



## BOARD OF DIRECTORS

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Barbara W. Auten  
EXECUTIVE DIRECTOR

Dear Community Member,

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

One of our most successful programs is the Annual Education Conference on Alzheimer's. The next conference will be held on *Wednesday, April 19, 2023 from 8:00 am to 4:30 pm at the Crowne Plaza Executive Center* located at 4728 Constitution Avenue in Baton Rouge. We will host Teepa Snow, an international expert on Alzheimer's and caregiving, to share her knowledge, unique expertise and experience. We have been hosting this conference for 28 years, and we are very excited to welcome attendees for Teepa's Journey of Dementia presentations.

The standard attendance for the conference ranges from 300-350 family caregivers and healthcare professionals (registered nurses, social workers, speech and occupational therapists, counselors, physical therapists, nursing facility administrators, and audiologists). However, the conference is open to all who are eager to better understand and provide care for individuals with Alzheimer's and other memory impairments.

We invite you to participate in the conference as an attendee, a sponsor and/or an exhibitor. We seek to provide a wide array of community services to those caregivers and professionals attending. We ask you to join us in this effort through our Sponsor Program and Exhibitor Show. The attached packet contains event details for Sponsors and Exhibitors. You may also visit our website at [www.alzbr.org](http://www.alzbr.org) for information about the conference, our other educational programs, support services, and our award winning activity and respite programs at Charlie's Place in Baton Rouge and Gonzales

Please contact me with any questions and for more information. We look forward to hearing from you soon and working with you to support those affected and their families.

Sincerely,

*Ann Roeling*

Ann Roeling  
Volunteer and Event Coordinator  
[Programs2@alzbr.org](mailto:Programs2@alzbr.org)  
Phone: 225-334-7494  
Fax: 225-387-3664

3772 NORTH BOULEVARD  
BATON ROUGE, LA 70806

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TOLL 1.800.548.1211

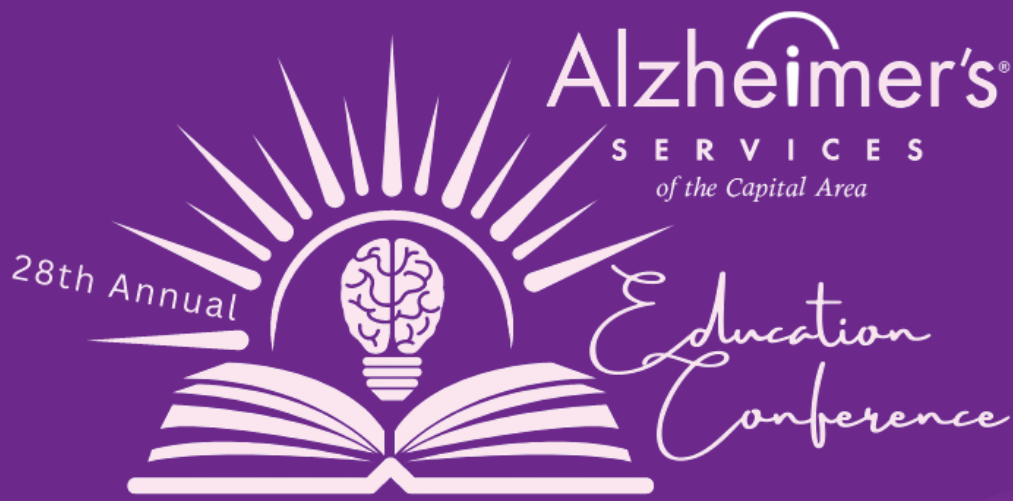
FAX 225.387.3664

EMAIL [information@alzbr.org](mailto:information@alzbr.org)

WEBSITE [www.alzbr.org](http://www.alzbr.org)

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





## TEEPA SNOW

**APRIL 19, 2023**

**8:00 AM – 4:30 PM**

**CROWNE PLAZA**

**4728 Constitution Ave., BR, 70808**



Founder of  
Positive Approach to Care

### ABOUT POSITIVE APPROACH TO CARE

- care strategies and techniques look at what is known about brain function and changes that happen with various conditions and integrates that information with therapeutic approaches
- fosters positive outcomes
- encourages alteration of in task expectations
- creates supportive environments
- teaches about the value of connection when primary verbal communication and interaction abilities are altered

**REGISTER/MORE INFO**  
**ALZBR.ORG 225-334-7494**

### CORPORATE PARTNERS



### GOLD SPONSORS

**YOUR LOGO  
COULD BE HERE!**



## TEEPA SNOW

Founder of Positive Approach to Care



APRIL 19, 2023

8:00 AM - 4:30 PM

CROWNE PLAZA EXECUTIVE CENTER

## ABOUT TEEPA

Teepa Snow is one of the world's leading advocates and educators for anyone living with dementia or other forms of brain change.

Teepa is an Occupational Therapist with over forty years of rich and varied clinical and academic experience. Her philosophy is reflective of her education, work experience, medical research, and first-hand caregiving experiences. Her advocacy efforts led her to the development of the GEMS® State Model for understanding the progression of dementia and changes in abilities. She also created the Positive Approach to Care® training strategies, which are effective techniques for anyone seeking to optimize care and support for those living with brain change. As the Education Director of Eastern North Carolina's Alzheimer's Association, she also helped to create the nation's award-winning DVD entitled *Accepting the Challenge: Providing the Best Care for People with Dementia*. Her user-friendly approaches provide guidance and leadership to national efforts to promote best practices in care.

Teepa's company, Positive Approach to Care (PAC), was founded in 2006 and is now collaborating to improve dementia care in over thirty countries worldwide. PAC provides online and in-person services, training, and products to professionals, family members, the lay public, and people living with brain change. Please visit [www.teepasnow.com](http://www.teepasnow.com) for educational video clips, DVDs, books, information on individual certifications, online support groups, virtual and onsite trainings, or to subscribe to a free monthly newsletter.

Teepa presents with extraordinary expertise and humor to audiences large and small throughout the world. Please join in her mission to improve the culture of dementia care, one mind at a time.

## AGENDA

7:30 AM – 8:15 AM	Registration/Breakfast/Exhibits
8:15 AM - 8:30 AM	INTRODUCTION
8:30 AM–10:00 AM	<i>Understanding the Different Dementias</i>
10:00 AM – 10:15 AM	BREAK
10:15 AM–11:45 AM	<i>Sorting out the Three Ds: Delirium, Depression and Dementia</i>
11:45 AM–12:30 PM	LUNCH
12:30 PM – 12:45 PM	INTRODUCTION
12:45 PM – 2:15 PM	<i>Learning the Difference between Confrontation and Supportive Communication</i>
2:15 PM – 2:30 PM	BREAK
2:30 PM – 4:00 PM	<i>Creative and Practical Tips for Getting Through the Day</i>
4:00 PM – 4:30 PM	CONCLUSION and EVALUATION



APRIL 19, 2023  
8:00 AM - 4:30 PM  
CROWNE PLAZA EXECUTIVE CENTER

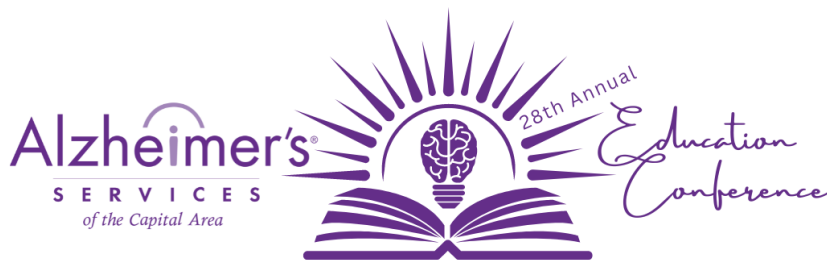
## SPONSOR & EXHIBITOR OPPORTUNITIES

### GOLD SPONSORS \$2000

- Logo recognition in conference materials—brochure (10,000+ distributed), poster, newsletter (circulation 8,500+), social media, giveaway bag, etc.
- Half page color ad in conference booklet
- Sponsor signage at your exhibit space at the conference
- Special spotlight recognition during conference breaks
- Your website link with company logo on our webpage
- Recognition in press releases (from date of commitment to conference date)
- Free exhibit space in vendor tradeshow
- Free admittance for 2

### EXHIBITORS \$250

- Listing in conference materials—newsletter (circulation 8,500+), social media, etc.
- Listing on our webpage
- Free exhibit space in vendor tradeshow



APRIL 19, 2023  
8:00 AM - 4:30 PM  
CROWNE PLAZA EXECUTIVE CENTER

## SPONSOR/EXHIBITOR COMMITMENT FORM

To become a sponsor or vendor, please submit this form along with payment to:  
Alzheimer's Services of the Capital Area, 3772 North Blvd., Baton Rouge, LA, 70806  
email to Ann at [programs2@alzbr.org](mailto:programs2@alzbr.org) or fax to (225) 387-3664  
For more information, contact Ann at [programs2@alzbr.org](mailto:programs2@alzbr.org) or (225) 334-7494

**Deadline for Sponsorships is March 1, 2023**

**Deadline for Vendors is March 31, 2023**

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

Description of Exhibit Content (please place ✓ by each one):

\_\_\_\_\_ Brochures \_\_\_\_\_ Coupons \_\_\_\_\_ Demonstrations \_\_\_\_\_ Door Prize (s)

**Gold Sponsors** receive free admittance for 2 attendees.

Each sponsor will receive a registration code for their 2 free registrations upon confirmation of sponsorship.

**SPONSORSHIP/EXHIBITOR FEES** (please ✓ appropriate box below):

☐ **Gold Sponsor — \$2000**

☐ **Vendor (Exhibit only) — \$250**

### METHOD OF PAYMENT:

\*\*\*Credit Card\*\*\* ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

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

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

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

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

\*\*\*Check\*\*\* ☐ (Make check payable to Alzheimer's Services of the Capital Area)

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

\_\_\_\_\_  
Title

*No refunds will be issued for cancellation or no-show at conference.*