Each and every day, callers to the Alzheimer's Association Helpline (1-800-272-3900) dial our number hoping to connect with a person who understands. Each and every day, their hope is met with reassurance, confidence, and a willing partner to help that caller navigate the ever-changing path of dementia. Although the Helpline is just one of many services offered by the Alzheimer’s Association – including support groups and education programs – it is the only dementia-specific service of its kind.

“One of our most vital services is the 24/7 Helpline that is answered by a trained and compassionate person who understands the complexities of Alzheimer’s disease,” said Anna King, director of programs for the Association. Any time, day or night, a person who can help you is just a phone call away.

“Helpline is a resource that caregivers can turn to every time they have a question or concern. Many times callers don’t know exactly what they are looking for, but are just reaching out for guidance,” said Lucia Eto, one of the San Diego/Imperial Chapter’s Helpline Family Consultants. “Through our conversation, I’m able to get a better understanding of the situation and provide the caller with information and resources that can help.”

More than 350 callers a month contact the San Diego Helpline – caregivers, adults with elderly parents, wives, husbands, and even neighbors who have concerns for someone who seems to be slipping away. The one thing they have in common is the need for a live person to listen and understand. Every caller is sent a packet of resources about their particular situation, and often receives a follow-up call to make sure he or she has taken the next steps necessary to help them cope. In many cases this includes participating in the Chapter’s support groups, education programs and Care Consultations.

“For individuals working with a reality of Alzheimer’s disease, Helpline is often a starting point, a sounding board,” said Family Consultant Alana Kalinowski, also a part of the Helpline staff. So often a caller will say, ‘This is a complicated situation and I didn’t know where to start, so I am calling you.”

“My mother is showing early stages of Alzheimer’s, and I had to drop everything and drive to San Diego to deal with some of the repercussions.

“Your Family Consultant not only provided lots of useful information, but also helped calm me down and get me focused at a time when I desperately needed it. She was straightforward about what our family will face in dealing with the disease, but also somehow kept a positive outlook and made me feel like we can deal with this. “I don’t know how she did it, but I started out full of confusion and despair, and ended up feeling like I had a plan in place and that someone caring and well informed was standing behind me. “I can’t begin to thank her enough, or to thank you enough for providing such wonderful service for people in my situation.”

– Feedback from a Helpline caller
Register now to QUASH March 5, 2011

QUASH is the Quest to Unravel Alzheimer’s, a citywide Scavenger Hunt — an urban race in downtown San Diego. You’ll team up with your friends to solve clues, collect trivia and perform unexpected physical challenges.

To QUASH, each team must raise a minimum of $200 per participant to help the care, support and research efforts of the Alzheimer’s Association. If your knees knock together at the thought of asking for donations, never fear — we’re here to lend a hand with our online tools and expert coaching staff.

See what you can do to make a difference in 2011:

Register today to QUASH at sanalz.org

Memories in the Making® Art Auction

Thank you to these wonderful supporters for making our Memories in the Making® Art Auction a great success:

Event Committee
Barbara Mulligan, Chair
Kristy Beitey
Kathi Boylan
Maggie Bradley
Judith Claire
Cappie Geis
Amy Gibbs
Lyn Granger
Sue Higgins
Lynne Holyoke
Gail Levin
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Jane MacDonald
Roxanne Miller
Linda Moore
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Janet Short
Karen Walkup
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Eugenia Welch
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Vicki Eddy

Auctioneer
Mike Hogan

Dinner Buffet Stations & Dessert
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Signature Cocktail
Russian Standard Vodka

Entertainment
Nick Grant, former Concert Master of The San Diego Symphony Orchestra
The La Jolla Country Day School Madrigals

Thank You to Our Sponsors
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Sunrise Assisted Living
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Thank you to our framers who enhanced the beauty of each work of art
Artrageous
858-452-7280
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858-689-6800
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760-931-8740
Frame Masters & Fine Art
858-456-9781
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858-270-8083
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619-462-5760
The Frame Maker
619-298-8558

Artist Cree Scudder and association Board member Gail Levin enjoyed the Art Auction

Guests found the palettes and the pairings of artwork of Memories in the Making® artists and local artists compelling.
In a Race with Time

A LETTER FROM EXECUTIVE DIRECTOR LISA BRUNER

This past few months have been busy ones for the Alzheimer’s Association and volunteers as we organized the Memories in the Making Art Auction on Oct. 4, which was a wonderful success. For the first time we invited local artists to gather inspiration from the artwork of our Memories in the Making program participants and create a paired, original work of art. The results were stunning and gratifying – first shared with the artists themselves at the Artist Tea hosted by Sunrise Senior Living, then shared with the public at the auction held at the Old Globe Theater. The entire event was chaired by the extraordinary Barbara Mulligan and her inspired committee. It was a great beginning for a new San Diego tradition.

We are so grateful for a gift from Donald and Darlene Shiley to our “Building for the Future” campaign. As a result, our headquarters is now the Alzheimer’s Association Shiley Center for Education and Support. It’s the perfect description of what happens inside these walls – providing resources and care. Memory Walk, our major fundraising event, was filled with stories of why people joined the cause and with creative new ways people chose to raise money for their teams – from the Golf Ball Drop to a pub crawl to Sempra/SDG&E’s generous match of funds offered to their employees and a visit to the Dunk Tank from our board member, Bob Schlax, an executive there and a top fundraiser for the Walk. Mission Federal Credit Union, our title sponsor, had all 22 branches engaging their staff and customers in fun and unusual ways. It’s probably not too late to sign up for the North County Walk on Nov. 6 – an afternoon stroll by the Oceanside Pier – another creative, new approach. Sign up at www.sanalz.org.

The Alzheimer’s Association has a great commitment to caregivers, as more than 1.2 million Californians are caring for people with dementia. Our classes provide assistance, techniques, and support for those who need to guard their own health from the stresses that result from care giving. On Dec. 4, we are hosting Caregiver Construction Zone: Building a Roadmap Through Alzheimer’s Disease and Dementia – a morning of workshops from experts – where caregivers can learn facts from those who know. Check out the list of topics inside.

Our outreach continues to expand further into the community with the help of more than 650 volunteers who enter data, prepare mailings, take Helpline calls, teach classes, and aid our efforts in every way. We were happy to award the CHAD Volunteer of the Year honor to Kathi Boylan, who has been a mainstay of our Memories in the Making program.

Even though the year is not quite over, we are putting the finishing touches on our 30th Anniversary celebration for 2011. As a donor, a volunteer, a participant in our classes or a guest at our special events, we invite you to support the research and the reach of the Alzheimer’s Association San Diego/Imperial Chapter. We must find a cure.

Lisa Bruner
Executive Director
lisa.bruner@sanalz.org

Farewell to a Friend

A grand friend of the Alzheimer’s Association, Donald P. Shiley, died on Saturday, July 31, leaving behind a legacy of philanthropy that touched many parts of San Diego culture including the Alzheimer’s Association. He is survived by four children and five grandchildren and his wife of 32 years, Darlene, who is on the National Board of Directors of the Alzheimer’s Association.

Donald Shiley was famous for the invention of the Bjork-Shiley heart valve that changed the landscape of heart surgery in the 1970s and is credited with saving about 500,000 lives worldwide. Together, Donald and Darlene donated generously – many millions of dollars – to various causes, including the Shiley Eye Center, the U.C.S.D. Shiley-Marcos Alzheimer's Disease Research Center, the Alzheimer’s Association, the Old Globe Theatre and to the University of Portland's engineering program.

In a 2006 interview with the San Diego Union-Tribune, Darlene made clear the uniqueness of their relationship, “The two of us together is more than us alone. We both believe in one great love, and we are that for each other.”

To many of us associated with the Alzheimer’s Association, the kind and generous Donald Shiley will be greatly missed.
“The amount of time you put in is up to you — whether it be 10 minutes a day, or every other day, or an hour a day for a couple months — we all need to start fighting. Anything helps.”
— Brandy Midoc, Memory Walk Chair

Advocacy

San Diego Supervisor Ron Roberts proclaimed August 3 as Alzheimer’s Day in San Diego County noting the programs, training, and support that the Association provides for the more than 53,000 residents struggling with the disease. From left, Francine Phillips, Executive Director Lisa Bruner, Supervisor Roberts and David Byrd.

The Alzheimer’s Association in San Diego has a very active list of advocates who help speak up to make Alzheimer’s disease a funding priority in Congress. Our Chapter sponsored a public forum on August 24, where Congresswoman Susan Davis (CA-53) provided status updates on health reform legislation that will impact families dealing with Alzheimer’s and its ramifications.

“Can you help me?”

In addition to Lucia and Alana, trained and experienced Helpline volunteers assist callers with a variety of needs.

“For me,” said Alana, “talking with caregivers everyday as a Family Consultant with the Helpline is gratifying because I know that I am providing comfort, support and direction for individuals who are in need of just that.”

On the evening of September 10, The Front in San Ysidro was alive with flavors, sounds and aromas of the Latin-American culture as over 60 people enjoyed “Celebrating Our Five Senses.” The Alzheimer’s Association San Diego/Imperial Chapter and Casa Familiar presented the annual art exhibit of Memories in the Making® artists from the Casa Familiar class taught by Luz Camacho Espinoza.

Volunteer Spotlight: Kathi Boylan

Our Memories in the Making® art program for individuals with Alzheimer’s disease and related dementias, has long benefitted from the creativity, commitment, and expertise exhibited by a priceless volunteer leader, Kathi Boylan. For over 11 years, Kathi has taught classes, served on our gala and auction committees, executed our art jury selections, conducted forums for teacher collaborations, developed relationships with framers, designed and displayed art auction exhibits, assisted in program development and site supervision.

“To say that Kathi has served ‘above and beyond’ is an understatement,” said Eugenia Welch, board of directors’ chair. “Kathi truly sets the bar high and those of us around her are grateful to have her guidance and expertise.”

An art major from U.C.S.D.’s second graduating class; she is also a former interior designer and business owner. Kathi became connected with the Association while caring for her mother, who had Alzheimer’s disease.

“For me it is a reaffirmation of the souls and the personalities that thrive behind the outward appearance and often the misconception of those afflicted with Alzheimer’s disease,” she said. “It is one of the few rays of sunshine that help those dealing with Alzheimer’s disease to feel hopeful and to take pleasure in simple moments of pride and joy.”

We were honored to recognize Kathi as our 2010 Volunteer of the Year through United Way’s Combined Health Agencies’ award event on September 15.
“You have given us the wonderful tools and skills to take care of our clients in an extra special and ‘right’ way. We feel blessed to have had you here.”
— From a professional training program attendee

Create a Lasting Tribute

Donations to the Alzheimer’s Association San Diego/Imperial Chapter are vital to finding a cure for Alzheimer’s disease, San Diego’s third leading cause of death. The Chapter is creating a spectacular Tribute Wall to be installed in our headquarters office, that can permanently place the name of your loved one as a person to be honored or remembered.

“This beautiful wall of engraved tribute tiles will serve to memorialize those who are fighting or who have lost their battle with Alzheimer’s disease in our community and will inspire others to keep fighting for a cure,” said Beth Davidson, director of resource development for the Chapter.

In addition to the Tribute Wall, the “Building for the Future” naming campaign has identified various parts of the headquarters building that can commemorate a loved one — the lobby, education room, board room, and other areas can be designated in their honor with your generous donation. For more information about the naming campaign and Tribute Wall, please contact Beth Davidson at 858-492-4400 or beth.davidson@sanalz.org.

Building the Future

We are pleased to announce that Darlene and the late Donald Shiley have contributed the lead gift in a “Building for the Future” campaign offered by the Alzheimer’s Association San Diego/Imperial Chapter. The contribution will rename the Association’s headquarters building to Alzheimer’s Association Shiley Center for Education and Support.

“Darlene understands that important elements of our mission are to educate the public about the increasing need for Alzheimer’s research and education, and to provide support for those diagnosed with the disease and their loved ones,” said Executive Director Lisa Bruner. The gift will directly support support programs and services in San Diego and Imperial counties.

The Alzheimer’s Association provides a 24/7 Helpline, classes throughout the county on various aspects of the disease, support groups for caregivers and people with dementia, and various programs such as MedicAlert®, Safe Return®, TrialMatch, Memories in the Making®, art classes, and Partnering with Your Doctor.

For more information, please see www.sanalz.org.

Caregiver Construction Zone:

Building a roadmap through Alzheimer’s disease and dementia

Sometimes the road through Alzheimer’s disease can feel like a construction zone with roadblocks, detours and numerous dead ends. The Alzheimer’s Association wants to help you build a map that can take you through it with knowledge and confidence.

Please join us for a free conference for family caregivers on Saturday, Dec. 4 from 8:30 – 12:30 p.m. at the University of San Diego School of Leadership and Education Sciences. At Caregiver Construction Zone, you will select workshops from the experts who can give you step by step strategies to make good decisions about care for your loved one.

Workshops include:
• Diagnosis and Treatment: What are the Current Trends?
• What if it isn’t Alzheimer’s?
• Compassionate Communication
• Legal and Financial Planning
• Enhancing Activities of Daily Living
• Clinical Studies: Myths and Facts

Participants will be able to choose two sessions to attend. To register for the conference, please visit sanalz.org or call the Alzheimer’s Association at 858-492-4400. The address of USD is 5998 Alcalá Park, San Diego, CA 92110.
EDUCATIONAL OPPORTUNITIES

Addressing Behavior through Compassionate Communication

Thursday, November 19, 10 a.m. – 12 p.m.
Alzheimer’s Association Main Office
6632 Convoy Court, San Diego, CA 92111
858.492.4400 to register

Monday, November 20 - 28, 2:30 p.m.
Sun and Sea Manor
14140 Riverdale St., National City, CA 91950
858.492.4400 to register

Addressing Behavior through Restraint-Free Care

Monday, November 20, 10 a.m. – 12 noon
Summercrest Apartments
1550 Security Place, San Marcos, CA 92078
858.492.4400 to register

Monday, November 20, 1:30 – 3:30 p.m.
Alzheimer’s Association Main Office
6632 Convoy Court, San Diego, CA 92111
858.492.4400 to register

Wednesday, November 22, 9 a.m. – 12 noon
Tuesdays,
1791 Avenida de Playa, Chula Vista, CA 91910
858.492.4400 to register

Addressing Behavior through Respite

Monday, November 20, 9 a.m. – 12 noon
Sun and Sea Manor
14140 Riverdale St., National City, CA 91950
858.492.4400 to register

Monday, November 20, 1:30 – 3:30 p.m.
Alzheimer’s Association Main Office
6632 Convoy Court, San Diego, CA 92111
858.492.4400 to register

Dementia and Alzheimer’s Disease: The Basics

Thursday, February 3, 10 a.m. – 12 noon
Village Square Nursing and Rehab Center
6632 Convoy Court, San Diego, CA 92111
858.492.4400 to register

January 2011

Making the Placement Decision:

A Workshop for Families and Healthcare Professionals

Tuesday, January 10, 10 a.m. – 12 p.m.
Addison Senior Resource Center
2511 W 7th Street, Imperial Beach, CA 91932
918.562.8950 to register

Promoting Restraint-Free Care

Tuesday, January 10, 10 a.m. – 12 noon
Alzheimer’s Association Main Office
6632 Convoy Court, San Diego, CA 92111
858.492.4400 to register

Promoting End-of-Life Care

Thursday, January 13, 10 a.m. – 12 noon
Alzheimer’s Association Main Office
6632 Convoy Court, San Diego, CA 92111
858.492.4400 to register

Reduction of Falls

Tuesday, January 11, 10 a.m. – 12 noon
Loden Center
150 D Street, National City, CA 91950
918.562.8950 to register

Reducing Risk of Falls

February 10, 10 a.m. – 12 p.m.
Villa beige
2548 Blanca Road, Chula Vista, CA 91910
858.339.5010 to register

Understanding Walking

Wednesday, November 17, 10 a.m. – 12 noon
Alzheimer’s Association Main Office
6632 Convoy Court, San Diego, CA 92111
858.492.4400 to register


Bowl-a-Thon

Thanks to many in Imperial Valley who support the Alzheimer’s Association Bowl-a-Thon on World Alzheimer’s Day, Sept. 21. The event was a huge success! More than 40 bowlers participated in this event held by Centro de Familia and sponsored by San Diego/Imperial Valley office, thanks to support of the San Diego Imperial Valley Alzheimer’s Association. Sponsors included: Sun City Imperial Village, San Marcos, Finch Place, San Diego Imperial Village, Westfield Via Lago, San Diego Imperial Village, Stadium Carlsbad, Imperial Health Care and Wellness Center, Centro, Home and Assisted Living, and United Way.

Medicare data shows that 14 percent of Hispanic Medicare beneficiaries claim a diagnosis of Alzheimer’s disease or other dementia, but this probably represents substantial underdiagnosis of the disease.

Cassi DePaoli
Chair, Imperial Valley Advisory Board

Imperial Valley resident Cassi DePaoli has been appointed new chair of the Alzheimer’s Association, Imperial Valley Advisory Board which provides guidance for the Imperial Valley branch. Cassi has been an advisory board member and volunteer advocate for the past three years. In this role she will also serve as a liaison to the Alzheimer’s Association San Diego/Imperial Valley chapter of directors.

Imperial Valley branch board president Adrienne Swedlund has praised Cassi’s leadership in the community and says: "Cassi’s leadership and experience will continue to strengthen the work of the chapter and the benefit it provides to families and caregivers of those affected by Alzheimer’s disease. Cassi has been an excellent leader for the chapter and I am grateful for her support to our chapter through her work on the advisory board. We look forward to her continued leadership in this important role.

Cassi has been involved with the Alzheimer’s Association for more than five years and has served on the advisory board for the past three years. Cassi is a registered dietitian and works as a nutritionist at the Imperial Valley Medical Center in Calexico, Calif. Cassi has also served on the board of directors for the Imperial Valley Community Foundation and the Imperial Valley Junior Women’s Club. She is a member of the Alzheimer’s Association’s Imperial Valley chapter of directors and the Imperial Valley Advisory Board.

The Alzheimer’s Association, Imperial Valley chapter of directors is located at 1050 N. San Diego St., Imperial, Calif. 92251. The chapter provides education, support and resources to those affected by Alzheimer’s disease and their families. The chapter also works to raise awareness of the disease and its impact on families and caregivers. Cassi DePaoli can be reached at 760.233.2301 or cdepaoli@alz.org.

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Your gift helps thousands of area families living every day with Alzheimer’s disease.
Memories in the Making Art Auction
Barbara Mulligan, Chair

I was compelled to help the Alzheimer’s Association after my mother-in-law was diagnosed with the disease last year and agreed to chair the Art Auction as a way to give back and help find a cure.

I have found my volunteer experience to be more rewarding than I could ever have imagined. I’ve met so many generous, helpful, passionate, caring and supportive people all joined by the cause; it has been an honor to be a part of this effort.

We will make a difference.

— Barbara Mulligan
San Diego/Imperial Chapter
6632 Convoy Court San Diego, CA 92111

Main Office
6632 Convoy Court
San Diego, CA 92111
858.492.4400 phone
858.492.4406 fax

Imperial Valley Office
584B West Main Street
El Centro, CA 92243
760.335.3725 phone
760.335.3727 fax
800.272.3900
www.sanalz.org

Helpline
When you need help, we're here for you.
800.272.3900
Caring. Concerned. Connected. 24 hours a day, 7 days a week.

Vehicle donations help the Alzheimer’s Association San Diego/Imperial Chapter. We receive 100% of the net proceeds. For more information call 866.799.MIND, and specify the Alzheimer’s Association San Diego/Imperial Chapter.

Sharing Best Practices Through Dementia Training for Professional Caregivers

Once the difficult decision is made to place a loved one in a residential community, then comes the challenge of finding the right place. State regulations require assisted living staff to have eight hours of training and skilled nursing facility staff must have five hours of training. Laura Printy, the Alzheimer’s Association’s professional education manager keeps best practices at the forefront through a unique program of dementia training for facility staff members.

Laura has a social services degree in gerontology and human development and presents two community presentations a month—a coverage of four to six hours of tips and strategies that can help compassionate caregivers become experts in handling patients who can’t take care of themselves. In addition, Laura provides on-site training when needed. Classes such as “Enhancing Mealtime,” “Reducing Risk of Falls,” and a new class, “Promoting Restraint-Free Care,” provide professionals with skills that enhance their overall abilities to deal with dementia.

“Families often think that staff is trained, but the law is not specific about the requirements. Residents get better care when the best practices are introduced,” said Laura. “When you have a loved one in a community of care, don’t be shy about asking about the staff training. You can be proactive in asking them to get training from the Alzheimer’s Association.”

The goal of the Professional Education Program is to make sure all staff in San Diego gain the specific skills that are necessary to care for residents with Alzheimer’s disease. Classes are listed in this newsletter. The facility where your loved one resides can register for classes by contacting Laura at laura.printy@sanalz.org or calling 858.492.4400.