

The Judy Fund News

A newsletter published exclusively for our friends and supporters

Care and Cure with the Alzheimer's Association

alzheimer's association®

Dear friends and family,

Another year has passed and we are so happy to share with you our ever-growing accomplishments together in the fight against Alzheimer's disease. Having just returned from a summer trip to Europe, there are new worldwide facts around this disease. In July, the Alzheimer's Association hosted the Alzheimer's Association International Conference, the largest international summit of Alzheimer's researchers in the world. Leading researchers from all over the world convened in Paris to review the state of the disease, research and findings. More than 20 million people around the world suffer from Alzheimer's disease and countries with aging populations (China, Japan, United States) are at most risk.

Women stand on the frontline on all sides of this disease: we outnumber men as those with the disease, caregivers, advocates and leaders in the fight. I have been fortunate to meet and work with great women who are doing big things to change the outcome of this disease. Let me tell you about some of them.

This was the third year that **Maria Shriver** brought Alzheimer's centerstage during the Women's Conference in Long Beach, California. This year we staged *Maria's March on Alzheimer's*, a fundraising walk benefiting the Alzheimer's Association. A-list talent brought us national press coverage and 3,000 walkers raised more than \$299,000.

Maria went on to work with the Alzheimer's Association to publish *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, revealing the epidemic's effect on women living with the disease and as caregivers and advocates. The report reminds us that **nearly 10 million women either have Alzheimer's or are caring for someone with the disease**. The report shares personal stories penned by women who have witnessed great loss to this disease, including Maria Shriver, Barbra Streisand, former First Lady Laura Bush, President Ronald Reagan's daughter Patti Davis; along with Newt Gingrich and Vice President Joseph Biden.

Women are also leading the way in Alzheimer's research. In the last issue of our newsletter, we shared with you the work of **Dr. Mary Sano**, director of Alzheimer's research at Mt. Sinai in New York. Add to this distinguished list of Alzheimer's researchers **Dr. Mary Jo LaDu**, a scientist whom I spent time with during a recent Alzheimer's Association Zenith Society meeting in Chicago. In her column, Dr. LaDu discusses her latest research.

Senator Barbara Boxer (D-Calif.) confirmed that she is on the front lines with us during a session we had together last April just outside of the



From right: "A Night at Sardi's" founder Laurie Burrows Grad and her husband Peter once again chair the annual celebrity musical revue and awards dinner to benefit the Alzheimer's Association.



From left: Co-chairs George and Trish Vradenburg welcome the National Alzheimer's Gala attendees.

Congress floor in between her votes. We thanked her for her role in supporting NAPA (National Alzheimer's Project Act) and we also discussed pending Alzheimer's legislation, including the Alzheimer's Breakthrough Act and the Health Outcomes, Planning and Education (HOPE) for Alzheimer's Act. In the time since our meeting, we are pleased to report that Senator Boxer has signed on as a co-sponsor of the HOPE Act. You can read more about the legislative priorities of the Alzheimer's Association inside this newsletter.

Changing the way our government thinks about and funds Alzheimer's is the main task of **Trish Vradenburg**, who, along with her husband George chairs the National Alzheimer's Gala in Washington, D.C. I have worked alongside Trish for the past three years as a national co-chair of the annual National Alzheimer's Gala, bringing our country's most influential and respected political, business, philanthropic, entertainment, media and social leaders together to celebrate advances in the fight against Alzheimer's - and to rally around the growing movement to end the disease. To date, this event has raised nearly \$10 million for Alzheimer's care, support and research.

Laurie Burrows Grad is a stand-up-and-fight tour de force here in Los Angeles. She created and co-chairs (along with her husband Peter) the *Night at Sardi's* fundraising franchise, now in its 20th year at the Beverly Hilton, in memory of her father, the late Broadway legend Abe Burrows. This year's star-studded event honored Disney Chief Robert Iger and raised more than \$1.8 million for both local and national efforts.

We at The Judy Fund continue to be inspired by great women. We find our voice each year through the women all around us doing great things. My deep gratitude to all who lock arms in this fight, I know we will stare into each other's faces one day, united as women whose struggle through the dark has helped illuminate the way.

Thank you for your support of The Judy Fund and helping make this extraordinary work possible. I hope you'll continue to stay engaged and even consider new ways in which you can help our efforts!

Elizabeth

Elizabeth Gelfand Stearns
Chair
The Judy Fund

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Please visit The Judy Fund's website at alz.org/judyfund for more information about how you can help in the fight against Alzheimer's.

Elizabeth Gelfand Stearns and Senator Barbara Boxer.





From left: Meryl Comer and David Hyde Pierce address National Alzheimer's Gala attendees.

House Minority Leader Nancy Pelosi (D-Calif.) joins fellow National Alzheimer's Gala attendees in celebrating recent achievements on Capitol Hill.



Elizabeth Gelfand Stearns (center) with Hank Schlosberg and his wife Charlotte, applaud some of the recent achievements on Capitol Hill.



Policymakers and donors rally around the Alzheimer's movement at the 8th annual Alzheimer's Association National Gala

Emmy and Tony Award-winning actor David Hyde Pierce has been raising awareness about Alzheimer's disease for 15 years. And on April 6, as emcee of the Alzheimer's Association National Gala, he stood before more than 750 of the nation's most influential and respected political, business, philanthropic, entertainment, media and social leaders, more hopeful for progress than ever before.

The annual black-tie gala, which has raised nearly \$10 million since its inception, followed an exciting period of movement in Alzheimer's-related legislation on Capitol Hill. Just months prior, on Jan. 4, 2011, President Obama signed the National Alzheimer's Plan Act (NAPA) into law. The law will create a national strategic plan to address the rapidly escalating Alzheimer's crisis and will coordinate Alzheimer's disease efforts across the federal government. The passing of this landmark legislation was truly cause for celebration and proof that for every dollar raised and for every voice that speaks out, progress is being made to end this devastating disease.

Sen. Debbie Stabenow (D-Mich.) came straight to the event from the Senate floor, where she introduced the Health Outcomes, Planning and Education (HOPE) for Alzheimer's Act. If passed, the HOPE for Alzheimer's Act will provide Medicare coverage for services such as clinical diagnosis and care planning. With an earlier

diagnosis and access to care planning services, there will be better outcomes for individuals with Alzheimer's and their caregivers.

While some brought encouraging news from Capitol Hill, others brought words of encouragement. House Minority Leader Nancy Pelosi (D-Calif.) stopped by the VIP Chairman's Reception to show her support for the cause and to offer inspiration to those in attendance.

"You may be doing it because of personal experience. You may be doing it for the greater good. But for whatever reason, our country benefits ... And to the extent that you are coming together to invest in Alzheimer's research, but also to insist on a stronger role by the federal government, you are doing a great thing for our country," Speaker Pelosi said, as quoted on revamp.com.

Sen. Stabenow's HOPE for Alzheimer's Act co-sponsors Sen. Susan Collins (R-Maine) and Reps. Edward Markey (D-Mass.) and Michael Burgess, M.D. (R-Texas) were also in attendance. Joining them were Reps. Anna Eshoo (D-Calif.), Gerry Connolly (D-Va.), John Dingell (D-Mich.), Bill Huizenga (R-Mich.) and Sens. Johnny Isakson (R-Ga.), Robert Menendez (D-N.J.), Jeanne Shaheen (D-N.H.), Sheldon Whitehouse (D-R.I.), Kirsten Gillibrand (D-N.Y.), Amy Klobuchar (D-Minn.), Frank Lautenberg (D-N.J.), Patrick Leahy (D-Vt.), Patty Murray (D-Wash.), Ben Cardin (D-Md.) and Mark Warner (D-Va.).

In addition to celebrating achievements in public policy, a significant portion of the evening was dedicated to those who have made great strides in the fight against Alzheimer's.

The Sargent and Eunice Shriver Profiles in Dignity Award was presented to Rebecca Beland, Roberta Hollander, Olivia Morgan and Karen Skelton, the editorial team of *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, for their work to promote greater understanding of Alzheimer's disease and its effect on women as those with the disease, caregivers and advocates. Virginia Gov.



Alzheimer's Association President and CEO Harry Johns with HOPE for Alzheimer's Act co-sponsor Sen. Debbie Stabenow (D-Mich.).

Bob McDonnell was in attendance to present the Ronald and Nancy Reagan Research Award to the Alzheimer's Disease Neuroimaging Initiative (ADNI). The fight against Alzheimer's disease is personal for Gov. McDonnell, who recently lost his father to a long battle with Alzheimer's. He honored ADNI for its collaborative and innovative approaches to furthering Alzheimer's treatment, prevention and care. The award was accepted by principal investigator Michael W. Weiner, M.D., whose leadership has helped make ADNI the nation's largest public-private Alzheimer's disease research partnership.

The Civic Award, recognizing individuals who dedicate significant resources to the fight against Alzheimer's disease, was presented to Bruce Lamb, Ph.D., for his leadership as chair of the Alzheimer's Breakthrough RideSM. Dr. Lamb, associate staff scientist in the Department of Neurosciences at the Lerner Research Institute of the Cleveland Clinic, led 65 researchers in a cross-country bicycle ride starting in San Francisco and culminating in Washington, D.C., on Sept. 21, 2010-World Alzheimer's Day. Along the route, the Breakthrough Riders inspired more than 110,000 Americans to sign a petition urging lawmakers to make Alzheimer's disease a national priority. Their hard work paid off when NAPA passed in January.

The Chairman's Leadership Award was presented to Sen. Michael B. Enzi (R-Wyo.) and Sen. Tom Harkin (D-Iowa) for their leadership in efforts to pass NAPA, which were critical to the successful enactment of the bill.

In addition to serious discussion of the issues surrounding Alzheimer's, there were some light-hearted moments as well. One such moment included a cover of a Bob Dylan song by the Rockstars of Science, a band composed of dementia researchers who want to make science look cool to young people and possibly inspire new career paths.



Women and Alzheimer's

Zenith Fellow Award recipient Mary Jo LaDu, Ph.D., is paving the way for breakthroughs in the early detection and treatment of Alzheimer's disease.

Scientists' understanding of Alzheimer's disease has increased dramatically over the past three decades, but much is still unknown. There is not yet a test to detect late-onset Alzheimer's disease (the most common kind) in its earliest stages—before symptoms appear—and preventive treatments remain elusive. Researcher Mary Jo LaDu, Ph.D., is hoping her work will help change that.

As director of the LaDu Alzheimer's Disease Research Lab at the University of Illinois at Chicago, Dr. LaDu is using her three-year Zenith Fellow Award to study how the protein fragment beta amyloid (A β) and the gene apolipoprotein E (apoE) interact. Both are risk factors for Alzheimer's, but scientists have not yet determined why or how they put people at risk.

Dr. LaDu hypothesizes that it's not merely the presence of A β and apoE that leads to Alzheimer's, but rather the way the two interact. By studying mice that are genetically engineered to overproduce A β and different forms of apoE, Dr. LaDu can examine the effects of A β /apoE interactions. The results of her research could lead to a better understanding of the roots of Alzheimer's disease.

Dr. LaDu sat down with the Judy Fund to explain her research and what it might mean for people with Alzheimer's.

Q: Can you explain what Apolipoprotein E (apoE) is?

A: Everyone carries the gene apoE. The gene contains the instructions for making a protein that helps carry cholesterol and other types of fat in the bloodstream. apoE protein comes in several different forms. apoE2, apoE3 and apoE4 are the most common variants.

Q: Why is apoE important to our understanding of Alzheimer's?

A: We know that A β protein accumulates in structures called plaques in the brains of some people. Those A β -filled plaques disrupt neuron-to-neuron communication and can lead to neuronal death and Alzheimer's. We don't yet know how apoE works as a risk factor, but we do know that some forms of apoE can help prevent A β from turning into plaque, while others are less effective at clearing A β .

apoE2 is the rarest variant and offers significant protection from Alzheimer's, decreasing the risk for late-onset Alzheimer's two to three fold. apoE3 is the most common variant and doesn't seem to increase or decrease the risk for Alzheimer's. Finally, apoE4 is a significant risk for late-onset Alzheimer's, increasing the risk four to 10 fold.

Q: Why is the interaction between apoE and A β important?

A: I like to explain it using an analogy developed by my fellow Alzheimer's researcher and Zenith Fellow William Klein. Think of plaque as a bee hive and the A β as bees. The hive itself doesn't hurt you. What's going to hurt you are the bees. So the plaque alone isn't a problem; it's what's happening to the bees, or the A β , that's a problem. In people with Alzheimer's, it looks like apoE4 does not bind to the bees (the A β), leaving them to run rampant and cause damage. apoE2, on the other hand, binds tightly to the bees and neutralizes them so they aren't able to become destructive. In the case of bees, the damage is a possible sting. In the case of A β , the damage is the possibility that these free-floating pieces become toxic to the nerve cells in the brain. When this happens, the nerve cells don't function correctly, and things like memory become impaired.

Q: What are the implications of your research? How could studying the interactions of these proteins lead to better treatment or prevention?

A: It's all about biomarkers—factors in the plasma we can measure that show if you have the disease or are at high risk of developing the disease. By studying my mice that are protected from Alzheimer's by apoE2 and those that are put at risk by apoE4, we will be able to identify biomarkers that increase or decrease risk. My hope is that this will help us identify biomarkers that increase or decrease risk for the disease, and eventually help us develop preventive treatments.

Until we find a biomarker for Alzheimer's, we're in a catch 22. We can't test drugs to prevent the disease because we don't know which people are at high risk of developing the disease. These are the people you would want to give preventive treatments to in clinical trials to test the drug to see if it worked. We only have people with symptoms who have already been diagnosed and for whom prevention is no longer possible. Even if we find a drug that could prevent Alzheimer's, who are we going to give it to? We don't have a biomarker to tell us who is going to get the disease, and so we don't know who needs the drug and who doesn't.

Q: How has funding from the Alzheimer's Association impacted your research?

A: It's huge. It's the reason I can do what I do. I've been funded by the Alzheimer's Association since I was still wet behind the ears. I received a new investigator grant in 1998 and now I'm a Zenith Fellow. The Association has always been absolutely wonderful and supportive of me, and the entire research community.

DONOR PROFILE:

Jeff and Randi Gillman



As a partner in Gelfand, Rennert and Feldman, L.L.P., a financial firm servicing professionals in music, motion pictures, television, literature and other creative and performing arts, it's Jeff Gillman's job to help those who make life more enjoyable. But with his first exposure to Alzheimer's disease, he learned quickly that just as easily as a movie or a song can put a smile on your face, losing your cognitive abilities can take it away.

"There is no greater tragedy than seeing people suffer because they aren't aware of what's going on around them. As people's memories and sense of themselves slip away, so does their quality of life," Jeff said.

Jeff's introduction to Alzheimer's disease came through his relationship with his business partners, Marshall and Todd Gelfand. Working closely with Todd and growing to love the Gelfand family, he witnessed how Alzheimer's took the mind and eventually the life of the family's matriarch, Judy Gelfand (whom The Judy Fund honors). Jeff's eyes opened to the heartbreaking disease as he experienced its devastating effects through the Gelfands. Moved and saddened, Jeff shared these experiences with his wife Randi.

"One day Todd would tell me how his mother got mad at him for hiding her keys. The next he was talking about how she didn't even remember who he was," Jeff said. "Being close to the family, I saw the dynamics of how they dealt with the illness. The decisions that had to be made, the daily struggles and the stark reality of how Alzheimer's was slowly stealing the anchor of such a strong family."

The Gelfands are fortunate to have access to plentiful resources. But despite the quality doctors and health care services available to them, they still were unable to beat Alzheimer's. The Gelfands began to consider all of the other families enduring the same fight and it made them want to take action. Thus, The Judy Fund was created. And the Gelfands' passion was infectious.

"The Gelfands' drive and ambition is extremely motivating. It makes you want to be on board. If they ask us do more, we'll do more. If they ask us to attend an event, we'll be there in a heartbeat," Jeff said.

In addition to supporting The Judy Fund at the sponsor level, Jeff and Randi Gillman are annual participants in the Association's Walk to End Alzheimer's™. They have backed The Judy Fund since its inception and are dedicated to supporting the Alzheimer's Association mission. With hopeful eyes and hearts they share in the vision of a world without Alzheimer's disease.

The Judy Fund online: Stay in touch

The Judy Fund website allows you to stay up-to-date on Judy Fund news and events. Read a summary of research sponsored by The Judy Fund or watch videos of Gelfand family members talking about the fund and its namesake, Judith Gelfand. Learn about the latest advances in Alzheimer's research and updates on advocacy efforts. You can even donate online through the secure, encrypted website.

Now, thanks to The Judy Fund website, you're never more than a click away from the effort to create a world without Alzheimer's. Visit alz.org/judfund to learn more about The Judy Fund and how you can make a difference.



New diagnostic guidelines will lead to earlier diagnoses, more effective early treatment

Thanks to the efforts of the Alzheimer's Association, doctors have new tools to help diagnose Alzheimer's disease and more people can be diagnosed in the early stages, when treatment to manage symptoms can be more effective.

Earlier this year, the Association, in collaboration with the National Institute of Aging at the National Institutes of Health, published new guidelines for the diagnosis of Alzheimer's. Doctors use the guidelines to assess individuals and determine if they have the disease; however, the diagnostic guidelines had not been updated since first published back in 1984. Our understanding of the disease, its stages and progression has improved vastly since then, and the guidelines reflect the increased knowledge.

The new guidelines are a major triumph for the Alzheimer's Association, families affected by Alzheimer's disease and the millions of Americans who are expected to develop Alzheimer's in the coming years. They will lead to more people diagnosed with Alzheimer's in the early stages of the disease, and as a result, will allow these individuals, more time to seek possible treatment and make decisions about the future. The new guidelines also call for further study into warning signs of the disease, which experts hope will ultimately lead to better early treatments.

"The new criteria give us powerful tools to accelerate our knowledge in the fight against Alzheimer's disease," said William Thies, Ph.D., Alzheimer's Association chief medical and scientific officer.

What's different?

One of the main differences between the 1984 diagnostic criteria and the new guidelines is the identification of different stages of the disease. The original guidelines focused only on the later stages of the disease, but the new guidelines cover the full spectrum, including:

- An early preclinical stage with no symptoms
- A middle stage of mild cognitive impairment
- Final stage of Alzheimer's dementia

The guidelines also provide a broader picture of Alzheimer's symptoms. The 1984 criteria focused on memory loss as the main symptom of Alzheimer's disease. The new guidelines identify other changes in mental function that can be signs of mild cognitive



impairment and may even appear before memory loss. These include changes in a person's ability to carry out everyday activities, such as paying bills and preparing bills; trouble finding words; problems with language or visual and spatial skills; and difficulty paying attention.

Moving forward

The new guidelines also call for further research into the use of biomarkers for Alzheimer's disease. Biomarkers can help detect the earliest stages of a disease, or the risk for developing a disease down the road. For example, blood cholesterol levels are a biomarker of risk for heart disease and blood glucose levels are a biomarker of diabetes. Biomarkers that are being studied for Alzheimer's are physical changes in the brain and protein levels in blood and spinal fluid.

"The new criteria give us powerful tools to accelerate our knowledge in the fight against Alzheimer's disease."

William Thies, Ph.D.
Alzheimer's Association chief medical and scientific officer

By calling for further research into biomarkers and the standardization of biomarker tests, the guidelines move us closer to identifying people at increased risk for the disease so they can begin early interventions and treatment.

"If we can definitively determine the risk of developing Alzheimer's dementia in people who have biomarker evidence of brain changes but are not showing outward symptoms, we will open an important window of opportunity to intervene with disease-modifying therapies, once they are developed," Thies said.

For more information visit alz.org/research.

Association reports emphasize disease's impact on caregivers

Two Alzheimer's Association reports released this year – an annual statistical update and new report on baby boomers and Alzheimer's disease – detail the burden of Alzheimer's and dementia on individuals, caregivers, government and the nation's health care system.

The 2011 edition of the **Alzheimer's Disease Facts and Figures** report is a comprehensive compilation of national statistics and information on Alzheimer's and related dementias. Highlighting the urgency of action needed in the fight against the disease, *Facts and Figures* includes a special report on early detection and diagnosis.

"Alzheimer's disease doesn't just affect those with it - it invades families and the lives of everyone around them," said Harry Johns, Alzheimer's Association president and CEO. "It is stressful and heartbreaking to see someone you love trapped in a present where their past is fading and their future too frightening to contemplate. Nearly 15 million dedicated and committed family members and friends are living with this every day."

Due to the toll caregiving takes on their own health, Alzheimer's and dementia caregivers paid \$7.9 billion in additional health care costs in 2010. More than 60 percent of family caregivers also reported high levels of stress because of the prolonged duration of caregiving, while 33 percent report symptoms of depression.

Facts and Figures outlined the benefits early detection provides families, including access to valuable support services and resources and helping to reduce caregiver anxiety. Evidence suggests that early diagnosis of Alzheimer's and timely intervention is beneficial both for people with the disease and their caregivers, and allows affected people, relatives and their caregivers to plan for the future and to obtain medical care to manage symptoms.

With age being the greatest risk factor for Alzheimer's disease, **Generation Alzheimer's** called Alzheimer's the defining disease of the baby boomer generation—an estimated 10 million baby boomers will either die with or from Alzheimer's. The first baby boomers began turning 65 in 2011.

The report underscored the need for urgent attention to change the trajectory of Alzheimer's disease. Over the next 40 years, Alzheimer's will cost \$20 trillion, enough to pay off the national debt and still send a \$20,000 check to every man, woman and child in America.

Like Facts and Figures, *Generation Alzheimer's* explains the cascading effects the disease places on the caregivers and families, offering personal glimpses into the lives of families caring for a loved one with Alzheimer's disease. One heartbreaking story concerns a son who struggles to change the diapers of the mother who changed his as an infant.

"Most people survive an average of four to six years after a diagnosis of Alzheimer's disease, but many can live as long as 20 years," said Beth Kallmyer, Alzheimer's Association senior director of constituent relations. "As the disease progresses, the person with dementia requires more and more assistance with everyday tasks like bathing, dressing, eating and household activities. This long duration often places increasingly intensive demands on family members and friends who provide unpaid care, and it negatively affects their health, employment, income and financial security."

"Alzheimer's is a tragic epidemic that has no survivors. Not a single one," added Johns. "It is as much a thief as a killer. Alzheimer's will darken the long-awaited retirement years of the one out of eight baby boomers who will develop it. Those who will care for these loved ones will witness, day by day, the progressive and relentless realities of this fatal disease. But we can still change that if we act now."



For more information on *Facts and Figures* and *Generation Alzheimer's*, visit alz.org.



Melody Barnes, President Obama's domestic policy advisor and director of the Domestic Policy Council addresses attendees on the Obama Administration's commitment to the fight against Alzheimer's disease.



Zenith member Andy Cahn leads delegation for the Hudson Valley/Rockland/Westchester, NY Chapter on Capitol Hill.



Advocates gather for the Candlelight Tribute Rally to honor those affected by Alzheimer's disease.

Sending a powerful message to Capitol Hill



On May 15-17, more than 600 enthusiastic advocates from 45 states and the District of Columbia attended the Alzheimer's Association 2011 Advocacy Forum in Washington, D.C.

The gathering began with a rousing Roll Call of the States at the Omni Shoreham Hotel as attendees streamed into a packed ballroom, greeting old friends and welcoming new faces to the Association's premier advocacy event. Karen Kauffman, Advocacy Forum chair, and Robert Egge, Alzheimer's Association vice president of public policy, highlighted the previous year's accomplishments, including the addition of Alzheimer's disease in Healthy People 2020, a government report that provides science-based, 10-year national objectives for improving the health of all Americans; and the passage of the National Alzheimer's Project Act (NAPA), which will establish a strategic national plan to address the rapidly escalating Alzheimer's crisis.

That evening, not even the threat of rain and a looming thunderstorm could dampen the spirits of the advocates as they gathered for the Candlelight Tribute Rally. Advocates lit candles and remembered and honored those affected by Alzheimer's, sending a message that time is of the essence; that we cannot wait; that we must do all we can right now to change the course of Alzheimer's.

Advocate Keri Roaten, 22, from Corinth, Miss., shared her experiences caring for her grandmother, Eavie, who was diagnosed when Keri was just 16 years old. "Mama," as Roaten lovingly calls her grandmother, raised her since she was a baby.

"I am here to advocate for legislation, policies and programs that will help people living with the disease and their caregivers," Roaten said. "Without action, we will continue to stand still. I refuse to stand still, and I refuse to lose my voice."

The next morning, former Speaker of the House and Alzheimer's Study Group (ASG) Co-Chair Newt Gingrich addressed advocates to begin the Forum's second day. Throughout his hour-long remarks, Gingrich encouraged attendees to speak out and share their experiences with elected officials.

"The Constitution says, 'We the people,' not 'We the legislators,'" said Gingrich. "One of my goals here today is to assure you that you have every right and responsibility to go out and tell elected officials what is going on. You are the living embodiment of the Alzheimer's issue."

Gingrich emphasized several themes, including the ongoing need for bipartisan support of the fight against Alzheimer's—an issue he embraced when serving as co-chair of the non-partisan ASG with former Sen. Bob Kerrey (D-Neb.)

"Alzheimer's should be a totally bipartisan issue," said Gingrich. "Alzheimer's does not just affect Republicans or Democrats, liberals or conservatives. It affects Americans. Therefore, as Americans, we should be able to come together with no partisanship to address Alzheimer's."

Throughout the day, advocates attended sessions on grassroots advocacy and federal legislative priorities. In addition, they held state caucuses to discuss local objectives and plan for the following day's visits to legislators on Capitol Hill.

During a lunchtime program, Melody Barnes, President Obama's domestic policy advisor and director of the Domestic Policy Council, addressed attendees on the Obama administration's commitment to the fight against Alzheimer's disease. After recognizing the Alzheimer's Association as a key partner in the progression of Alzheimer's-related legislation, Barnes emphasized the president's visibility to the Alzheimer's crisis.

"President Obama takes the fight against Alzheimer's disease seriously," said Barnes. "Our administration has made it a priority. We are committed to working closely with you and others around the country to meet our shared goals."

In the afternoon, the Alzheimer's Association and representatives from Health and Human Services hosted the first in a series of nationwide public listening sessions on the implementation of NAPA, a law that will create a national plan to overcome the Alzheimer's crisis and ensure the coordination and evaluation of all national efforts in Alzheimer's research, clinical care, institutional, and home- and community-based programs and their outcomes.

Advocates were invited to share their thoughts on what should be included in a national plan to address Alzheimer's. The panel heard from attendees of all ages and backgrounds, including those living with the disease and those acting as caregivers. They addressed a wide variety of needs ranging from diagnosis to care to programs and services.

**"Without action, we will continue to stand still.
I refuse to stand still,
and I refuse to lose my voice."**

Keri Roaten, 22, Corinth, Miss

During the Forum's evening program, Alzheimer's Association President and CEO Harry Johns presented former Sen. Evan Bayh (D-Ind.) and Sen. Susan Collins (R-Maine) with the Alzheimer's Association Humanitarian Award, an annual honor bestowed upon a public official who has made a significant policy contribution to advancements in research and has enhanced care and support for people with Alzheimer's disease. Sens. Bayh and Collins received the honor for their successful efforts to introduce and enact NAPA.

"Both Senator Bayh and Senator Collins have been true stalwarts in the movement for Alzheimer's disease," said Johns. "Because of them, we were able to pass NAPA. This is the first time in 18 years that a stand-alone piece of Alzheimer's legislation has passed, and it is a great achievement."

On May 17, the final day of the Forum, advocates donned purple sashes to visit Capitol Hill. They met with elected officials and their staffs to ask for support of legislation to make Alzheimer's disease a national priority, not only for those living with the disease, but also for their caregivers. Advocates conducted more than 400 visits, driving the vision of a world without Alzheimer's disease closer to reality.

For more information or to learn about the Association's public policy priorities, go to alz.org/advocacy.

Alzheimer's Association International Conference

More than 5,600 of the world's leading dementia researchers attended the Alzheimer's Association International Conference (AAIC) 2011, July 16-21, Paris, France. The gathering unveiled the latest scientific progress in Alzheimer's research and furthered global collaboration to find methods of treatment, prevention, and ultimately, a cure.

President Sarkozy addresses attendees

His Excellency Nicolas Sarkozy, president of the French Republic, addressed AAIC attendees on July 20. In his remarks, Sarkozy described the French National Plan on Alzheimer's Disease, which pledges €1.6 billion to Alzheimer's-related programs over five years. Alzheimer's Association President and CEO Harry Johns introduced President Sarkozy and congratulated him on "a plan that is a model for the rest of the world."

"I am delighted that France is hosting the Alzheimer's Association International Conference for the first time ever," Sarkozy said. "And I am proud to welcome the world's leading researchers to Paris."

Sarkozy praised the scientists in the room for their dedication to advancing research through collaboration.

"I hardly need to tell you that it is impossible to achieve anything noteworthy alone," he said. "Your discussions at this conference show that international cooperation is flourishing."

World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI)

The record-breaking 5,600-plus attendees from 84 countries had numerous opportunities during AAIC to learn about international research studies that were recently completed or ongoing. One example was a three-country study among the member groups of WW-ADNI that compared, for the first time, results of brain amyloid imaging and the impact of genetics and ethnicity on those results across countries on three continents. Just as significant, researchers discovered that combining the three multinational data sets was feasible.

"We need to identify people in the earliest stages of Alzheimer's, even those without outward evidence of memory and thinking symptoms, for treatment and prevention trials," said Maria Carrillo, Ph.D., senior director of Medical and Scientific Relations at the Alzheimer's Association. "It is very important that the tests are accurate and effective, and that they are delivered and measured in the same way across the world so that measures are comparable."

Dominantly Inherited Alzheimer's Network (DIAN)

In 2008, the U.S. National Institute on Aging at the National Institutes of Health (NIH) funded the establishment of the DIAN study, which is conducted by an international network of 11 leading



His Excellency Nicolas Sarkozy, president of the French Republic, welcomes the world's leading Alzheimer's researchers to Paris.

research centers. The study investigates Alzheimer's caused by rare, dominantly inherited genetic mutations. Children of individuals who carry one of these genetic mutations have a 50-50 chance of inheriting the gene mutation, and those who do are destined to develop the disease. Mutation carriers can have symptoms of Alzheimer's as early as in their twenties, but symptoms typically begin in their thirties, forties, or fifties.

Because they will unquestionably develop Alzheimer's disease, mutation carriers represent an ideal study group to determine the sequence and rate of Alzheimer's brain changes that occur before detectable memory and thinking changes appear. At AAIC, scientists from the DIAN study reported data from the initial 150 enrollees.

"Based on what we see in our population, brain chemistry changes can be detected up to 20 years before the expected age of onset," said Randall Bateman, M.D., assistant professor of neurology at the Washington University School of Medicine, associate director of DIAN, and leader of DIAN's Clinical Core. Researchers found that mutation carriers developed symptoms at an age very close to that of their affected parent.

According to the researchers, the results demonstrate the feasibility and promise of performing Alzheimer's prevention studies in this special population.

Falls and preclinical Alzheimer's

Falls are more common among individuals with the earliest signs of Alzheimer's, according to a study presented at AAIC. The study measured the rate of falls among cognitively healthy older adults with and without preclinical Alzheimer's as determined by beta-amyloid brain imaging using PET-PiB and found twice the risk of falls for people with preclinical Alzheimer's.

In older adults, falls contribute to increased disability, premature nursing home placement and injury-related mortality. Older adults with Alzheimer's may be at higher risk for falls because of balance and gait disorders and problems with visual and spatial perception that are caused by the disease.

Researchers do not know what specific changes in the brain may be related to this increased risk. They encourage physicians to be alert to the relationship between Alzheimer's and falls and to consider cognitive testing when older patients experience falls.

Traumatic brain injury (TBI)

Older veterans who experienced TBI have a more than two-fold increase in the risk of developing dementia, according to research presented at AAIC.

"The data suggest that TBI in older veterans may predispose them toward development of symptomatic dementia, and they raise concern about the potential long-term consequences of TBI in younger veterans," said Kristine Yaffe, M.D., professor of psychiatry, neurology, and epidemiology at the University of California, San Francisco, and director of the Memory Disorders Program at the San Francisco VA Medical Center.

Researchers suggest that there are several potential mechanisms by which TBI could increase dementia risk. TBI is associated with swelling of axons, the long cell extensions that form connections among nerve cells in the brain. This swelling is accompanied by the accumulation of proteins, including beta-amyloid. According to the researchers, beta-amyloid plaques similar to those found in the brains of people with Alzheimer's are present in up to 30 percent of people with TBI who do not survive their injuries, regardless of age. These injuries may result in the death of axons and neurons, even after a single TBI. Loss of axons and neurons could result in earlier manifestation of Alzheimer's symptoms.

For more information about AAIC 2011, visit alz.org/aaic. AAIC 2012 will be held July 14-19 in Vancouver, British Columbia, Canada.

Alzheimer's Association donors convene for exclusive insider experience

More than 30 philanthropic leaders in the Alzheimer's movement came together for "Alzheimer's Disease: A Global Immersion," gaining unique access to the world's scientific leadership at the Alzheimer's Association International Conference (AAIC) 2011 in Paris July 15-21. This week-long event gave top Alzheimer's benefactors, supporters and guests access to behind-the-scenes science and private events surrounding the conference.

Attendees got an inside look at the latest in dementia research with full admission to AAIC plenary, featured research and oral sessions. Dr. William Thies, Alzheimer's Association chief medical and scientific officer, gave a daily briefing prior to the sessions, providing an overview and offering guidance on topic areas of particular interest. Those in attendance also had full access to sessions at the Alzheimer's Imaging Consortium and the "Alzheimer's Disease in Primary Care Settings" preconference.

In addition to sessions conducted by the world's leading dementia scientists, philanthropists enjoyed a number of private ancillary events, including the Alzheimer's Association "Women and Alzheimer's: A Global Perspective" panel. New data collected from women in France, Germany, Spain, Poland and the United States revealed how the female perspective on Alzheimer's differs from the male viewpoint. In all countries, women were more concerned than men about a loved one developing Alzheimer's or developing the disease themselves.

Moderated by NBC chief medical correspondent Dr. Nancy Snyderman, the "Women and Alzheimer's" panel featured scientific, medical and industry experts, including Angela Geiger, chief strategy officer, Alzheimer's Association; Lynda Hogg, Alzheimer's Disease International Board of Directors; Dr. Miia Kivipelto, Aging Research Center at the Karolinska Institute; and Pascale Witz, president and chief executive officer, GE Healthcare Medical Diagnostics.

Attendees also had the honor of attending a private reception at the Hôtel de Marigny, a presidential residence adjacent to the Élysée Palace used to entertain visiting heads of state. During the evening, representatives of the French government recognized the work of the Association and welcomed AAIC to France for the first time. The reception was a precursor to the address that French President Nicolas Sarkozy made to AAIC attendees on July 20.



From left: Maria Carrillo, Warachal Faison, Pascale Witz and Rachel Schindler at "Women and Alzheimer's: A Global Perspective."

"This experience was an innovative way to bring leaders in the Alzheimer's movement together," said John Osher, chair, Alzheimer's Association Zenith Society and member, Alzheimer's Association National Board of Directors. "I gained insight into areas of the disease that I had not yet explored and had the extreme privilege of participating in AAIC. And it was an amazingly fun trip."

A similar experience for leaders in the Alzheimer's movement is planned for AAIC 2012 in Vancouver British Columbia, Canada, July 14-19.



Elizabeth Gelfand Stearns, Laurence Rosenthal, Marlene Schell and Judy Gelfand

Remembering Judy

By Laurence Rosenthal

Some people are like magic. They have the power to make anxiety disappear and bring happiness, joy, laughter and love to every conceivable situation. Judy Gelfand conjured that kind of magic.

My enchantment with Judy began at birth. Literally. Judy, my mother's closest friend, and Marshall were the first to visit the hospital when I was born. Though my memory cannot date back to that occasion, it calls to mind the gush of warmth that was Judy's predominant characteristic. I can still hear the cascade of her laughter, see the smile that consumed her face and once again feel the delight that came from just being near her.

Judy's enthusiasm was irresistible. Every morning she used to take a deep breath and say "Another day in paradise," and she meant it. She created it. And she welcomed others to it. Judy was truly singular in that regard and my heart soars with the memories we shared. It's incredibly poignant and perversely ironic that the magic of memory was robbed from Judy—the very person who created so many wonderful memories for others.

In her final months, Judy's magic was still quite evident. Not even Alzheimer's could take that from her. I vividly recall the pale pink and gray hospital corridor she and I walked along while Marshall and Elizabeth conferred with doctors; how we sang show tunes with our hands clinging together. At that point Judy no longer remembered my name or my relationship to her, yet she was still able to convey how deeply love can penetrate your heart. Judy continues to live in my heart. She also left me a reminder in my forever friend Elizabeth, whom I believe was born to be the sister I never had (though I'm willing to share her with Todd and Dean). And when I look at

Elizabeth and her brothers, I can sense their mother's magic – the humor, grace and genuine kindness that she imparted in them. I also feel it when I celebrate Judy's grandchildren, who represent generations of love.

Judy brought so much to my life, but not to mine alone. Everyone who knew her, met her or saw her dance at a Neil Diamond or Tina Turner concert was touched by her effervescent spirit. That's why so many of us gathered last autumn for the Alzheimer's Association Memory Walk® and strode among the throngs of others whose lives were indelibly tainted by Alzheimer's disease.

"I can still hear the cascade of laughter ... feel the delight that came from just being near her."

Alzheimer's is a cruel, relentless and arbitrary victimizer. It knows no socio-economic bracket, nor the devastation it reaps on the world at large. It stole Judy's memory, along with wonderful memories yet to be made. It needs to be stopped. No doubt, it will take unrelenting action, engagement and a generous amount of time and resources to eradicate this disease. Twelve-year-olds Ella Stearns and Sophie Gelfand joined the fight. Let's show them a future filled with magic—let's make Alzheimer's disappear. Let's do it for Judy and for all of those like Judy who have filled our lives with loving memories.

Laurence Rosenthal is a renaissance man, occasional wit and writer who resides in Los Angeles.

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Care and Cure with the Alzheimer's Association

september '11

World Alzheimer's Month

21 Alzheimer's Action Day

october '11

9 Los Angeles Walk to End Alzheimer's™

16 Long Beach Walk to End Alzheimer's™

24 Zenith Society Welcome Reception
New York, NY

25 Zenith Society Meeting
Waldorf-Astoria
New York, NY

25 New York City Rita Hayworth Gala
Waldorf-Astoria
New York, NY

march '12

5 Coachella Valley Walk to End Alzheimer's™
Palm Desert, CA

april '12

23-25 Advocacy Forum
Washington, D.C.

may '12

12 Chicago Rita Hayworth Gala
The Hilton Chicago
Chicago, IL

july '12,

14-19 AAIC
Vancouver, BC, Canada

For more information about any of the above events, visit alz.org.



The Judy Fund team - LA Memory Walk

On Nov. 7, 2010, The Judy Fund participated in the 18th annual Alzheimer's Association Walk® in Los Angeles, Calif., raising awareness and funds for Alzheimer's care, support and research.

The Judy Fund team, composed of 60 friends, family, and Gelfand, Rennert and Feldman employees, raised nearly \$20,000 for the cause. They joined more than 3,700 individuals from community groups, businesses, schools, assisted living facilities and professional groups in Century City Park to walk in the event hosted by the Alzheimer's Association California Southland Chapter. In total, the Walk raised more than \$700,000 to help end Alzheimer's, the nation's sixth-leading cause of death.

The 2011 season marks a new era for the Alzheimer's Association signature event. Since 1989, the event has been known as the Alzheimer's Association Memory Walk®. However, in order to build greater public awareness and increase participation, the event has evolved into the Alzheimer's Association Walk to End Alzheimer's™. The inspiring name, fresh visual identity and enhanced event experience are designed to bring new champions to the fight.

The Alzheimer's Association is deeply grateful to the families, friends, business colleagues and corporations who have so generously supported the founding and growth of **The Judy Fund**. Marshall M. Gelfand and his family established **The Judy Fund** in 2003 in loving memory of his wife, Judy Gelfand. Since its inception, this family fund has raised more than \$4.3 million in support of the Alzheimer's Association to help prevent this disease from striking future generations. Your support has enabled **The Judy Fund** to finance public policy efforts and vital research grants, including the Association's funding for Pioneer and Zenith Fellow Awards. Thank you for joining the Gelfand family in helping to advance the mission of the Alzheimer's Association.

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