Seminar by the Shore is a full-day conference on Friday, September 14 for family members, caregivers and professionals supporting people with Alzheimer’s and other dementias.

Join us on Thursday, September 13 from 6 to 8 PM for the film screening of “His Neighbor Phil—The Ripple Effect of Dementia: An Intimate Look at How One Family Dealing with Alzheimer’s Affects a Community.”
Schedule at a Glance

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<td><strong>Preconference Event: A Film about Love, Devotion and Alzheimer's</strong></td>
<td>Thursday, Sept. 13</td>
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<tr>
<td><strong>Seminar by the Shore: Full Day Conference</strong></td>
<td>Friday, Sept. 14 ~ 8:30 AM to 4:30 PM</td>
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<tr>
<td>7:30 to 8:30 AM</td>
<td>Registration/CEU Check-in, Continental Breakfast (included), Exhibits</td>
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<tr>
<td>7:30 AM to 4:00 PM</td>
<td>Virtual Dementia Tour presented by Holy Redeemer HealthCare, HomeCare, LifeCare</td>
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<tr>
<td>8:45 to 10:45 AM</td>
<td>Opening Keynote: Dementia Is Changing, Are You? ~ Lori La Bey</td>
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<td>Morning Breakouts (choice of one)</td>
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<td>12:30 to 1:15 PM</td>
<td>Luncheon (included)</td>
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<td>3:15 to 4:30 PM</td>
<td>Closing Keynote: Moving Towards Precision Medicine in Alzheimer’s Disease</td>
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<tr>
<td>4:30 to 4:45 PM</td>
<td>Closing Comments, Q&amp;A, Evaluation Submissions, Professional CEUs</td>
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CHAPTER PROGRAMS & SERVICES

~ 24/7 Helpline: 800-272-3900 ~
~ Care Consultation ~ Consumer Education ~
~ Early Stage Initiatives ~ Public Policy ~
~ Safety Services ~ Support Groups ~
~ TrialMatch® ~

To learn more, call our 24/7 Helpline (800.272.3900) or find us at alz.org/delval.

Second Wind Dreams
Virtual Dementia Tour

7:30 AM to – 4:00 PM

Presented by Holy Redeemer: HealthCare, HomeCare, LifeCare

The Virtual Dementia Tour (VDT) is an individual experience through simulated dementia, created for family members, organizations and healthcare professionals seeking to better understand the physical and mental challenges of loved ones or patients. After experiencing VDT, the increased understanding sets the stage for better care and communication. But learning to create a positive environment can only come from attempting to walk in their shoes.

Professional Continuing Education Units (CEUs) Available

Nurses: 6.5 hours of nursing continuing education credits are provided by Lourdes Health System, an approved provider of continuing nursing education by the New Jersey State Nurses Association, an accredited approver with the American Nurses Credentialing Center’s Commission on Accreditation. (P224-3/18-21) Learning outcomes: Discuss the effects of dementia on the individual and their family; Explain the methods available to care for the person with dementia; Identify legal issues related to the dementia patient.

Social Worker and Occupational Therapist: Continuing education credits provided by Stockton University. SW (8.5 with preconference; 6.5 for seminar only). OT CEUs pending.

Participants must sign in at the beginning of the day and sign out at the appropriate CE table, and submit a completed evaluation form at the end of the program to be eligible for CEUs. Partial credits will not be issued to participants arriving late or leaving early.
Preconference Event: A Film about Love, Devotion and Alzheimer's
Thursday, September 13 ~ 6 PM to 8 PM

Film Screening of "His Neighbor Phil — The Ripple Effect Of Dementia:" An Intimate Look at How One Family Dealing With Dementia Affects a Community

Attitudes drive our lives and our relationships. Come and join us to discuss our “caring roles” and the power of perception. Learn how the role of care partners are changing—and why—as we watch the new Dementia Film “His Neighbor Phil” and how it relates to your own family, circle of friends, workplace and business. Movie screening will be followed by discussion and Q&A facilitated by Lori La Bey.

Seminar by the Shore: Full-Day Conference
Friday, September 14 ~ 8:30 AM to 4:30 PM

Opening Keynote: Dementia Is Changing, Are You?
8:45 to 10:45 AM
Presented by Lori La Bey

Lori La Bey will discuss and define what “Dementia Friendly” means and how your personal and organizational culture affects those dealing with a diagnosis of Alzheimer’s or other forms of dementia. You’ll learn about projects around the world and in your backyard which you can share to support those dealing with dementia. See how simple ways of shifting your personal and corporate attitudes towards caring for someone with dementia can have a huge impact on their quality of life. Understand the importance of word choice and how it impacts outcomes. Walk out feeling inspired and empowered to make a difference as you enhance your own life along with others.

Lori La Bey is a passionate and inspiring keynote speaker and the founder of Alzheimer’s Speaks, a Minnesota-based advocacy group and media outlet making an international impact by providing education and support for those dealing with Alzheimer’s disease and other dementias. Her own mother struggled with dementia for over 30 years. Her radio show is also believed to be the first program dedicated to dementia in the world, along with the first webinar series called, “Dementia Chats™,” whose experts are those diagnosed with the disease. La Bey ignited the fire that sparked the first Dementia Friendly Community in the United States, in Watertown, Wisconsin in 2013. In 2011, she launched what is believed to be the first Memory Café in the U.S. in Roseville, Minnesota and in 2016 she was involved with developing the Dementia Caregivers Re-Entry Initiative. In the fall of 2015, La Bey became a Platinum Sponsor and helped launch the new Hollywood film, “His Neighbor Phil,” which highlights a wide range of emotions families struggle with, as well as the great depths of simple joys while experiencing and caring for someone with dementia. Her new project is to expand Dementia Friendly Travel; after her successful Symposium and Caribbean Cruise (November of 2017); for those with early to mid-memory loss, their families and friends. La Bey is a highly sought-after speaker, trainer and advocate for new delivery systems and attitudes towards those living and dealing with dementia. In November of 2013, she was appointed to be an International Ambassador for the Purple Angel Project, the new global symbol for dementia. La Bey is driven to provide a variety of FREE RESOURCES to connect family, friends, professionals, advocates and those just interested in learning how to live positive and purpose filled lives with dementia. Her goal is to continue to develop and provide unique delivery systems that have 24/7 access.
MORNING SESSIONS

Session One: Grief and Loss in Dementia ~ 11:00 AM to 12:30 PM
Presented by Dr. Kenneth J. Doka

This session explores the relationship between dementia and grief, specifically the ways individuals, families and caregivers may experience grief when an individual begins to develop dementia as well as how persons with dementia may manifest grief as dementia progresses. The session places a strong emphasis on ways to assist families and other individuals in acknowledging their losses as well as offering strategies to assist both family members and caregivers in coping with loss.

Dr. Kenneth J. Doka is a Professor of Gerontology at the Graduate School of The College of New Rochelle and Senior Consultant to the Hospice Foundation of America. A prolific author, Dr. Doka’s 27 books include Grieving beyond Gender: Understanding the Ways Men and Woman Mourn; Counseling Individuals with Life-Threatening Illness, Living with Grief: Ethical Dilemmas at the End of Life, Living with Grief: Alzheimer’s Disease, Living with Grief: Coping with Public Tragedy and Disenfranchised Grief: New Directions, Challenges, and Strategies for Practice.

Session Two: Panel Discussion: Personal Experiences with Younger-onset Alzheimer’s
11:00 AM to 12:30 PM
Presented by Phil Gutis, Kristen Wilkins, Christine Meehan, facilitated by Julie Thomas

Younger-onset (also known as early-onset) Alzheimer's affects people younger than age 65. Up to 5 percent of the more than 5 million Americans with Alzheimer’s have younger-onset. Many people with early onset are in their 40s and 50s. They have families, careers or are even caregivers themselves when Alzheimer's disease strikes. In the U.S., it is estimated that approximately 200,000 people have younger-onset. Hear from an individual currently experiencing younger-onset Alzheimer’s disease and two spouses whose husbands are diagnosed with younger-onset. Panelists will discuss personal experiences being diagnosed, lack of supports, stigma, managing and adjusting to work/life and plans going forward.

Julie Thomas is a registered nurse and counselor with 25 years of experience in caring for people with dementia. She has held several nursing management positions including dementia care program coordinator, Director of Nursing and Personal Care Home Administrator. Julie started working for the Alzheimer’s Association as the Lehigh Valley Branch Office Coordinator in 2004. Most recently she was Associate Director, Clinical Services. Julie attended Sacred Heart Hospital School of Nursing, DeSales University and has a Masters of Science degree in Clinical and Counseling Psychology from Chestnut Hill College.

Phil Gutis was diagnosed with younger-onset Alzheimer’s disease in 2016 at age 54. After graduating from Penn State University, he joined the New York Times as a “copy boy” and worked his way up the ranks to become a reporter in the mid-1980s. He left the newspaper in 1990 and began a career managing communications for non-profits, including serving in communications roles at the American Civil Liberties Union and the Natural Resources Defense Council. He currently directs a small, non-profit organization that manages a historic, early-industrial village.

Christine Meehan is a coordinator for the Flora Baker Center for Alzheimer’s Disease and Related Disorders. Four years ago, at the age of 56, her husband was diagnosed with Frontotemporal Degeneration. She became his full-time caregiver for three years until which time he moved to a nursing home. Christine is also the mother of son Ryan, aged 21,and daughter Meghan, aged 25; the owner of a sitting service, the editor in chief of a new quarterly magazine named Dementia Care 101, a certified elementary teacher and substitute teacher. As a caregiver of a young, active husband, Christine knows the challenges that one faces when dementia becomes a part of life.

Kristen Wilkins’s husband Jeff was diagnosed four years ago with younger-onset Alzheimer’s disease. They have been married for 35 years and raised two adult children who now live in California. Jeff had an extremely successful career, holding VP positions for various Fortune 500 companies. Each time Jeff was promoted, he and his family moved, having lived in Connecticut, Philadelphia and Illinois. Kristen and her family moved 14 times and lived in seven different states. With a degree from West Chester University, Kristen was a teacher and worked outside the home in a wide variety of roles including manufacturing, banking, telemarketing, mortgage work, inside and outside sales and paraprofessional classroom aide. She now cares for Jeff who is still physically active and relies on her a great deal. She manages but like everyone else, still needs help.
Session Three: Understanding Guardianship and Powers of Attorney ~ 11:00 AM to 12:30 PM
Presented by Brittany Tedesco, Esq. and Anne Markel-Crozier

Understanding Guardianship and Powers of Attorney is an important concept. It is important to understand the distinction between the two, how they work and impact on clients and why it is important to have estate planning documents in place before a crisis. This session will also cover other elements of planning for long term care such as financial forecasting, protecting assets, Medicaid and Veterans benefits and the different levels of care in the health care continuum.

Brittany Tedesco, Esq. is a Senior Associate with the Law Firm of Bratton Scott and concentrates in the areas of estate planning, elder law and estate administration. Ms. Tedesco earned her B.A. degree from Rutgers University New Brunswick, and continued on to Rutgers University School of Law, earning her J.D. degree. Ms. Tedesco is a member of the New Jersey Bar Association and American Bar Association.

Anne Markel –Crozier BSW, CSW, Bratton Scott’s Director of Care Coordination, brings over 25 years experience working closely with the elderly in many different facets of health care, including adult day care, long term care, behavior management, hemo-dialysis, sub-acute rehab, ventilator, hospital settings and assisted living facilities. She specializes in assisting clients and their families in coordination of their health and long term care, serves as advocate and empowers them with the knowledge to attain the highest quality of life given their specific circumstances. Anne graduated from Monmouth College with a degree in social work, and received her Gerontology Certificate from Florida State University.

AFTERNOON SESSIONS

Session Four: Grief and Loss in Dementia ~ 1:30 PM to 3:00 PM ~ Presented by Dr. Kenneth J. Doka

Session Five: Meaningful Activities for Cognitive Stimulation and Managing Difficult Behaviors
1:30 PM to 3:00 PM
Presented by Deborah M. Schwartz, OTR/L

Individuals with Cognitive disorders have difficulty communicating their needs with their loved ones and caregivers. Often this results in negative behaviors such as aggression, agitation, wandering and other behaviors. This course will help you identify the triggers for these behaviors, improve communication skills, learn activity recommendations for the different stages of the dementia process and how to set up activities for a successful experience.

Deborah M. Schwartz, OTR/L, has worked with geriatric patient populations since 1996. She began her experience as a Certified Nursing Assistant on a secured dementia unit initially providing direct care. She also had the opportunity to transition to the position of Activities Coordinator and provided meaningful activities to the residents on the dementia unit. After graduating from Temple University in 2001 Debbie began her career as an Occupational Therapist in a long-term care facility that provided inpatient and outpatient care to the geriatric population. Since 2006 she has been a home care therapist with Holy Redeemer Home Care providing OT services to homebound clients and their caregivers. She is certified in Jefferson University’s Skills2Care program for instructing caregivers in dementia management and is trained in functional cognitive assessments using the Allen Diagnostic Tools.

(continued)
Session Six: How Finances Impact Eligibility for Community Resources
1:30 PM to 3:00 PM
Presented by Charles C. Bratton, II and Anne Markel – Crozier BSW, CSW

In addition to being medically qualified for many government and community resources, people living with a dementia diagnosis must also be “financially” qualified. One’s income and assets are consideration factors for services. However, with advanced planning, many individuals can qualify. This session will address the effect of gifts, Medicaid, VA, annuities and housing on older adults’ income and ability to obtain community resources.

Charles C. Bratton, II is a founding member of Bratton Scott Estate & Elder Care Attorneys and practices estate planning and administration, elder law and disability planning. Mr. Bratton is chair of the trust, estates, elder law and life care planning division of the firm and counsels clients with regard to estate planning, asset preservation, and Medicaid qualification issues as well as advising professionals in these matters. He is a member of the National Academy of Elder Law Attorneys and Life Care Planning Law Firms Association and is also the past chair of the Young Lawyers Committee and trustee of the Camden County Bar Association. Mr. Bratton earned his B.S. degree, cum laude, from Southeastern Louisiana University, his J.D. degree from Rutgers University, and his LL.M. degree from Western New England School of Law.

Closing Keynote - Moving Towards Precision Medicine in Alzheimer’s Disease
3:15 PM to 4:30 PM
Presented by Dr. David Wolk

Research over the last decade has supported the notion that Alzheimer’s disease is a relatively heterogeneous condition in which individuals vary in the nature of what aspects of thinking are most affected (for example, memory or language) and the speed in which the disease progresses. Moreover, much recent work has shown that often Alzheimer’s disease is associated not only with the amyloid “plaques” and tau “tangles” that are a hallmark of the disease, but additional brain pathologies, such as cerebrovascular disease and pathologies more commonly associated with other “neurodegenerative” conditions. Making sense of this heterogeneity is of critical importance to not only diagnosis, but to how we effectively treat the disease. Precision medicine involves the targeting of interventions based on the specific characteristics of the individual patient and has been increasingly successful in other areas of medicine, such as cancer. Dr. Wolk will discuss a path towards bringing precision medicine into Alzheimer’s disease research and clinical care.

Dr. David Wolk is an Associate Professor of Neurology in the Cognitive Neurology Division of the University of Pennsylvania Perelman School of Medicine. He is board-certified in Neurology. He is the director of the Clinical Core and co-associate director of the Alzheimer’s Disease Core Center and is co-director of the Penn Memory Center. He completed his medical training at Johns Hopkins University, a Neurology residency at the University of Pennsylvania, and clinical Fellowship training in Cognitive and Behavioral Neurology at Brigham and Women’s Hospital/Harvard Medical School. Dr. Wolk also completed a post-doctoral research fellowship studying memory in Alzheimer’s disease there. Prior to his return to Penn, he was an Assistant Professor at the University of Pittsburgh and their Alzheimer’s Disease Research Center.

Dr. Wolk’s research has focused on memory measures and other markers that allow for early detection of Alzheimer’s disease. One of the major challenges in the diagnosis of very early Alzheimer’s disease is differentiating the memory failures associated with the normal aging process from those reflecting early AD pathology. As such, his research currently focuses on memory changes in healthy aging, Mild Cognitive Impairment, and AD using Event-Related Potentials (a form of EEG), MRI (including structural and functional measures), and novel psychometric testing.
2018 ALZHEIMER’S ASSOCIATION SEMINAR BY THE SHORE REGISTRATION FORM

Please PRINT and complete one form per registrant or call 1-800-272-3900. Register online at https://tinyurl.com/sembyshore.

Mail the completed form with your check or credit card number to:
Alzheimer’s Association ~ 399 Market Street, Suite 102, Philadelphia, PA 19106 Attn: Seminar by the Shore
For questions, please contact Sharon Jarnette at 1-800-272-3900.

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An Intimate Look at How One Family Dealing With Dementia Affects a Community

Seminar by the Shore: Full Day Conference
Friday, September 14

Second Wind Dreams Virtual Dementia Tour ~ Holy Redeemer: HealthCare, HomeCare, LifeCare
Please call 800.272.3900 to schedule your 10-minute tour (7:30 AM – 4:00 PM).

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Please Choose One

Professional with *CEUs: $100
*Participants must sign in at the beginning of the day and sign out at the appropriate CE table, and submit a completed evaluation form at the end of the program. Partial credits will not be issued to participants arriving late or leaving early.

[ ] Registered Nurse [ ] Social Worker [ ] Occupational Therapist

General Admission:
[ ] Preconference Only — $10 [ ] Preconference and Conference — $50 [ ] Conference Only — $45

Are you:
[ ] Family Caregiver [ ] Professional (without CEUs)

PAYMENT INFORMATION—Payment is due with this registration form
Paper registration due September 7; online registration September 10
We would like to use photographs from our conferences in our promotional materials. By virtue of your attendance, we reserve the right to use your likeness in such materials.

☐ Payment by Check Check # __________ Payable to: Alzheimer’s Association

☐ Payment by Credit Card:  Visa Master Card AMEX Exp. date: __________ Security code: __________

Credit card number: ____________________________ Signature: ____________________________

Name as it appears on the card: ____________________________ Amount: $ __________