



# Alzheimer's GREATER LOS ANGELES

Fall 2017  
Update

## Walk4ALZ® Makes Strides for Local Families and Research



Walk4ALZ® in Century City is the only Fall Alzheimer's walk with 100% of donations staying local; 20% to local research.

There will be entertainment, fun and games for the kids, and much more. Help raise awareness of Alzheimer's and play a vital role in improving the lives of people living with the disease and their families/caregivers.

Join us Sunday, October 29  
Century Park, Century City

**REGISTER TODAY**  
[alzgla.org/walk4ALZ](http://alzgla.org/walk4ALZ)

Meet Our New CEO • Introducing Memories & Melodies  
Visionary Women's Luncheon 11/9 • Our Survey Results • And more...

We're Here... 4 Our Community!

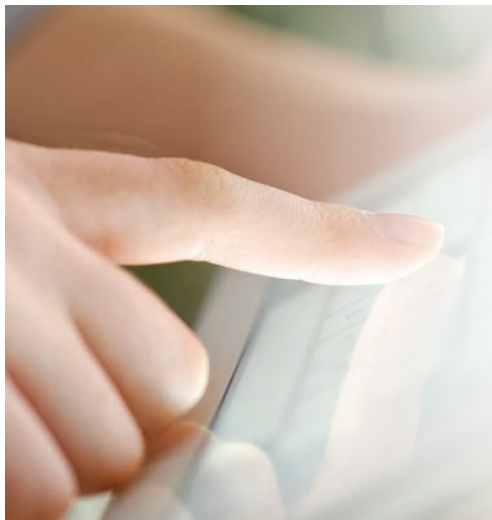


- Savy Caregiver, Savy Express, & Cuidando con Respeto Workshops
- Weekly Caregiving Twitter Chats #askalzla
- Early Stage Programs (Memory Club, Grad Club, Alumni Club)
- Resources/Education Info & Materials
- Caregiver Support Groups, including:
  - Telephone Support Groups
  - Men's Support Group
  - Adult Children Support Groups

844.HELP.ALZ or alzgla.org  
Let us help you! Alzheimer's Greater Los Angeles offers support for those caring for a loved one...



# Thanks to All Who Responded to Our Survey



*“The needs of family caregivers are huge. Keeping funds at the local level is a wonderful way to support the demands in our large metropolitan area.”*

*“The resources are invaluable for helping families understand the illness, manage it at home, and get support for caregivers.”*

*“The Early Stage Services are an enormous benefit for newly diagnosed individuals and their care partners to help navigate the elder care journey.”*

*“(ALZGLA) offers valuable resources and support to those who might find themselves in an otherwise very lonely position.”*

*“I will never forget the support we received. Thanks from the bottom of my heart.”*



Again, to all of you that participated we say “thank you!” Alzheimer’s Greater Los Angeles is committed to providing the best possible support and resources for those battling this disease, as well as their loved ones, and their caregivers.

And if you didn’t complete the survey but have questions about Alzheimer’s Greater Los Angeles, need help, or have something to share, do not hesitate to contact us today.

***We’re here for you!***

**R**ecently, we conducted an email survey among our supporters, and we want to express our deepest thanks to those who responded.

Your input and replies gives us a window into how ALZGLA is serving the community, the needs that remain to be filled, and insight as to how we can press ahead with our mission.

## women4ALZ® ... Get Involved

**JOIN US! November 9 at the Riviera Country Club for 2nd Annual Luncheon**

**W**omen in their 60’s are twice as likely to develop Alzheimer’s than breast cancer. By age 65, a woman’s estimated risk of developing Alzheimer’s is 1 in 6! wWomen are also 60% more likely to be a primary caregiver for a loved one battling Alzheimer’s disease.

ALZGLA created the innovative women4ALZ® initiative to help the thousands of women who are at the epicenter of the Alzheimer’s epidemic in Greater Los Angeles. Join us as we honor three courageous women who are “breaking boundaries” in the areas of advocacy, care, and research at the 2nd Annual Visionary Women’s Awards Luncheon.



Sharon Melancon, 2016 Caring Hearts Award co-recipient

Susan Carr, 2016 Caring Hearts Award co-recipient

**Join us November 9 at the Visionary Women’s Luncheon being held at the Riviera Country Club.**  
**Visit [alzgla.org](http://alzgla.org) to RSVP.**

# Join us in Welcoming a New President and CEO

We are excited to announce that Heather Cooper Ortner is our new President and CEO.

Heather comes to us after serving as CEO of the Dr. Susan Love Research Foundation. She will oversee ALZGLA's organizational and administrative duties, and provide direct oversight of all programs and strategic planning.

"Heather brings a wealth of experience in the healthcare arena to Alzheimer's Greater Los Angeles," said Mark S. Liberman, co-chair of ALZGLA's board of directors. "Her proactive approach and passion for her work, coupled with an entrepreneurial spirit, make her an asset, particularly as awareness continues to grow for the comprehensive programs and support ALZGLA provides for the entire community."

Prior to the Dr. Susan Love Research Foundation, she spent seven years with the International Myeloma Foundation, first as Vice President, Development, then as Executive Vice President, Development.

"I'm honored to be joining Alzheimer's Greater Los Angeles," said Heather. "By providing a multitude of free programs and ongoing assistance, ALZGLA is clearly bringing much-needed support to



Heather Cooper Ortner

those with Alzheimer's, as well as their family and caregivers here in Greater Los Angeles and the Inland Empire. I am grateful to the board of directors for the opportunity to lead this exceptional organization of dedicated and talented professionals, and I look forward to helping raise the profile and increase funding and efficiency so ALZGLA can serve even more people living with Alzheimer's and dementia."

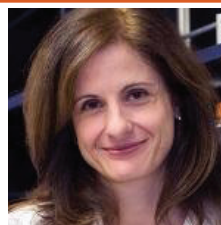
**"Heather brings a wealth of experience in the healthcare arena to Alzheimer's Greater Los Angeles."**

## ALZGLA Funds Local Research

This year, thanks to our generous research donors and walk4ALZ participants, ALZGLA is providing \$100,000 toward the work of UCLA researchers Paul Seidler, PhD, and Inma Cobos, MD, both of whom are working on ways to slow, treat, and ultimately cure Alzheimer's. The ALZGLA funds will be divided equally between the two researchers, who were selected by the BrightFocus Alzheimer's Disease Research Scientific Review Committee. This investment reinforces BrightFocus' interest in supporting bold, innovative science, along with ALZGLA's commitment to researchers in the early stages of their careers.

"BrightFocus is pleased to partner with ALZGLA to support world-class science in the Greater Los Angeles area," said the foundation's President and CEO

Stacy Pagos Haller. "The prevalence of Alzheimer's continues to grow. It is imperative that we identify and invest in the most promising science we can to defeat this disease."



Dr. Cobos

Dr. Seidler

### OUR MISSION

...improving the lives of local families affected by Alzheimer's/Dementia by increasing awareness, delivering effective programs/services, providing compassionate support, and advocating for quality care and a cure.

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 Anne S. Martinez  
 Susan Reynolds  
 Karl Schulze  
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**Heather Cooper Ortner**  
 President/CEO

**New CEO!**

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## Greater Los Angeles HQ

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323.938.3379

## East Los Angeles Service Center

133 North Sunol Dr, Ste 237  
Los Angeles, CA 90063  
323.881.0574

## San Fernando Valley Service Center

21515 Vanowen St, Ste 120  
Canoga Park, CA 91303  
818.830.8590

## Inland Empire Service Center

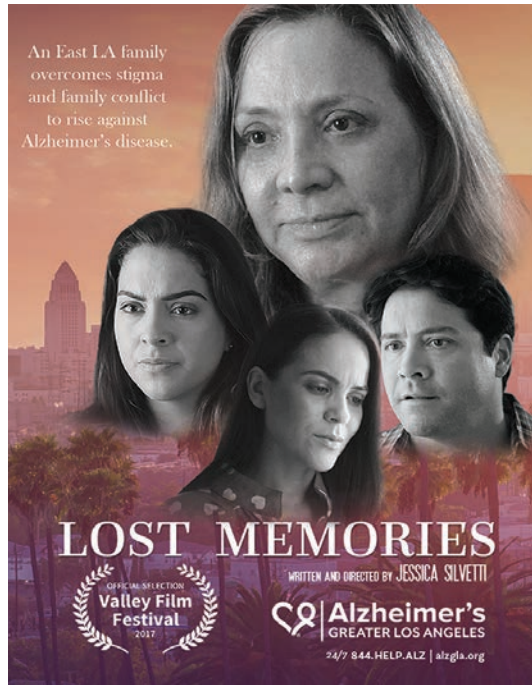
2002 Iowa Ave, Ste 107  
Riverside, CA 92507  
951.241.7878

**844.HELP.ALZ** | [alzgla.org](http://alzgla.org)  
24/7 Helpline

Stay connected:



## In honor of Latino Heritage Month, the 4-episode web series is available at [alzgla.org](http://alzgla.org) and on YouTube.



Alzheimer's Greater Los Angeles is a leader in developing culturally and linguistically appropriate programs and services, including those for Latinos. Research shows Latinos with dementia are low users of formal health services and less likely than non-Latinos to see a physician. Given the significance of *familia* in the Latino community, families (particularly daughters) provide a disproportionate share of Alzheimer's care.

In order to reach these women (and their families) ALZGLA has taken a creative approach... we produced a bilingual, educational telenovela. *Lost Memories* tells a story familiar to many Greater Los Angeles families. It also disseminates complex medical and health information to caregivers with the goal of raising awareness of Alzheimer's, fighting stigma, and encouraging Latino families to seek help sooner.

## The Power of Music



We've all experienced the power of music. Hearing the first few notes of a favorite song sparks memories and gets your foot tapping along. Thanks to a grant from the McComb Foundation, ALZGLA recently partnered with members of the Los Angeles Opera to bring music to several adult day care centers in the community. Science shows that musical memories are often preserved in someone with

Alzheimer's. Neurologist Dr. Oliver Sacks says that, "Music evokes emotion, and emotion can bring with it memory... it brings back the feeling of life when nothing else can."

Music can stimulate positive interactions for individuals with Alzheimer's even as the disease progresses and expressing themselves through words becomes difficult.



"Music evokes emotion ... it brings back the feeling of life when nothing else can."