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*Rob Gundermann and Baeb Family in a private meeting with Governor Walker.*

## Silver Alert bill signed into law

*By Rob Gundermann, Public Policy Director*

Almost a year and a half ago two women from Green Bay shared with me a heartbreaking story about their parents heading out in their car for what should have been a short trip and becoming lost for 36 hours. The 80-year-old driver, Claire Baeb, has dementia and while driving had never been a problem, on this particular trip something went wrong. "My brain just malfunctioned," Claire told me. Along the way people helped Claire and her 92-year-old husband Leo. For example, when they stopped for gas and couldn't figure out how to put gas in the car a stranger filled their tank for them. After pulling off the highway for a nap they couldn't navigate themselves back on to the highway. A passerby tried to give them directions. What these good Samaritans didn't know was that Claire and her husband were lost and their family was desperately trying to find them. Eventually a police officer in West Bend came across them and realized something was wrong. They were brought back to the police station and Leo was given a place to lie down. Unfortunately the ordeal was too much for Leo, a World War II veteran and machine gunner at the Battle of the Bulge; he passed away shortly after they were found.

Claire is a remarkable woman. Despite having Alzheimer's disease she has been an incredible advocate for change. When I met with her to talk about

*Continued on page 2*

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*Rob Gundermann and Paul Rusk with Claire Baeb and her daughters at the bill signing.*

what happened and what we could do to address the situation she said, "I just don't want this to happen to anyone else." We immediately began working to draft legislation and out of this tragedy Silver Alert was born. Some of the key aspects of the legislation we passed include: alerting all Wisconsin broadcasters, posting information on highway road signs and

notifying outdoor advertisers. Our goal is to get the word out far and wide when a person with dementia is lost. The more eyes looking for the missing person, the more likely they are to be found quickly.

After drafting the bill, our real work began. We then had to get the bill through both houses of the legislature in a very short period of time. The Baeb family became tireless advocates. Claire, with her two daughters by her side, made numerous trips to Madison to speak about her experience and testified with me at both the Assembly Committee on Aging and Long Term Care hearing and the Senate Committee on Judiciary and Labor hearing at the State Capitol. Initially I wasn't sure it would be good for Claire to testify at the hearings, I wasn't sure having to relive the experience would be in her best interest, but Claire made it clear to me that this was something she really wanted to do for her husband and for anyone else who finds themselves in a similar situation in the future.

On April 1st before the State Senate voted on the bill, the last vote we needed to pass the legislation, Claire and her daughter Diane met me in the Capitol Rotunda at 9:15 am. We visited with legislators before the Senate went into session and stayed until the vote, at about 6:00 pm. The Senate voted unanimously to pass the bill. A number of Senators acknowledged Claire's presence from the Senate floor and after the vote we were invited down to the Senate Chambers where we took photos of Claire with some of the key supporters of the bill. It was a great experience for everyone.

On April 11th Governor Scott Walker held a bill signing in Green Bay, creating Wisconsin Act 264, at the very hospital where Claire had worked as a nursing supervisor for 43 years. Before signing the bill the Governor met privately with me and the Baeb family for almost half an hour, listening to the family's story and hearing more about issues impacting Alzheimer's patients in Wisconsin and legislation we believe will be needed in the future to address these issues. One specific item we mentioned that would make Silver Alert better is to include Wisconsin Lottery outlets in the alert process. The Governor thought that was a great idea and said "it's done" so we are looking forward to inclusion

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## From the director

Dear Friends,

One of the pleasures of being the director of the Alzheimer's & Dementia Alliance of Wisconsin is the opportunity to discuss the many accomplishments of our agency. The ADAW excels when it comes to dementia and moving important programs and services forward.

Our feature front page story on the Baeb family and the passage of the Silver Alert bill shows the skills of our organization when working with the State Legislature. Today, nothing is harder than getting a bill passed. We were honored to play such a key role in passing this important legislation that will save lives in future years.

The Wisconsin State Journal honored our organization with a two-part front page series appearing on April 20 and 21 on the Dementia Support Team we do with the South Madison Coalition and on dementia research at UW-Madison. Next was an editorial urging the statewide adoption of the support team concept to save dollars and provide better care for persons with any form of dementia. We pride ourselves on our innovative programs, and we are delighted to see our work in print (see our website under the "In the News" section if you missed the articles and editorial). The paper also covered the growing number of Memory Cafés and the Middleton dementia friendly community project covered in more detail on pages 4 - 5 and 8 - 10.

Recently two of our program staff members met with a physician faculty member at UW-Madison that relocated from another major research institution. This faculty member said she was thrilled with the wide array of programs and services we offer persons with dementia, their family and friends. Student learners working on degrees in health professions (physicians, physician assistants, pharmacists) are attending our educational programs and observing our staff during care consultations. This is just one example of how the people we serve help educate future health care providers so we can all work together to enhance important system changes needed to make life better for everyone impacted by dementia. The UW has also revamped the "New Friends" educational program that will match UW students with persons with dementia identified by the ADAW as a way to help health care professionals become dementia capable.

We are adding two new Memory Cafés to the existing five Cafés: Folklore Village outside of Dodgeville in July and Warner Park Center with the North/Eastside Senior Coalition on Madison's Northside in August.

All of this is possible because of our partnership with you and the community. We need additional people interested in our cause to step up to help us raise the dollars needed for our programs and services by forming a team for one of our seven Alzheimer's Walks this fall. All Alzheimer's organizations are not the same, and in order for us to be your partner along the journey, we need resources to enhance quality of life – that is what we are all about.

Sincerely,

A handwritten signature in blue ink that reads "Paul Rusk". The signature is written in a cursive, slightly slanted style.

Paul Rusk, Executive Director

## HAVE YOU HEARD ABOUT OUR MANY SUPPORT GROUPS?

Join ADAW in a caring and understanding environment where you can ask questions and get straight answers from people who have been there. Learn creative and caring problem-solving techniques, get informed about helpful resources, and hear about advances in research and advocacy. Discover you are not alone in the way you feel! You may find that you can help others who are at a point where you've already been. Remember, laughter, taking care of yourself, and planning for the future are essential to well-being.

"The support I have been given by the Alzheimer's & Dementia Alliance of WI, and especially the Men's Support Group meetings, over the past four or five years have been very helpful and sincerely appreciated." –Howard S.

There are many support groups, at various times and locations.

To find one that works best for you or a loved one, visit [www.alzawisc.org](http://www.alzawisc.org) or call **608.232.3400** or **888.308.6251**.

# Upcoming Programs

All of the programs listed are offered often (*some monthly and some weekly*) across nine counties. All of the programs are free and require no registration, unless specified. Donations are welcome to ensure the continuation of these programs.

**MEMORY CAFÉS:** A Memory Café is a social gathering place where individuals with memory loss, mild cognitive impairment, early Alzheimer's or other dementias can come together. There are currently five different cafés (with one starting in July in Iowa County) that meet monthly to visit, share common interests, and enjoy refreshments. Each monthly café is unique and offers a program or activity that's fun and chosen by participants' interests. Family and friends are encouraged to come. If you require assistance to participate, please have someone accompany you.

**WE ALL FORGET:** Is it normal aging or should I be concerned?: We all forget names occasionally and misplace keys and wallets. In this program, your common questions will be answered. What's normal and what's not normal for our brains as we age? What should we do if we're concerned for ourselves or others?

**ALZHEIMER'S & DEMENTIA:** What is it? What can I do?: This hour-long program will tell you about the basics. What are the causes, warning signs and risk factors? What are practical things you can do whether you are concerned about yourself or a loved one or if you are interested in helping others impacted by dementia? Come to find out!

**MAINTAIN BRAIN HEALTH:** Take time to attend a session to learn brain health tips regarding nutrition, mental exercise, physical activity and more.

## JUNE

### ABC'S OF DEMENTIA

**Mondays, June 2 & 9**

6:00-8:00 p.m.

Beloit Public Library

605 Eclipse Blvd., Beloit

A two-part education series geared toward families of persons with Alzheimer's disease or a related dementia. Enhance your understanding of the disease, learn how it affects your loved one and how to effectively deal with it day-to-day.

**Session One:** Focuses on medical aspects of Alzheimer's disease and dementia. Presented by Carey Gleason Ph.D.

**Session Two:** Focuses on understanding and coping with the challenges caused by the disease. Presented by Pat Wilson and Deanna Truedson, from ADAW, and Julie Seeman from the Rock County Council on Aging. Free. Advanced registration preferred. Contact ADAW at 608.323.3400 to register.

## MAINTAIN BRAIN HEALTH

### Thursday, June 5

12:30-1:30 p.m.  
Verona Senior Center  
108 Paoli St., Verona

### Wednesday, June 11

10:30-11:30 a.m.  
Prairie Park Apartments  
6530 Schroeder Rd., Madison

### Saturday, June 21

10:00-11:30 a.m.  
Madison Pentecostal Assembly  
5109 E. Buckeye Rd., Madison

### Tuesday, June 24

10:30-11:30 a.m.  
Mt. Horeb Senior Center  
107 North Grove St., Mt. Horeb

## MEMORY CAFÉS

### Middleton: Friday, June 6

9:30-11:30 a.m.  
Captain Bill's Restaurant  
2701 Century Harbor Rd., Middleton

### Sauk City: Thursday, June 19

9:30-11:00 a.m.  
Sauk Prairie Community Center,  
Café Connections  
730 Monroe St., Sauk City

### Portage: Wednesday, June 25

1:00-3:00 p.m.  
Portage Public Library  
253 W. Edgewater St., Portage

### Richland Center: Thursday, June 26

9:30-11:30 a.m.  
Woodman Senior Center  
1050 N. Orange St., Richland Center

## UNDERSTANDING AND RESPONDING TO BEHAVIOR CHANGES

### Monday, June 16

5:30-7:00 p.m.  
Hawthorne Public Library  
2707 East Washington Ave., Madison

Guest presenter Kristen Felten, from the Wisconsin Department of Health Services, will discuss reasons why behavior changes occur and give problem-solving tips to help prevent and cope with them.

## WE ALL FORGET

### Monday, June 16

2:00-3:00 p.m.  
West Madison Senior Center  
602 Sawyer Terrace, Madison

### Friday, June 20

12:40-1:30 p.m.  
Lussier Community Education Center  
55 S. Gammon Rd., Madison

## LEGAL & FINANCIAL SEMINAR

Call 608.843.3402 to register

### Thursday, June 26

5:30-8:30 p.m.  
Village Hall  
319 2nd St., New Glarus

## YOUNG ONSET MEMORY CAFÉ (65 AND UNDER)

Please contact ADAW at 608.232.3400 prior to participating.

### Saturday, June 28

11:30 a.m.-1:30 p.m.  
Alzheimer's and Dementia Alliance of WI  
2nd Floor Conference Room  
517 N. Segoe Rd., Madison

## JULY

## MEMORY CAFÉS

### Dodgeville (NEW!): Wednesday, July 2

*This is the sixth Memory Café! If you are interested in more information, contact Deanna Truedson at 608.843.3402 or [Deanna.truedson@alzwisc.org](mailto:Deanna.truedson@alzwisc.org)*

### Dodgeville (NEW!): Wednesday, July 2

1:00-3:00 p.m.  
Folklore Village  
3210 County Rd. BB, Dodgeville

### Middleton: Friday, July 11

*Rescheduled due to July 4 Holiday*  
9:30-11:30 a.m.  
Captain Bill's Restaurant  
2701 Century Harbor Rd., Middleton

### Sauk City: Thursday, July 17

9:30-11:00 a.m.  
Sauk Prairie Community Center,  
Café Connections  
730 Monroe St., Sauk City

### Portage: Wednesday, July 23

1:00-3:00 p.m.  
Portage Public Library  
253 W. Edgewater St., Portage

### Richland Center: Thursday, July 24

9:30-11:30 a.m.  
Woodman Senior Center  
1050 N. Orange St., Richland Center

## TIME FOR US CAMP

### Sunday, July 13 – Friday, July 18

Lutherdale Adventure Camp  
N7891 US Hwy 12, Elkhorn  
Camp opportunity for teens 11-17 who have a family member or loved one with a neurological challenge such as Alzheimer's or similar memory/cognitive challenges. Fun camp activities throughout the day with time each day focusing on a healthy brain including an understanding of cognitive and memory challenges. Visit [www.alzwisc.org](http://www.alzwisc.org) to download the application form. Scholarships are available.

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# Alzheimer's Walks

Green County

**SATURDAY, SEPTEMBER 6**



Columbia County

**SUNDAY, SEPTEMBER 7**



Grant County

**SATURDAY, SEPTEMBER 13**



Sauk County

**SATURDAY, SEPTEMBER 20**

Richland County

**SUNDAY, SEPTEMBER 21**



Dane County

**SATURDAY, SEPTEMBER 27**

Iowa County

**SATURDAY, OCTOBER 4**

**Alzheimer's**  
Alzheimer's & Dementia Alliance **Walk** 

**Come to an Alzheimer's Walk Kick-off to learn more about the Alzheimer's Walk!**

## Topics Include:

- Day-of-Walk schedule
- Fundraising ideas
- How to sign-up
- Much more!

## Columbia County Walk Kick-off

**Thursday, June 19 | 5:00 p.m.**

Portage Public Library,  
Bidwell Room

253 W. Edgewater St., Portage

RSVP to [janet.wiegel@alzswisc.org](mailto:janet.wiegel@alzswisc.org)  
or 608.697.2838

## Richland County Walk Kick-off

**Friday, June 27 | 12:00 p.m.**

Golden Living Center-Riverdale  
1000 N. Wisconsin Ave., Muscoda

RSVP to [becky.debuhr@alzswisc.org](mailto:becky.debuhr@alzswisc.org)  
or 608.723.4288

## Sauk County Walk Kick-off

**Wednesday, June 18 | 8:30 a.m.**

Sauk County Health Care Center  
1050 Clark St., Reedsburg

RSVP to [janet.wiegel@alzswisc.org](mailto:janet.wiegel@alzswisc.org)  
or 608.697.2838

## Are you registered for the right walk?

Some of you may see advertisements or receive emails for Walk to End Alzheimer's in Madison or Janesville. Always look for the Alzheimer's & Dementia Alliance of Wisconsin logo or the Alzheimer's Walk logo to make sure you're supporting the local programs and services that have been helping south central Wisconsin for almost 30 years.

**Alzheimer's**  
Alzheimer's & Dementia Alliance **Walk**   
SERVING SOUTH CENTRAL WISCONSIN SINCE 1985



## Carol Olson "Moves On"

One of the strengths of the ADAW is the dementia knowledge gained over many years of work in a most complicated field. Carol Olson, Outreach Specialist for

Columbia and Sauk County, is a perfect example of this commitment. She has been with us for 11 years, first as the Alzheimer's Family Caregiver Support Program Coordinator beginning in 2003, and as Outreach Specialist since 2006 when the Columbia/Sauk office opened in 2006. She now retires to spend more time with her husband Kevin – as you might expect, it will be an extremely active retirement!

Carol's ability to analyze, organize and multi-task many details simultaneously has benefited scores of people impacted by any form of dementia all these years. She has done hundreds of in-depth care consultations for families needing expert advice on how to proceed. The first Memory Café in Wisconsin, in Sauk City, started under Carol's leadership, followed by another one in Portage in the beautiful new library. Carol closely follows all news reports on dementia which she has incorporated into ADAW educational events and discussions with everyone she talks with throughout very long days. She has gone above and beyond her role to make sure that people with dementia and their families have the best information possible, to guide them in their journey and to foster community relationships that help serve them well. Planning her retirement was no exception! Carol gave her notice months in advance and recommended Janet Wiegel from Portage to replace her. Janet and Carol have been "job sharing" since January to make the transition as smooth as possible.

**Thank you so much Carol for your thoughtfulness, dedication and hard work on behalf of so many grateful families.**

# Research Update

## WADRC NEEDS RESEARCH VOLUNTEERS WHOSE PARENTS DID NOT HAVE ALZHEIMER'S DISEASE

Many of our research participants enlist in our studies because they have a parent with Alzheimer's disease. But to really understand risk associated with parental history we need a comparison group. In other words, we need volunteers who do not have a parental history of the illness, in addition to the adult children of patients with Alzheimer's disease. Understandably, if you don't have a family history of Alzheimer's disease, it might not occur to you that you too can be part of the efforts to prevent Alzheimer's disease. Can you help us find and enlist middle aged adults whose father lived to the age of 70 and whose mother lived to age 75 without signs of dementia? We need your voice to spread this message about prevention research.

If you are interested in learning more about participating in our studies, please call the Wisconsin Alzheimer's Disease Research Center (WADRC) at **608.263.2582**.

## DEAN FOUNDATION CONDUCTING MEMORY-RELATED RESEARCH STUDIES

Dean Foundation, the non-profit affiliate of Dean Health System, is currently conducting two separate clinical research studies related to Alzheimer's disease. The goals of the studies are to help better understand the progression of Alzheimer's disease and to advance potential treatments of the disease. Both healthy seniors and people diagnosed with mild to moderate Alzheimer's are needed for the studies.

**Study #697, for Healthy Seniors** - The "Tomorrow study" is for healthy seniors 65-83 years of age. The study seeks to learn more about the genetic risk of developing mild cognitive impairment due to Alzheimer's disease and whether an investigational medication may prove effective in delaying the first symptoms of this condition.

**Study #688, for people with Mild to Moderate Alzheimer's** - This study is for adults 60 years of age and older who have been diagnosed with Alzheimer's and are showing symptoms of the disease. To qualify, participants must have a loved one or caregiver willing to participate.

For more information about either study, visit [dean.org](http://dean.org) or call JoAnn at **608.827.2333**.

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# Welcome to our New Staff!



**JANET WIEGEL, OUTREACH SPECIALIST:** Janet is thrilled to be working at the Alzheimer's & Dementia Alliance of Wisconsin as the outreach specialist for Columbia and Sauk counties. Her journey has been a long one in coming to this position. A graduate of UW-Stout, she taught for 10 years but left teaching to care for her parents, who were having health problems—congestive heart failure and Parkinson's Disease Dementia. She was a home caregiver for six years, and then a care partner for her father at a wonderful memory care facility for four years. She had a great resource in the Alzheimer's and Dementia Alliance of Wisconsin. After his death, she began volunteering at an assisted living facility, and eventually became the activity director there.

Janet connected with ADAW while caring for her father. She began attending walks, volunteering as a speaker, serving on the Columbia County Alzheimer's Walk committee, and served as an honorary chair and forget-me-not painting artist. "It is an honor to move into this position and now help others as they make their journey," said Janet.

I am amazed every day at the people in this organization. Their knowledge and compassion have given so many people the support they need, and I look forward to encouraging people in my communities."

In her spare time, Janet loves to kayak on the area lakes and rivers, read environmental books, cross-stitch and bead work, and camp at state parks.

**JULIE SHEAHAN, COMMUNICATIONS COORDINATOR:** Julie Sheahan joined ADAW in February. She has four years' experience in the not-for-profit sector and communications. Before joining the Alzheimer's & Dementia Alliance of Wisconsin, she worked for a local animal rescue as both an adoption and volunteer coordinator. In addition, Julie spent eight years as the office and marketing manager for a boutique real estate company. A graduate of the University of Wisconsin- Madison, Julie has a degree in Cultural Anthropology and Art History.

Her prior experience with non-profits revealed a passion to serve the community. She is eager to bring that excitement to ADAW and promote the wonderful programs it provides. "The transition has been fantastic. It was obvious from the start that each and every staff member cares deeply about the ADAW's mission and I am happy to be a part of the team," said Julie.

In her free time, Julie continues volunteer work with the animal rescue, assisting at the adoption clinics and fundraising events and is currently fostering a senior Maltese. With a small workshop in her basement, she enjoys creating custom art pieces or screen prints. When the weather is nice, she can be found tending to her flower and vegetable gardens or reading a book.

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## **WE ALL FORGET**

**Tuesday, July 15**  
6:30-7:30 p.m.  
River of Life UMC  
2345 Prairie Ave., Beloit

## **ABC'S OF ALZHEIMER'S AND DEMENTIA**

**Monday, July 21**  
5:30-7:00 p.m.  
Alicia Ashman Public Library  
733 N. High Point Rd., Madison  
Learn how dementia-related diseases affect the person diagnosed and important tools and supports available to family caregivers.

## **YOUNG ONSET MEMORY CAFÉ (65 AND UNDER)**

*Please contact ADAW at 608.232.3400 prior to participating.*

**Saturday, July 26**  
11:30 a.m.-1:30 p.m.  
Alzheimer's and Dementia Alliance of WI  
2nd Floor Conference Room  
517 N. Segoe Rd., Madison

## **AUGUST**

### **MEMORY CAFÉS**

**Middleton: Friday, August 1**  
9:30-11:30 a.m.  
Captain Bill's Restaurant  
2701 Century Harbor Rd., Middleton

**Dodgeville: Wednesday, August 6**  
1:00-3:00 p.m.  
Folklore Village  
3210 County Rd. BB, Dodgeville

**Sauk City: Thursday, August 21**  
9:30-11:00 a.m.  
Sauk Prairie Community Center,  
Café Connections  
730 Monroe St., Sauk City

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**Portage: Wednesday, August 27**

1:00-3:00 p.m.

Portage Public Library  
253 W. Edgewater St., Portage

**Richland Center: Thursday, August 28**

9:30-11:30 a.m.

Woodman Senior Center  
1050 N. Orange St., Richland Center

**NEW! Watch for more information about our Memory Café beginning in August at Warner Park in conjunction with the North/East Side Senior Coalition.**

**KEEPING ACTIVE WHEN LIVING WITH DEMENTIA**

**Monday, August 18**

5:30-7:00 p.m.

Hawthorne Public Library  
2707 East Washington Ave., Madison

Discover tips and resources to support continued involvement in home and community activities.

**YOUNG ONSET MEMORY CAFÉ (65 AND UNDER)**

Please contact ADAW at 608.232.3400 prior to participating.

**Saturday, August 23**

11:30 a.m.-1:30 p.m.

Alzheimer's and Dementia Alliance of WI  
2nd Floor Conference Room  
517 N. Segoe Rd., Madison

**SAVE THE DATE!**

**LEGAL & FINANCIAL SEMINAR**

Guest presenter: Sheila Stuart-Kelly  
Supper provided

**Wednesday, October 8**

5:30-8:00 p.m.

Benevento's Restaurant  
1621 Progressive Parkway, Platteville

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# Diversity update

By Charlie Daniel

## The Role of African American Churches in Alzheimer's



The church and its pastor play a big role in some African American communities. The pastor acts not only as a spiritual leader, but also as marriage counselor, psychologist, giving advice on issues like alcohol and drug dependence, domestic violence, mental health and other relating health issues.

It is often the pastor or church members who first notice changes related to dementia in members of the congregation. For example, the pastor knows when

Mrs. Annie Mae, lead singer in the choir, is no longer singing with that angelic voice of hers or has stopped coming to choir rehearsals. When Mr. Benjamin is no longer able to be on the deacon board, it is the pastor who talks with the members to make arrangements for him to participate in church service and makes him feel welcome.

For the last two years I have worked with churches in Madison and Beloit to address the issue of dementia and Alzheimer's disease in the African American community. In order to bring this silent epidemic out of the closet, I thought it important to enlist the help of pastors, by encouraging them to be screened in order to inform their members that it doesn't hurt!

What can the church and its members do to support and empower the person with Alzheimer's?

- Engage in short prayers or inspirational stories lasting no longer than five minutes.
- Use older translations of scriptures and encourage interaction; the person with dementia may no longer relate to the newer, international versions.
- Foster an atmosphere of joy, trust and comfort.
- Make connections through music. Traditional songs or older hymns might be better received than more modern spiritual music.
- Plan short, frequent home visits rather than lengthy ones.
- Encourage the person to take part in services and social events appropriate to his or her abilities, like singing in the choir or attending a congregation dinner.
- Most of all give the person and his or her caregiver the resources and support they need.

If you need additional information on how the church and its member can help with dementia and Alzheimer's, please call Charlie Daniel at **608.204.9789**

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# Dementia Friendly Community

Change is coming. Our state, our nation and many other countries around the world are beginning to recognize that we are faced with a great challenge in the upcoming years as more and more people are diagnosed with Alzheimer's and other forms of dementia. At the Alzheimer's & Dementia Alliance of Wisconsin (ADAW), we are rising to meet this challenge by working to create a Dementia Friendly Community in Middleton, Wisconsin.



This concept originated in Europe and has begun to spread into Wisconsin and Minnesota. Watertown, Wisconsin started a similar project in 2013, which we are using as a guide. Research indicates that by remaining active and engaged in life, we can slow the progression of dementia diseases. By supporting people and recognizing the challenges they face, we will increase the chances for people with dementia to remain active in the community. The conversations we are fostering will lead to a better understanding of the perspective and experience of an individual with dementia, which in turn will lead to broad changes in all aspects of community life.

ADAW worked with the City of Middleton to create a task force made up of businesses, city departments, police, churches, social service agencies and importantly, caregivers and people with dementia. This group meets monthly with the goal of identifying ways to make Middleton dementia friendly and ways to accomplish this. In April, a resolution was passed by the Middleton City Council to become a Dementia Friendly Community (DFC).

The DFC task force will be working to train businesses and staff on how best to recognize, support and serve a person who has dementia. The City of Middleton is using suggestions made by participants from the Middleton Memory Café, which meets at Captain Bills, to create a dementia friendly park. The Memory Café is an important part of a dementia friendly community, providing ongoing support to the person with dementia and their caregiver, which is a vital component as we move forward.

If you would like more information about the Dementia Friendly Community project in Middleton, contact Joy Schmidt at [joy.schmidt@alzswisc.org](mailto:joy.schmidt@alzswisc.org).

*Continued from page 2*



of that additional method of locating those who go missing.

Now we are working with the DOJ to hammer out the details before August 12th, the official date Silver Alert will begin to serve Wisconsin's dementia population. It doesn't give us a lot of time but we really wanted it up and running before the cold weather sets in.

Passing this bill was difficult, it took a lot of time and resources, but knowing Silver Alert will save lives gave us a great deal of motivation to make sure the bill passed this session. We don't ever want someone with dementia to pass away lost and alone, and Silver Alert will help prevent that from happening.

**Rob Gundermann,  
Public Policy Director**

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608-232-3408

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# Volunteer Spotlight



Peggy Ahlgren has been volunteering for the ADAW since January of 2013. She is an extremely active retiree who divides her time between adventurous world travels and working in our office. Peggy is very knowledgeable about native plant species and also volunteers with the Pope Nature Conservancy. She is an absolute joy to have in the office and regularly puts in 25 hours a month helping with facilitator mailings, storage room inventory, postcards and data management.

Peggy has been a welcome addition to the ADAW's super human volunteer team. Her attention to detail is outstanding. She works very well independently and with her team. There is always a huge glowing smile on her face when she walks in the door. Beware! It is contagious! We are so blessed to have her with us. Our staff appreciates her and all of our hard working volunteers so very much! Thank You!

# Living with humor, not shame

*Submitted by Guerdon and Jan Coombs*

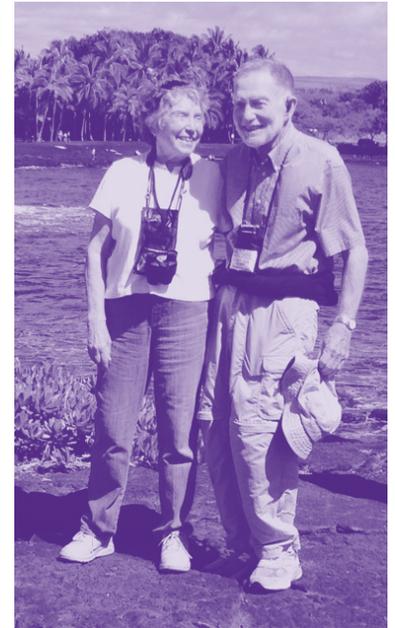
My husband, Guerdon Coombs, is a retired physician who knows that laughter can sometimes be the best medicine. And he showed its value when we joined seniors from various parts of the U.S. and Canada on a three-week trip last winter. What we learned on the journey may help others in the early stages of memory loss.

When the tour group held its first meeting, our guide invited us to share a little information about ourselves. Guerdon gave a brief account of his interests. But before passing the microphone to me, he said, "I want you all to know that I've been diagnosed with early Alzheimer's disease.

I'm telling you this because I don't want you to be hurt or angry if I forget your name, a conversation we've had, or some activity we've shared. Just jog my memory a little and humor me."

I looked around and saw a room filled with open mouths and astonished expressions. After we disbanded for the evening, several people told me how much they admired Guerdon for having the courage to reveal that he had Alzheimer's. Out in the lounge, I found Guerdon engrossed in a conversation with a man from our group. He was telling my husband that he had recently been diagnosed with mild cognitive impairment and was very depressed. He had divulged this information only to his wife, who was too embarrassed to talk about it.

During the next three weeks this man and his wife had many opportunities to observe Guerdon's interaction with other members of our group; how they accepted him and how he responded to occasional memory losses with humor rather than shame. We had a lot of fun with this couple and by the end of the tour had become good friends.



*Continued on next page*

Continued from page 11

Five weeks later I called the wife to give her some information she had requested. She was out and before she returned home, I had a long conversation with her husband. He told me he was so impressed by Guerdon's behavior that he had decided to tell everyone he knew about his own diagnosis. As opportunities arose, he'd given the news to family members, friends, former business associates, and even some casual acquaintances. He was so astonished by their acceptance and his ability to make jokes about his memory loss that his "depression lifted and flew away like a balloon."

When I talked to his wife, she told me that she had changed her mind about her husband revealing his diagnosis after seeing the tremendous improvement in his mood. And rather than being embarrassed by his condition, she was very proud of his attitude.

The old saying, "Laugh, and the world laughs with you; weep, and you weep alone" seems to make a lot of sense when it comes to early memory loss.

**NOTE:** *If you would like to share your own story about living with early memory loss or tips that have been helpful to you, please email Danielle Thai at [danielle.thai@alz.wisc.org](mailto:danielle.thai@alz.wisc.org) or mail her at ADAW, 517 North Segoe Road, Ste 301, Madison WI 53705.*

## Third party fundraising events

Are you looking for new ways to support your Alzheimer's Walk team or to raise funds for the Alzheimer's & Dementia Alliance during your free time? Consider hosting a third party event!

Third party events are fundraisers organized by individuals with proceeds donated to ADAW. These events can be as elaborate or as simple as your time and creativity allow. As we launch into the summer months and prepare for Alzheimer's Walk 2014, now is the perfect time to host an event. Here are some ideas to get you started:

**NEIGHBORHOOD RUMMAGE SALES:** Everyone has things they need to get rid of and one person's trash is another person's treasure! Pull your neighbors together and have them help you raise money. Borrow an Alzheimer's Walk sign from our office to promote your event.

**AUCTIONS:** Gather your gently used purses, scarves, jewelry and home accessories and host a silent auction.

**HOME PARTIES:** Do you sell Lia Sophia or Silpada jewelry? Pampered Chef or Taste of Home? Stampin' Up or Thirty-One? Designate a month to donate a percentage of your sales to ADAW.

**FUN AND GAMES:** Whether your game is Texas Hold 'Em or Bridge, play a friendly round with all the winnings going to ADAW or your walk team. Host a boxing tournament with the Nintendo Wii. Take "bets" on the winners.

**CHILI COOK-OFF OR PIE BAKE-OFF:** Challenge your neighbors, co-workers or faith-based community to a cook-off. Winner gets the bragging rights for the year and proceeds benefit your team.

**CANDY SALE:** Who doesn't need a little sugar from time to time? Rather than paying the vending machine, have money go to your fundraising! Remember: Candy can be purchased inexpensively in bulk.

**FOOD, FOOD AND MORE FOOD:** Hold a bake sale, sub sale, pizza sale, BBQ sale, ice cream social, and lemonade sale in front of your house, at your office or anywhere people pass by. Get the kids involved, this is a great fundraiser for the whole family.

With enough advanced notice, an ADAW staff member may be able to attend your event to talk about our programs and services. Think big and let us know what worked for you. Send us photos and we'll share them in a future newsletter or on our Facebook page.

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# Leaving IRAs to Charity

*The benefits of naming charities as the beneficiary of your individual retirement account (IRA) and other retirement plans.*

*By Paul Schmidt*

Individual Retirement Accounts (IRAs) and other retirement accounts are subject to a variety of taxes. When funds are withdrawn from a traditional IRA or other retirement plan, they are subject to income tax. Non-charitable beneficiaries, such as a spouse, child, or grandchild will be subject to federal income tax of up to 39.6%, depending on the beneficiary's tax bracket. The beneficiary will also have to pay state income taxes. IRAs (including Roth IRAs) and other retirement accounts are also subject to federal estate taxes at the owner's death, if the owner's taxable estate exceeds the applicable exclusion amount (currently \$5.34 million).

Until 2014, certain owners of IRAs and other retirement plans could transfer ownership of a portion of that IRA or retirement account to a charity without recognizing any income. While this option is no longer available beginning in 2014, there are still significant income and estate tax benefits to naming a charity such as the Alzheimer's and Dementia Alliance as the beneficiary of your IRA or other retirement accounts. These benefits include:

- Neither the owner's estate, nor the owner's family (who may be beneficiaries of the non-taxable portion of the owner's estate) will receive taxable income when the retirement benefits are paid to the charity;
- The charity will not have to pay federal or state income tax on distributions to it from the retirement account; and
- Any retirement benefits going directly to a qualified charity will qualify for a charitable deduction, and will not subject to federal estate tax (Wisconsin no longer has a state estate tax).

If you are considering leaving a portion of your financial estate to charity, and a portion to family members, consider naming a charity as the beneficiary of your retirement account, and leaving assets not subject to this level of taxes, such as regular investment accounts and life insurance proceeds, to your family. Doing so will maximize the value of assets passing to the charity and to your family at your death.

Finally, naming a charity as a beneficiary of your IRA or other retirement account is relatively easy and flexible. While you always want to coordinate your beneficiary designations with your overall estate plan, changing these designations in the future does not require that you change your estate plan; you can change these designations by completing and filing a new beneficiary designation form with the IRA or plan custodian.

If you would like additional information on making life-time or testamentary gifts to the Alzheimer's and Dementia Alliance, please call Kristin Larson at **608.232.3408**.

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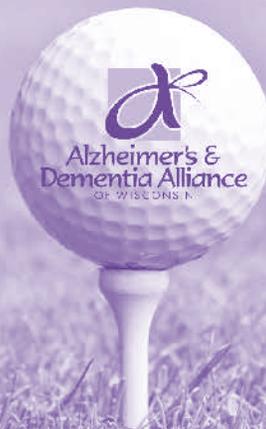
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**\$60 billion**

The yearly cost to US businesses due to lost productivity and absenteeism by primary caregivers, and insurance costs.

**1 in 8**

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