

## Summer Somewhere: Daytona Beach '09 Raises \$35,000

### NuStep T5xr Recumbent Cross Trainer Is Auction Star

Summer began promptly at 6:30 p.m. on March 27 when the Alzheimer Association held its third annual "Summer Somewhere: Daytona Beach" fundraiser, an event that offered fun, food and fabulous music, in spite of the chilly weather outside. That evening, the Morris Lawrence Building Atrium at Washtenaw Community College was transformed into Florida's Daytona Beach raceway, complete with a volunteer pit crew, a "racetrack" of food, a silent auction and entertainment by the Toppermost! Beatles Tribute Band.

The event netted a total of some \$35,000, which will help fund local educational and support programs for people with Alzheimer's disease, their families and caregivers. For the third year running, the event's top sponsor was Ann Arbor-based NuStep, Inc., manufacturer of the NuStep T5xr Recumbent Cross Trainer, and the company donated one of these high-tech trainers for the silent auction.

That led to the highlight of the evening — and a triple win for persons in our region who are affected by Alzheimer's and other dementias and their families.

It started with an affable bidding war for the NuStep Cross Trainer. Ray Rabidoux, president and CEO of Glacier Hills Retirement Community in Ann Arbor, and John Thorhauer, president and CEO of United Methodist Retirement Communities in Chelsea, each set out to win the trainer for their residents.

According to Mr. Thorhauer, "Ray challenged me to see who would win and I never turn down a challenge. I couldn't pass up the chance to take the trainer back to Chelsea."

Before long the bidding had reached a substantial amount, at which point Mr. Rabidoux approached NuStep vice president of sales and marketing Steve Sarns with an idea that not only ended the competition, but gave a huge boost in support to the Alzheimer Association's Michigan Great Lakes Chapter (MGLC).



*Steve Sarns takes a seat on the NuStep T5xr Recumbent Cross Trainer that was the subject of a "bidding war" between Ray Rabidoux, left, and John Thorhauer.*

"I asked Steve if he would donate another trainer if we would equal the bid," said Mr. Rabidoux. "He agreed, with the result that residents at each of the retirement communities will have the benefit of the latest in exercise technology and the



Alzheimer's Association gained \$8000 to support their programs. It's good that we can get together to help them out."

Elizabeth Longley, MGLC president and CEO, was delighted as she announced the outcome of the bidding war to event attendees. As she said later, "We have excellent relations with all of the senior facilities in the area and work with them on a regular basis. They provide continuing support, but this is huge — and a total surprise. Of course it couldn't have happened without NuStep's amazing support of the Alzheimer's Association. They continually step up to help us however they can."

Addressing the crowd earlier in the evening, Mr. Sarns had spoken of the pride that NuStep takes in supporting the Alzheimer Association's work. As for the donation of the second trainer, he said, "It was a fantastic donation by Glacier Hills and the Methodist Community and it added to the excitement of the event. The two trainer units will benefit their residents and the donations will help the Alzheimer's Association continue its important work, providing information and support to those affected by this devastating disease."

Total proceeds from the silent auction were \$14,000.

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**Summer Somewhere: Daytona Beach '09**

*Daytona from page 1*

In addition to its support of Summer Somewhere, Nu-Step will provide their cross trainer equipment as part of the "We Walk" education and exercise program that the Association will be implementing in the next few months at assisted living facilities across the 23-county area served by the Michigan Great Lakes Chapter.



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**NuStep**

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Community**

**Huron Woods**

**Hillside Terrace**

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**Message from the President and CEO**

Since its founding in 1980, the Alzheimer's Association has provided support and understanding to thousands of individuals and families facing the difficult challenges of Alzheimer's disease and other forms of dementia. In 2008, a record 15,000 persons benefited from the programs and services of the Michigan Great Lakes Chapter of the Association.

We continue to build on community collaboration to further that outreach. One such collaboration took place last October with the presentation of the film *You Are Here* at the Lazy Boy Theatre at Monroe Community College. The story of a family affected by Alzheimer's disease, the film was viewed by an audience of more than 100 who also participated in the panel discussion that followed.

In addition to offering vital programs such as this, we took major steps toward sustainability. We relocated our four regional offices, some to free or bartered space, resulting in a savings of over \$30,000. We also improved operational efficiencies by using more volunteers, more effectively, and by increasing our use of technology.

We are pleased to say that these changes have resulted in a decrease in our deficit position from approximately \$190,000 in FY 2006, to \$53,000 in FY 2007 and now to \$2,000 in FY 2008.

As we go forward, we will continue to focus our efforts on reducing costs and creating easier access for those in need. For 2009, that will include implementing a one-step registration process for our programs, increasing the number of support groups we offer and standardizing services across our region.

Elizabeth A. Longley  
President and CEO

## On the MOVE to End Alzheimer's

WALKERS AND SPONSORS HELP RAISE OVER \$300,000 FOR MEMORY WALK '08;  
COMMITTEES BEGIN WORK ON MEMORY WALK '09

Memory Walk '09 looks to be outstanding if the buzz generated from 2008 is any indication! This fall, nearly 2,100 walkers and volunteers were on the MOVE to end Alzheimer's disease at the chapter's nine walks, including 232 teams that helped raise over \$300,000! All funds raised at the walks support education and support services for local families affected by Alzheimer's disease.



Memory Walk is the largest national fund-raising event for support programs for Alzheimer's disease. Every dollar raised helps provide critical services – including care consultation, 24/7 Helpline, support groups, caregiver education, MedicAlert + Safe Return and advocacy — for the estimated 44,000 people in the chapter's 23-county service area who have Alzheimer's disease.

Work is now underway for Memory Walk '09 and your help is needed to make this year an even bigger success! If you would like to be involved as a committee member, sponsor, team builder and/or walker, please call the chapter office nearest you at 1.800.272.3900.

Thank you to everyone who helped to make Memory Walk 2008 a success, our participants, committees, sponsors and volunteers. We appreciate you!

### OUR THANKS TO THESE OUTSTANDING WALKERS AND SPONSORS

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HERITAGE COMMUNITY OF KALAMAZOO  
INDEPENDENCE VILLAGE, GRAND LEDGE  
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#### MEDIA SPONSORS

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WKLA 106.3 FM  
LUDINGTON DAILY NEWS  
WLNS CHANNEL 6  
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## Memory Walk 2008 Results

ADRIAN – \$21,781  
CORPORATE: TECUMSEH PLACE AND BLISSFIELD PLACE, \$5,212  
INDIVIDUAL: CAROL DICKERSON, \$1260

ANN ARBOR – \$97,321  
CORPORATE: MERCY MOTIVATORS, \$11,659  
FAMILY: CREATIVE MEMORIES FRIENDS, \$12,875  
INDIVIDUAL: ELIZABETH CASWELL, \$8,950

BATTLE CREEK – \$12,414  
CORPORATE: BICKFORD OF BATTLE CREEK, \$1405  
FAMILY: SCHNELL FAMILY TEAM, \$800  
INDIVIDUAL: THOMAS CLARK, \$1550

JACKSON – \$40,714  
CORPORATE: LLOYD GANTON RETIREMENT CENTERS, \$10,000  
FAMILY: KEN PITTELKOW FAMILY \$1105  
INDIVIDUAL: (A TIE) PRUDIE DeWATERS & KAREN DRAPER, \$500

KALAMAZOO – \$48,734  
CORPORATE: WHITE OAKS, \$3763  
FAMILY: MILLIE'S MILLIPEDES, \$2790  
INDIVIDUAL: SUSAN PRITCHARD, \$1810

LANSING – \$58,960  
CORPORATE: JACKSON IN ACTION, \$5,161  
FAMILY: SIGMA KAPPA, \$2,272  
INDIVIDUAL: JACKIE ERICKSON, \$1,838

LUDINGTON – \$15,836  
CORPORATE: THRIVENT FINANCIAL FOR LUTHERANS, \$2,242.75  
FAMILY: WALT CULLER TEAM, \$245  
INDIVIDUAL: KATE GLANCY, \$670

MUSKEGON – \$21,867  
CORPORATE TEAM: DeBOER, \$2,975.16  
FAMILY: ALL AS ONE, \$396  
INDIVIDUAL: BOB GUNDY, \$4,920

NEWAYGO – \$10,768  
CORPORATE: COLDWELL BANKER, AJS, SCHMIDT (ALL NEWAYGO COUNTY BRANCHES), \$1,724.68  
FAMILY: MARKIEWICZ, \$1,743  
INDIVIDUAL: PAT MARKIEWICZ, \$1,076

## Donors Honored at Appreciation Breakfasts

Donors to the Alzheimer's Association Michigan Great Lakes Chapter will be honored at "Breakfast of Champions" events in Muskegon in March and in Ann Arbor and Kalamazoo in April. The invitation-only breakfasts are held annually in communities across the 23-county area of Michigan served by the chapter. Attendees are encouraged to invite friends to join them at the get-togethers which, in addition to acknowledging the support of the contributors, include a brief update on recent progress in the Association's fight against Alzheimer's disease and other forms of dementia.

## Upcoming Events Calendar

*CHAMPIONS TRACK*  
APRIL 18

*BREAKFAST OF CHAMPIONS*  
ANN ARBOR, APRIL 30

*LEGISLATIVE DAY*  
MAY 5

*LANSING GOLF OUTING*  
IN CONJUNCTION WITH THE TRI-COUNTY OFFICE ON AGING  
JUNE 9

*ANN ARBOR GOLF OUTING*  
JULY 13

*MEMORY WALK®*  
THIS FALL, MULTIPLE LOCATIONS.  
CALL 1.800.272.3900 TO LEARN MORE

## Generous Support for '08 Lansing Walk

Businesses and individuals alike were on the MOVE in the Lansing area last fall, raising nearly \$60,000 at the annual Memory Walk in support of programs to help persons with Alzheimer's, their families and caregivers. Grand Ledge Country Club donated \$1500, while Good Sam's RV Club held a fundraiser in September. Team Champions included The Courts of Holt (Health Care), Jackson National Life Insurance Company (Corporate) and Sigma Kappa (Family Team). Top individual Champions were Jackie Erickson, Chrystal Aseltine and Karen Tynan-Spencer. Our deep thanks go to all of our volunteers, donors and walkers who made it a great day, as shown in the accompanying photo gallery!



## Coming in April! New High Performance Driving Event for Race Enthusiasts

Ever wanted to be a race car test driver, if only for a day? Here's your chance! On Saturday April 18, the Alzheimer's Association Michigan Great Lakes Chapter will hold its first-ever High Performance Driving Event at the Gingerman Raceway in South Haven, MI, and you could be behind the wheel of your favorite car, honing your high speed driving technique! The all-day family event



will feature live-action driving and coaching by a team of experts from Spectator Racing. This event is for drivers who have performance driving experience, first-time test drivers and those who just want to watch the action, enjoy great food, music and more. Please visit [www.spectator-racing.com](http://www.spectator-racing.com) to register!

## Three West Shore Walks a Shining Success

Last fall's West Shore region Memory Walks were a shining success. How could they not be, with young Girl Scouts guiding the wheelchairs of elderly "walkers" and wiener dogs trotting so fast their legs were a blur? Pirates led the way, beautiful and poignant memorial flowers swirled away down a river and an entire company showed up to put on a hot dog roast for everyone.

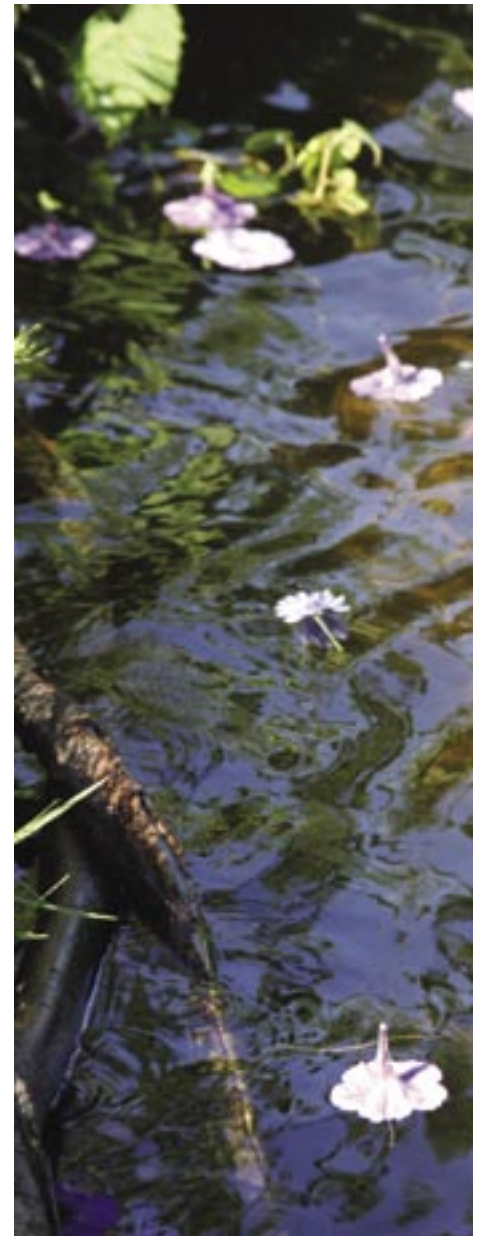
A perfect September day presented itself for the Newaygo/Lake Memory Walk in the city of Newaygo. Thanks to the dedication of planning committee members, so many area businesses and individuals donated door prizes that each of the 95 participants left with a prize! The walk



took place on a paved path beside a gently rolling river. A stop along the way allowed walkers to quietly remember a loved one with a purple petunia blossom tossed into the water, symbolizing the drifting away of the Alzheimer's sufferer. A troop of Girl Scouts came to walk with the residents of a senior living center. Families showed up, in one case 30 strong, out of their love for someone. One of the volunteers even proposed marriage to his lady (she accepted). The day raised more than \$2K over the previous year!

The next week, Muskegon weather was the opposite of Newaygo's. It rained so hard that planners had to decide if the walk should be cancelled, abbreviated, or held in spite of the downpour. They decided to go on with their plans, but with all food and registration activities moved under a pavilion. The 110 attendees were honored to have Elizabeth Longley, CEO of the Alzheimer's Association Michigan Great Lakes Chapter, kick-off the walk. The walk was somehow fitting in the rain and no one minded getting wet. The somber effect of the "tears of heaven" was lifted by the crew from Airway Oxygen who grilled hot dogs and fed everyone a great lunch. A young volunteer became soaked to the skin but insisted on taking pictures of each of the teams in front of the Memory Walk banner. Almost \$22K was raised.

Gunfire kicked off the Memory Walk in Ludington at the end of September. Really! A crew of pirates rowed (rolled) their pirate ship, complete with cannons, to the gorgeous waterfront park where the Walk began. They fired the cannons with blanks and 77 people walked out of the park, through the city of Ludington and back, taking each step to end Alzheimer's disease. The weather was warm and sunny, the view a magnificent panorama of Lake Michigan and the harbor. At the end of the walk, which was lead by the pirates carrying the banner, everyone enjoyed a tasty picnic of subway sandwiches. Many door prizes were given out by local businesses. About \$6K more than last year was raised and a good time was had by all.



## Take Action in the Fight Against Alzheimer's — Join us for Legislative Day



On Tuesday, May 5, 2009, Alzheimer's Association staff and advocates from across the state will unite in Lansing for a common goal — to advocate for better Alzheimer's care for Michigan families.

Please join this effort and help us speak out in support of all those fighting Alzheimer's disease. Your support and attendance at this event is critical to our success. It's imperative that we help our state legislators better understand the physical, emotional, and financial demands that Alzheimer's disease places on families. You can help us convey this message in the most compelling and effective way by sharing your personal story with lawmakers who are making important decisions about funding for Alzheimer support programs in our state.

### New Caregiver Support Groups Begin in Capital Region

Seven new caregiver support groups began meeting in March at locations in Lansing, East Lansing, Grand Ledge, Holt, and St. Johns. Each monthly meeting will be led by facilitators trained in the medical, behavioral and social impact of the disease, which affects more than five million Americans today. According to estimates by the Alzheimer's Association, that number is expected to triple by 2050 as the last of the baby boomers reaches age 65.

“With someone new developing Alzheimer's every 70 seconds, the disease is affecting more families every day,” said Lisa Vickers, Alzheimer's Association Regional Coordinator. “Support groups are just one of a number of services we offer, but they seem to be one of the most valuable, and we're trying to

make them available to more and more people,” she added.

The Association reports that nearly 70 percent of those with Alzheimer's or another form of dementia are currently cared for at home, which can add work and complicate schedules. One of every four caregivers reports spending more than 40 hours a week on care giving activities. “Caring for someone with Alzheimer's or dementia can be incredibly stressful,” said Lisa. “These support groups give caregivers a chance to share their concerns and their frustrations. It helps to learn they're not alone.”

Many other support groups meet at various times and locations throughout the 23 counties served by the Alzheimer's Association Michigan

### Congress approves \$10 billion in scientific research funding

The U.S. Congress recently passed the American Recovery and Reinvestment Act of 2009, which will provide a much-needed \$10 billion increase in funding for National Institutes of Health (NIH) research — the largest funding increase for NIH in 5 years. For the more than 5 million Americans living with Alzheimer's disease, this investment is a significant first step in helping to bring to fruition scientific breakthroughs in Alzheimer's and other major chronic diseases. The Act also includes \$1 billion for a Prevention and Wellness Fund at the Center for Disease Control and Prevention (CDC). It is our hope that this additional funding will result in strategies to address chronic disease and further expand healthy brain initiatives.

Great Lakes Chapter. New members are welcome to attend at any time. Some locations offer on-site respite care if you need assistance in order to attend. These and other special groups are clearly designated in the listing. Check [www.alz.org/mglc](http://www.alz.org/mglc) to see if there is a group close to you that fits your needs or, if you prefer, call our 24-hour Helpline: 1.800.272.3900. Groups are open to the public and free of charge.

## Working to Make Alzheimer's Disease Diagnosis More Dignified

A series of regional town hall meetings held by the Alzheimer's Association in 2008 has resulted in a breakthrough paper reflecting the perspectives of people diagnosed with Alzheimer's disease. *Principles for a Dignified Diagnosis* contains guidelines for physicians on how to improve interactions with patients throughout the often challenging process of diagnosis. More than 800 participants attended the town halls, including some 300 living with the disease.

Dr. Laurel Coleman, Alzheimer's Association national board member, noted that "*Principles for a Dignified Diagnosis* will build greater understanding of Alzheimer's disease in the medical community. Since Alzheimer's is a progressive brain disease, the physical, emotional and social implications of the diagnosis need to be considered throughout the journey."

*The "Principles for a Dignified Diagnosis" include the following:*

**Talk to me directly, the person with dementia.** I am the person with the disease, and though my loved ones will also be affected, I am the person who needs to know first.

**Tell the truth.** Even if you don't have all the answers, be honest about what you do know and why you believe it to be so.

**Test early.** Helping me get an accurate diagnosis as soon as possible gives me more time to cope and live to my fullest potential and to get information about appropriate clinical trials.

**Take my concerns seriously, regardless of my age.** Age may be the biggest risk factor for Alzheimer's, but Alzheimer's is not a normal part of aging. Don't discount my concerns because I am old. At the same time, don't forget that Alzheimer's can also affect people in their 40s, 50s and 60s.

**Deliver the news in plain but sensitive language.** This may be one of the most important things I ever hear. Please use

language that I can understand and is sensitive to how this may make me feel.

**Coordinate with other care providers.** I may be seeing more than one specialist — it is important that you talk to my other providers to ensure you all have the information so that changes can be identified early on and that I don't have to unnecessarily repeat any tests.

**Explain the purpose of different tests and what you hope to learn.** Testing can be very physically and emotionally challenging. It would help me to know what the purpose of the test is, how long it will take and what you expect to learn from the process. I would also appreciate the option of breaks during longer tests and an opportunity to ask questions.

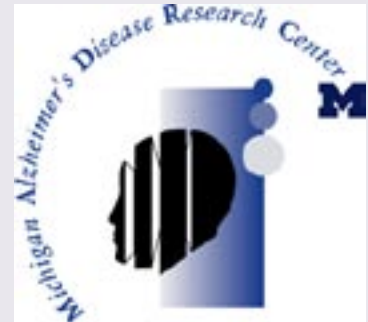
**Give me tools for living with this disease.** Please don't give me my diagnosis and then leave me alone to confront it. I need to know what will happen to me, and I need to know not only about medical treatment options but also what support is available through the Alzheimer's Association and other resources in my community.

**Work with me on a plan for healthy living.** Medication may help modify some of my neurological symptoms, but I am also interested in other recommendations for keeping myself as healthy as possible through diet, exercise and social engagement.

**Recognize that I am an individual and the way I experience this disease is unique.** This disease affects each person in different ways and at a different pace. Please be sure to couch your explanation of how this disease may change my life with this in mind.

**Alzheimer's is a journey, not a destination.** Treatment doesn't end with the writing of a prescription. Please continue to be an advocate — not just for my medical care but for my quality of life as I continue to live with Alzheimer's.

### MADRC Appreciation Conference a Success



In recognition of 20 years of commitment to memory and aging research, the Michigan Alzheimer's Disease Research Center (MADRC) and community partners, including the Alzheimer's Association Michigan Great Lakes Chapter, hosted a full day educational conference on research advances. The purpose of the conference was to thank previous, current and future research volunteers for dedicating their time to advancing our knowledge of Alzheimer's disease and related disorders. Close to 200 people attended to learn more about updates on brain imaging, causes of dementia, treatment options and managing caregiver burden. Harry Johns, CEO and President of the Alzheimer's Association, discussed the organization's strategic plan for FY 2009 – FY 2011. Information about these strategic goals and power point slides from the other distinguished speakers can be downloaded from the MADRC web site: [www.med.umich.edu/alzheimers](http://www.med.umich.edu/alzheimers).