled without penalty up to 48 hours prior to arrival date. Cancellations after that time, as well as no-shows, will be charged for one night room and tax.

#### **Transportation to Capitol Hill and Candlelight Tribute Rally**

Transportation will be provided to both the Candlelight Tribute Rally on Sunday evening and to Capitol Hill on Tuesday morning. Please indicate on your registration form the functions and events you will attend.

#### **Special Requests**

If you have special needs (e.g., dietary or physical) that we can address to make your participation more enjoyable, please fill out the appropriate space on the registration form or contact Alisa Lockhart at 312.335.5726 or [alisa.lockhart@alz.org](mailto:alisa.lockhart@alz.org).

# REGISTRATION

Registration fees cover only a portion of the total meeting cost. The Association subsidizes the remainder.

Early bird by Jan. 17	\$175
Jan. 18–Feb. 26	\$225
After Feb. 26 and on-site registration	\$275
Sunday Only	\$100
Monday Only	\$175
Tuesday Only	\$50

## Group and Scholarship Awards Registration Policy and Procedures

You cannot apply for the Scholarship Award and then register for the group discount — you must wait until you hear from the Public Policy administrator on the outcome of the award. If you have registered your group to obtain the discount and applied for the Scholarship Award, your Scholarship Award will be forfeited, and each person in your group will have to pay the full conference rate. For details on group registrations and the Scholarship Award, contact Darnella Harris at 312.335.5833 or [advocacyforum@alz.org](mailto:advocacyforum@alz.org).

For every three fully paid registrations from a group, one free registration will be offered. To qualify for group registration, one person from your group must register all four attendees online (no faxed or e-mailed forms). You must have all four registrations with payment for three available when registering. Cancellation and refunds must be made in writing and must be postmarked, e-mailed ([advocacyforum@alz.org](mailto:advocacyforum@alz.org)) or faxed (866.699.1235) on or before Feb. 5. All refund requests received by Feb. 5 will be refunded, less a \$30 processing fee. No refunds will be made for cancellations received after Feb. 5. No refunds for no-shows.

## Confirmations

Confirmation letters will be sent by e-mail, so please include the e-mail address where you would like to receive the confirmation. Contact Darnella Harris at 312.335.5833 or [advocacyforum@alz.org](mailto:advocacyforum@alz.org) if you do not receive a confirmation.

## Pre-Registration

Pre-registrations must be received by Friday, Feb. 26, at 5 p.m. Central. After this time, anyone wishing to register must do so on site at the Advocacy Forum. See Registration fee schedule.

## Events at Registration

Please indicate on your registration form the meal functions and events you will be attending. All meals will be ticketed. If you wish to make a change to your registration, you may do so by calling 312.335.5833 before Feb. 26 or visit the registration desk on site.

## On-Site Registration Hours

Pre-registered attendees may pick up their conference materials, and on-site registrants may complete the registration process, during the following hours:

Sunday, March 7	Noon–6 p.m.
Monday, March 8	7 a.m.–5:30 p.m.
Tuesday, March 9	7 a.m.–Noon

## Substitutions

If you are unable to attend but would like to send another person in your place, please fax the new information indicating it is a substitution to Darnella Harris at 866.699.1235.

**Personal Information**

Name \_\_\_\_\_ Name for Badge \_\_\_\_\_

Chapter Affiliation \_\_\_\_\_

Chapter Role \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

In case of Emergency during Advocacy Forum, Contact \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Day Time Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

Is this your first time attending the Forum?  Yes  No

Do you have Alzheimer's Disease?  Yes  No

Will a caregiver accompany you?  Yes  No

Please note: Caregivers must register to attend the Forum

Are you enrolled in MedicAlert® + Alzheimer's Association Safe Return®?  Yes  No

Provide Caregiver Name \_\_\_\_\_

**Events**

Please check the functions you will attend.

**Sunday, March 7**

- Social Networking Event for People With Dementia Only 2:30–3:30 p.m.
- Orientation and Roll Call 4–6 p.m.
- Candlelight Tribute Rally 7 p.m.
- Welcome Reception 9 p.m.

**Monday, March 8**

- Continental Breakfast 7–8 a.m.
- Welcome and Opening Plenary 9:30–10:45 a.m.
- Diversity Dialogue 10 a.m.–Noon
- Lunch and Program Noon–1:30 p.m.
- Advocacy Forum/Diversity Dinner 6–9 p.m.

**Tuesday, March 9**

- Hill Kickoff Breakfast and Closing Program 7–8 a.m.
- Congressional Visit 8:30 a.m.–5 p.m.
- Hospitality Suite 1–5 p.m.

Please indicate if you are

- Attendee  Speaker  National Board  Chapter Policy Chair
- Alzheimer's Care Professional  Chapter Staff  National Staff
- Scholarship Recipient  Other \_\_\_\_\_

Please indicate any special needs

- Hearing  Mobile
- Visual  Other (please specify) \_\_\_\_\_

**How did you learn about the conference?**

- Friend
- Conference mailing
- Alzheimer's Association Web site
- Other Web site
- E-mail message
- Advertisement
- Other \_\_\_\_\_

**Hotel Information**

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**Method of Payment**

Payment is due with this registration form. **Do not include your hotel deposit on the same check with your registration fee for the Advocacy Forum.**

Mail to: Advocacy Forum Registration

c/o Darnella Harris

Alzheimer's Association

225 N. Michigan Ave., Floor 17

Chicago, IL 60601

Phone 312.335.5833, Fax 866.699.1235

E-mail [advocacyforum@alz.org](mailto:advocacyforum@alz.org)

- Visa  MasterCard  American Express

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Please list the participant's name if different than cardholder's

**Registration Fees**

All registration fees expire on the dates listed below at 12 Midnight, CST.

Early bird by Jan. 17	\$175	Sunday only	\$100
Jan. 18–Feb. 26	\$225	Monday only	\$175
On-site registration (after Feb. 26)	\$275	Tuesday only	\$50

Group **Total Due** \_\_\_\_\_

*For every three fully paid registrations from a group, one free registration will be offered. To qualify, you must register online and all four registration forms, with payment for three, need to be submitted at the same time. For more details on group registrations, contact Darnella Harris at 312.335.5833 or [darnella.harris@alz.org](mailto:darnella.harris@alz.org). Cancellation and refunds must be made in writing and must be postmarked, e-mailed or faxed on or before Feb. 5. Fax to 866.699.1235 or e-mail [advocacyforum@alz.org](mailto:advocacyforum@alz.org). See above for mailing address. All refund requests received by Feb. 5, will be refunded less a \$30 processing fee. No refunds will be made for cancellations received after Feb. 5. No refunds are given for no-shows.*

**PHOTO/VIDEO RELEASE**

I hereby give and grant to the Alzheimer's Association the absolute right and unrestricted permission to use, publish, or copy any pictures, video and/or audio recording of me or my likeness during the 2010 Advocacy Forum, Diversity Dialogue or Corporate Roundtable. I give to Alzheimer's Association all rights, title and interest in the finished pictures, still, single, multiple or moving negatives, duplicated, reproductions and copies of the originals, to be used solely for the purposes of the Alzheimer's Association promotional material and publications, and I waive any rights of compensation or ownership thereto. Nothing herein will constitute any obligation on Alzheimer's Association to make any use of the rights set forth herein.

**Participant Name (please print)** \_\_\_\_\_**Participant Signature** \_\_\_\_\_**Date** \_\_\_\_\_**send**