



Dear Community Member

Alzheimer's Services is a local nonprofit organization dedicated to providing education and support to those affected by Alzheimer's. *Our mission is to teach, care for, and connect with those in the community with Alzheimer's or other memory-related brain impairments.* With nearly 20,000 individuals impacted by the disease in Baton Rouge and the nine surrounding parishes, the organization works diligently to increase access to programs and services that address direct needs such as educational programs, support groups, and respite services.

One of our most successful programs is the Annual Education Conference on Alzheimer's. The 2018 conference will serve as the silver anniversary for the program. The conference will be held on *Wednesday, April 11, 2018 from 8:00 am – 4:45 pm at the Baton Rouge Marriott Hotel, 5500 Hilton Ave, Baton Rouge, LA 70808.* The theme for the conference is *"The Alzheimer's Compass: Directions for Lifestyles & Living"*. We will host a selection of national and local experts on Alzheimer's to impart their knowledge and experience to participants of the conference.

The standard attendance for the conferences ranges from 200-250. Conference attendees consist of primarily family caregivers and healthcare professionals (registered nurses, social workers, speech and occupational therapists, counselors, physicians, nursing facility administrators, and audiologists). However, the conference is open to all who are eager to better understand and provide care for individuals with Alzheimer's and other memory-impairments.

We hope you consider participating in the conference as a sponsor or exhibitor. Please visit our website at [www.alzbr.org](http://www.alzbr.org) for more information about the conference, other educational programs, support services, and our award winning program, Charlie's Place I and II.

If have any questions or need more information, please contact, Kristi Mellion at 225-334-7494 or [coordinator@alzbr.org](mailto:coordinator@alzbr.org).

Sincerely,

*Kristi Mellion*

Kristi Mellion, MPH  
Program and Respite Administrator  
Tel: (225) 334-7494  
Fax: (225) 387-3664  
Email: [coordinator@alzbr.org](mailto:coordinator@alzbr.org)

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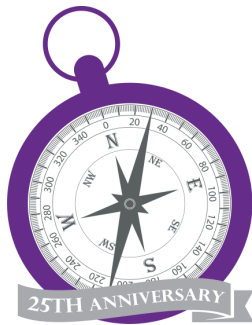
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Alzheimer's Services of the Capital Area is proudly accredited by the **Standards for Excellence Institute®** as having met all the requirements of the *Standards for Excellence®: An Ethics and Accountability Code for the Nonprofit Sector.*





# THE ALZHEIMER'S COMPASS: DIRECTIONS FOR LIFESTYLES & LIVING 2018 EDUCATION CONFERENCE



## FACT SHEET

**DATE:** Wednesday, April 11, 2018

**LOCATION:** Baton Rouge Marriott, 5500 Hilton Avenue, Baton Rouge, LA 70808

**TIME:** 8:00 AM – 4:45 PM      Onsite registration begins at 7:30 am.

**REGISTRATION:** Pre-registration preferred. Onsite/late registration will be an additional \$25.00 for health professionals, family caregivers, and students.

**FEE SCHEDULE:** Healthcare Professional — \$150.00  
Family Caregiver — \$50.00  
Continuing Education Credit (CEU) offered for healthcare professionals.

**KEYNOTE ADDRESS:** PATHWAYS TO CARE by Cameron Camp, Ph.D.

Subtopics: 1) USE OF MONTESSORI METHODS FOR PERSONS WITH  
DEMENTIA

2) COPING EFFECTIVELY WITH CHALLENGING BEHAVIORS:  
HOW TO THINK LIKE A DETECTIVE

3) RESIDENT-DRIVEN COMMUNITIES: GIVING CONTROL OF  
THEIR LIVES BACK TO RESIDENTS

**2ND PRESENTATION:** WHERE ARE THE ROADS LEADING US? LATEST IN ALZHEIMER'S  
TREATMENT AND RESEARCH by Dr. William Gahan

**3RD PRESENTATION:** DIRECTION OF ALZHEIMER'S CARE IN LOUISIANA PANEL  
DISCUSSION (Office of Aging and Adult Services, Louisiana Department of Health, AARP, LEADER,  
Alzheimer's Services of the Capital Area, and Ochsner Health System)

**4TH PRESENTATION:** ROUTES TO RESOLVING DISSENSION: WHEN YOU CAN'T SEE THE  
FOREST FOR THE TREES by Katherine Schillings Verberne, LCSW

## PRESENTERS BIOGRAPHIES



**Keynote Speaker:** Cameron J. Camp, Ph.D. is an internationally-known research scientist in the field of aging. He has been conducting applied and translational research in gerontology, **dementia intervention**, and **cognitive intervention** for over 30 years products to market.



**Speaker:** W. Patrick Gahan, M.D., F.A.C.P., is a Board Certified Geriatrician (retired). He has over 30 years experience in the diagnosis and management of Alzheimer's Disease. He is currently a medical investigator for MCI and Alzheimer's Disease related clinical trials at the Institute of Dementia Research and Prevention at Pennington Biomedical Research Center.



**Speaker:** Katherine Schillings Verberne, LCSW, graduated from Louisiana State University in 2012 with a Masters in Social Work. She is employed at Hood Memorial Hospital in Amite, LA. Her passion is caring for those coping with cognitive impairments and families.

## PANELISTS



Facilitator: Gina Rossi, LCSW, Program Manager, State of Louisiana Office of Aging and Adults Services



Tara Leblanc, State of Louisiana of Assistant Secretary for the Office of Aging and Adult Services



Kenneth Gaddis, M.D., Neurologist, Ochsner Health System



Andrew Muhl, Director of Advocacy, American Association of Retired Persons (AARP)

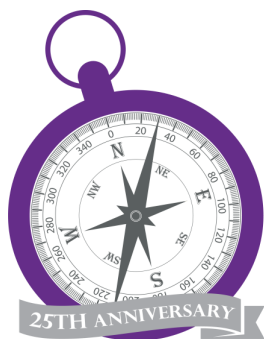


Dana Territo, Director of Services, Alzheimer's Services of the Capital Area



Wanda Spurlock, DNS, RN-BC, CNE, FNGNA, FAAN, Professor at Southern University School of Nursing and member of Leading Enhancing Aging with Dignity Through Empowerment and Respect (LEADER).

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# THE ALZHEIMER'S COMPASS: DIRECTIONS FOR LIFESTYLES & LIVING 2018 EDUCATION CONFERENCE



## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR

**\$5000**

#### Recognition Includes:

- Conference **brochure** (10,000+ distributed)
- Full page color ad in conference booklet
- Featured in all conference marketing
- Your own placard near your exhibit table at conference
- Special *spotlight* recognition during conference breaks.
- Your website link on our webpage
- Featured on all press releases, date of commitment to conference
- Featured in Alzheimer's Services newsletter (circulation 8,500+)
- Shout outs on Facebook and Twitter
- Free exhibit space
- Free admittance for 5

### GOLD SPONSOR

**\$2500**

#### Recognition Includes:

- Conference **brochure**
- 1/2 page ad in conference booklet
- Featured in most conference materials including posters
- Featured on scrolling presentation during conference breaks.
- Featured in most press releases, commitment date - conference date
- Alzheimer's newsletter (circulation 8,500+)
- Alzheimer's Services' Facebook and Twitter
- Free exhibit space
- Free admittance for 2

### SILVER SPONSOR

**\$1000**

#### Recognition Includes:

- Featured in conference marketing material
- 1/3 page ad in conference booklet
- Alzheimer's newsletter (circulation 8,500+)
- All press releases from January to conference date
- Social media (Facebook and Twitter)
- Free exhibit space
- Free admittance for 1

### BRONZE SPONSOR

**\$500**

#### Recognition Includes:

- Conference material as an sponsor.
- Listing in conference booklet
- Alzheimer's newsletter (circulation 8,500+)
- Social media (Facebook and Twitter)
- Free exhibit space

To become a sponsor of the 25<sup>th</sup> Education Conference on Alzheimer's Disease, please direct all inquiries **Kristi Mellion**, Program and Respite Administrator. Contact information is listed below. Deadline to submit this form is **March 1, 2018.**

#### Alzheimer's Services of the Capital Area

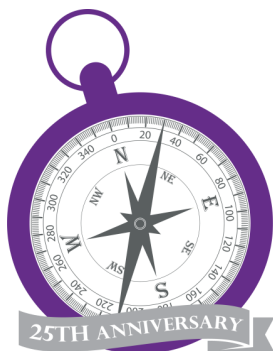
3772 North Blvd.,

Baton Rouge, LA 70806

**Tel:** (225) 334-7494 **Fax:** (225) 387-3664.

**coordinator@alzbr.org**

ALL FUNDS RAISED HERE, STAY HERE!



# THE ALZHEIMER'S COMPASS: DIRECTIONS FOR LIFESTYLES & LIVING 2018 EDUCATION CONFERENCE



## SPONSORSHIP OPPORTUNITIES

To become a sponsor of the 25<sup>th</sup> Education Conference on Alzheimer's Disease, submit this form along with payment to Alzheimer's Services of the Capital Area, 3772 North Blvd., Baton Rouge, LA, 70806 or fax form to (225) 387-3664.

For more information, contact Kristi Mellion, Program and Respite Administrator at (225) 334-7494 or email to [coordinator@alzbr.org](mailto:coordinator@alzbr.org).

**Deadline for Sponsorships is March 1, 2018**

*No refunds will be issued for sponsorship cancellations.*

Name of Agency \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_

Description of Organization/Company Services \_\_\_\_\_

As a **Presenting** or **Gold Sponsor**, you will receive free admittance for two, and as **Silver** you will receive free admittance for one. Will you attend the conference sessions? ☐ Yes ☐ No

If yes, name of individual (s) attending: \_\_\_\_\_  
\_\_\_\_\_

**Sponsorship Fees** (please circle sponsor level:

Presenting Sponsor \$5000    Gold Sponsor \$2500    Silver Sponsor \$1000    Bronze Sponsor \$500.00

**TOTAL ENCLOSED**    \$ \_\_\_\_\_

**Method of Payment:**

Charge the following: ☐ MasterCard    ☐ VISA    ☐ American Express    ☐ Discover

Check enclosed (made payable to Alzheimer's Services)

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

Expiration Date: \_\_\_\_\_ Security # (back of card): \_\_\_\_\_

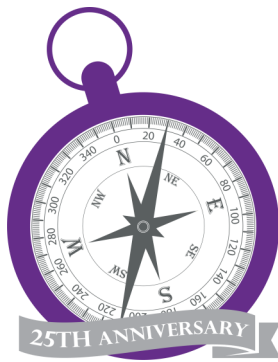
Name that Appears on Card: \_\_\_\_\_

Billing Address if different from above: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Name (Director or Manager giving approval)

\_\_\_\_\_  
Title

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## THE ALZHEIMER'S COMPASS: DIRECTIONS FOR LIFESTYLES & LIVING 2018 EDUCATION CONFERENCE



### Check Out What Sponsors and Exhibitors Are Saying About Our Education Conferences!

- “Conference was great!”...2017 Education Conference sponsor
- “Great conference! Excellent speaker! It was a welcome to hear the Speaker and watch the interaction of attendees”  
...2017 Education Conference sponsor
- “We enjoyed attending the conference. It gives us an opportunity to share with *caregivers* and others that work with Alzheimer’s patients”  
...2016 Education Conference sponsor
- “Conference is always a great idea and use of time for our services! Some can feel like it’s difficult to spend time with participants at events. But this allows ample opportunity to discuss services. Thanks for allowing us to be part of the conference”  
... 2016 Education Conference exhibitor
  - “Fantastic opportunity for us to get the word out”  
...2016 Education Conference sponsor
  - “Great Experience. I will be returning next year”  
...2015 Education Conference exhibitor
  - “Wonderful experience, both professionally and personally”  
...2015 Education Conference exhibitor
  - “Thanks for having us. Excellent experience”  
...2014 Education Conference exhibitor
  - “Wonderful! Thoroughly enjoyable!”  
...2013 Education Conference sponsor

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