Coordinating a Conference, Workshop, or Seminar: A Step by Step Guide

What do I do First?

Decide your mission.

Example:

Our event mission is primarily twofold:

**Annual Caregivers’ Conference:**
To provide help, hope, inspiration, and dementia education for caregivers loving a family member or friend through Alzheimer’s and related dementias. To send the message that caregivers must protect themselves while they are protecting their loved one and their family. To send the message that they are not alone.

**Annual Faith and Community Leaders’ Workshop:**
To raise awareness in the Church and community of the urgency to better minister, better serve families facing Alzheimer's and related dementias. To provide a call to action to churches and communities. To provide an Action Plan: Opportunities to minister that fit churches and communities, large and small. To provide speakers who are expert in many of the opportunities listed in our Action Plan...speakers who will inspire and encourage leaders to make their own chosen ministry a reality.

Why provide a dementia education event?

Every 65 seconds another person is diagnosed with Alzheimer’s. Another family is thrown into chaos having been given little or no instruction in providing care. Today, four out of five of those families fracture under the stress of caring for a family member who lives with Alzheimer's or related dementias. They need help. They need tools to survive the journey.

Dementia education provides these tools and at the same time, provides the church an opportunity to love these forgotten families.

**Our Dementia Ministry offers free dementia education events in the following categories:**

**Caregivers’ Conference:** (8:30AM-2:30PM). Dementia education and appreciation of caregivers. Breakfast pick up food and full lunch provided.
**Seminar:** Two hours of presentations. Snack and beverage provided.

**Faith and Community Leaders’ Workshop:** (8:30AM-2:30PM) Guidance offered to other churches so that they, too, might find a dementia ministry that best fits their resources. Breakfast pick up food and full lunch provided.
Positive Approach to Care Workshop: A two hour interactive workshop offering Teepa Snow’s Positive Approach to Care information and group exercises

How does a dementia education ministry begin?

“It only takes a spark ...” Our dementia education ministry began when I became convicted that our caregivers needed tools for the job ahead of them. Families leave their doctors’ offices every day with a diagnosis of dementia … a terminal illness … with little or no information about what dementia is, what it will mean to their loved one living with it, and what it will mean to the family loving that person through it. Four out of five of these families fracture spiritually, emotionally, physically, financially. I believe that the Church has both the responsibility and the privilege of educating these families.

Example:

We began small. I was deeply convicted that caregivers were as lost as I had been. Why couldn’t our church provide dementia education...tools for the journey? A dementia Ministry that offered support groups and also dementia education events was born.

Our First Annual Caregivers’ Conference in 2012 hosted 35 attendees with 4 volunteers. In 2018, our Seventh Annual Caregivers’ Conference hosted 345 caregivers with a core team of eight volunteers and an army of 70 more. Our ministry is undergirded by our church staff and volunteers from throughout our church.

We are a thriving ministry, but that is not the message here. The critical message is that this is not where we began...

It is not important how big the beginning...it is beginning that is important.

You will need the following:

- Coordinator
- Leaders and Core Teams
- Budget; Staff Support; & Volunteers
- Speakers
- Venue

What do I look for in a coordinator?

- Someone who realizes that it is through dementia education...a raising of dementia awareness, knowledge and skills...that the caregiver becomes not simply a caregiver, but an empowered one.
• Someone who realizes and promotes the value of the person who is living with dementia ... providing the knowledge needed to dispel the stigma that surrounds this illness...a stigma that only adds to the loneliness and isolation of both the person living with dementia and the family loving that person through it.

• Someone with organizational skills. The coordinator must envision the plan, find the speakers, delegate the work, and manage the many moving parts of the event from start to finish.

• Someone who can assemble a team of volunteers.

**Will I need a Budget?**

Quick answer: Yes

Example:

All of our events are free. Speakers’ fees; food; AV; maintenance fees...everything required for our many events cannot be provided solely by our church. We must also depend upon donations and grants.

Our first conference was a three-hour event. The Church provided speakers’ fees. Three volunteers and I provided coffee, pound cake, and banana bread for our 35 guests. It was wonderful!

Speakers’ fees vary and can far exceed the budget provided. In 2017, in order to bring Teepa Snow, renowned dementia educator, to our church, I offered sponsorships to organizations within our community. *See the Appendix for a sample request for sponsorships.*

**How important are the church staff and volunteers to a conference or a workshop?**

Basic truth: Support from our entire church staff, along with faithful volunteers make these events happen. They are the back bone of all dementia education conferences and workshops.

**What volunteers do you begin with?**

A Core Team (6-8 volunteers) is needed immediately. Within this group, you will need 2-3 volunteers to serve as Leaders. The Leaders will serve alongside you...to plan, implement and delegate every detail of the event. The Leaders and the remaining Core Team prepare check lists, coordinate breakfast, lunch, and desserts. They shop and deliver, and bake. They gather, lead, and encourage the volunteers during set up and on the day of the event.
How do you gather volunteers?

- Ask friends who are gifted in organizing.

- Ask for volunteers via all means possible: bulletin, newsletter, and all social media.

- Email church groups which may have potential volunteers. Describe the need for dementia education. Ask for their help. (Sunday School classes, United Methodist Men, United Methodist Women, Bible Studies, specialty groups like Quilting Club, Gardening Club, Book Clubs, etc.)

- **Most important:** There is no substitute for meeting the groups in person. Explain the need for the event. Send the message that this is our opportunity as a church to make a difference. It takes some coordinating and time on your part, but person to person is absolutely key to this ministry’s success.

What do I look for in a Speaker?

In general, look for dementia experts...knowledgeable, passionate, compassionate advocates for caregivers and for persons living with dementia.

Example:

The needs of our caregivers dictate the speakers. Many have loved at least one family member through Alzheimer’s or related dementias. The following is a sampling: Neurologist, Author, Family Caregiver, Alzheimer’s Association Support Programs Manager, Actress, Financial Advisor, Hospice Chaplain…and a retired pharmacist who was diagnosed with Lewy Body Dementia seven years ago and who now educates us all.

How Do I Build a Contact Database?

This takes lots of time. Volunteers can help! Obtain emails for the following and save. Updating is necessary.

- Assisted Living, Memory Care and Skilled Nursing Communities, gather contacts for the director, marketing manager, and/or activities director.

- Local churches of all faiths and denominations.

- Community Resources: County Senior Services, local Alzheimer’s Association, etc.

- Conference Attendee list: As you register attendees, save their emails. You can begin with that data base for your next event.
How do I get the word out about the event?

- Work with your church staff to produce a colorful flyer with details and registration information. Ask that it be published on all church social media and in the monthly newsletter and weekly bulletins. See Appendix for sample flyer.

- Email the flyer to the database that you have gathered. (Churches, Assisted Living, memory care and skilled nursing communities and all others who might benefit) A schedule for mailing out flyer is found in the Suggested Time Line of this document.

- Place flyer poster in common areas.

- Announce the event from pulpit.

- Once again, there is no substitute for inviting church groups in person. At the same time, you can ask for volunteers for the event.

  Example:

  Five weeks out from an event, I ask permission from each church group/class leader to speak for 5-10 minutes and leave a volunteer sign-up sheet. A member reminds the group of the sign-up sheet for the next couple of Sundays. I gather the info sheets, and we are on our way!

- Publish on all church social media, in the bulletin and in the monthly newsletter. See Appendix for sample newsletter and bulletin announcements.

What does a day of help, hope, inspiration and dementia education look like?

Example:

Hospitality is everything! Excitement is everywhere! Our Caregivers’ Conference is our opportunity to serve caregivers. To say, “Thank you for what you do. You matter!” And, to send the message, loudly and clearly, “You are not alone.”

An army of volunteers can be seen as soon as caregivers arrive and are visible throughout the day. They, along with our staff have done everything from planning each detail and shopping and preparing the lunch and desserts and publishing flyers and printing programs and Guides, to setting up the tables and chairs for 250-300 caregivers...and more.

The final preparations began yesterday when they set up the room, the tables, and all that could be done for our conference lunch. They were back at 6:30 this morning to begin the sprint that is required to host 250-300 caregivers.
Doors open at 8:30AM. Caregivers are met as soon as they reach our walkways. Greeters are warm and welcoming.

As they enter the building, everything and everyone welcomes them. Flowers are everywhere...including the bathrooms. Quiet, but cheerful music is heard as they walk through the door of our meeting room. The picture that has come to symbolize our ministry is seen on the screens above.

The room is filled with round tables for seating, covered in white cloths. In the center of each is a beautiful vase of fresh flowers, donated and arranged by volunteers. Each centerpiece will be sent home with a caregiver.

Resource tables hosted by organizations offering helpful information line the perimeter of the room. For our first few conferences, I filled tables with free brochures, pamphlets and other valuable information from the Alzheimer’s Association and National Institute of Health. Today, I invite organizations recommended by our caregivers to supply their own information.

At each seat is a copy of our Guide, pen and paper, water, and a gift bag of homemade Cheese Krispies tied with a tag reading, “Blessings”. Prayer Request Cards are supplied for those who might want them.

We offer a breakfast bar of pick---up foods and beverages...coffee, water, homemade breakfast breads, Granola bars, bananas.

Speakers begin at 8:45AM.

At a convenient time, a delicious lunch, prepared by our volunteers, is offered. Homemade desserts and fresh fruits fill three eight-foot tables anchored by a large and cheery centerpiece of fresh flowers. The bounty is served on silver or on glass ... everything about our day is meant to say, “you are special.”

Tables with lunch items line opposite sides of the room for quick and easy access. Volunteers, like worker bees, bus tables, keep serving trays filled, and do kitchen clean up.

Speakers continue after lunch.

The last hour of the day is dedicated to a Q&A featuring our speakers joined by an Elder Care Attorney and representatives from Hospice and the Alzheimer’s Association.

Our Caregivers’ Ministry video, Meet Me Where I Am, says our good bye. Volunteers and staff, fueled by blessings, clean and clear the room.
A Suggested Conference/Workshop Time Line:

Planning is essential. Coordinator’s job: initiate, coordinate and delegate.

Twelve months out:

- If not already established, form your Leaders and Core Team. See page 3 of this document.
- Coordinate a date and alternate date for the event with your Leaders and Core Teams.
- Reserve the room for your event with your church for that date, as well as the day before for setup. Be prepared to offer alternate date for event.
- If your army of volunteers is already established, send “Save the Date” along with your note of gratitude to all groups and Sunday School classes. Tell them what the event is and why it is being offered. Ask that they please consider choosing this event as one of their outreaches for this year. Tell them that sign-ups will come closer to date.
- Contact Media Minister and the Maintenance Manager to get the event date and set up date on their calendars.
- Decide which speakers you would like to invite.
- If the event is a Caregivers’ Conference, start by asking yourself, “Who can best help these caregivers”?
- If a Faith and Community Leaders’ Workshop, start by asking yourself, “Who can best send the message of the urgency to minister to families facing dementia? “Who can best demonstrate their chosen ministry and encourage others to find a ministry that fits their church’s resources.”
- Invite speakers. If sponsors are needed to meet the fees of those speakers, seek those sponsors. See Appendix for Request for Sponsorships sample.
Six months out:

- Invite organizations to host resource tables providing their information. Examples: The Alzheimer’s Association, your county’s Senior Services, Hospice Organizations, In---Home Care Agencies, Assisted Living Communities, etc.

- Additional materials to have on hand: Excellent resource materials can be ordered from the Alzheimer’s Association and the National Institute of Health. Choose the material online and order at least two months out to insure delivery.

Three months out:

- Coordinate with church staff to plan the event flyer. Registration and all details of the event will be on the flyer. See appendix for sample flyer.

- Decide who will take the reservations. For smaller events, one person can manage the registrations. For larger events, arrange with staff to provide online reservations, if possible.

If you or a volunteer are taking the reservations, you will need an attendee roster. See Appendix for sample roster.

IMPORTANT: Save all reservation emails for what will become a Master Conference or Workshop Attendee Contact List.

Send flyer:

- To the Leaders and Core Team to say that we are off and running and to thank them.

- To the data base you have gathered (churches all faiths and denominations, assisted livings, etc.)

See Appendix for sample church cover letter.
See this Appendix for sample long term care communities’ cover letter.

- To Churches in your own conference. Your Pastor may be able guide you in this.

- To Stephen Ministers: Contact a local Stephen Leader who would be willing to forward your flyer to all area Stephen Ministers.

- To the church groups that received your “Save the Date.”
**Suggested mailing schedule for flyer:**

- Three months out, two months out, and one month out.
- At two weeks out, send flyer with cover letter reading “It’s Not Too Late.”
- At one week out, send flyer with cover letter reading, “Your seat is reserved! We are so excited!”

**Two months out:**

- Re-Send flyer.
- Talk with staff about a timeline for the material that you need printed. If you are supplying our free guide, *Still Standing: A Guide for Loving Through Alzheimer’s and Related Dementias*, your staff needs lead time. Also, the guide may need to be assembled. Many students need volunteer hours as a requirement for Beta Club or NHS, etc. and are happy to help.
- Touch base with speakers to let them know how much you are looking forward to the day and how glad you are that they will be there. Request a bio and the title of their presentation. Ask that they coordinate AV needs with your Media Minister and provide that person’s contact info.

**Five weeks out:**

- Time to gather your Army of Volunteers. Once again, there is no substitute for meeting potential volunteers in person. Contact the church group leaders. Schedule the visits over the five weeks leading up to the event. Tell them about the upcoming event and why you are offering it. Leave sign-up sheets. Pre-arrange for a member to remind the group for the next three Sundays. Arrange to pick up volunteer sheets two Sundays before conference.
- Plan and print programs. (Include bios) Send copy to speakers and to Media Minister. *See Appendix for sample program.*

**Four Weeks out:**

- Re-send flyer
- Meet with Leaders:

  **Example:**

  We sit down together and plan every detail of set up day and event day. The team has their checklist ready. Again, this team is in charge of all shopping, delivering goods to church and seeking kitchen volunteers to help prepare the food. Note: We like to serve as many homemade items on our lunch menu as possible. Homemade says “you’re special” in a way that store bought items cannot.
Three weeks out:

- Check with Media Minister to be sure that all speakers have coordinated AV requests.

Two weeks out:

- Re-send flyer. Add cover letter reading, “It’s Not Too Late”!
- Provide Maintenance Manager with layout of the room and any special requests.
- Pick up volunteer sheets and contact all volunteers with their specific assignments, days and times.

One week out:

- Confirm with Maintenance Manager about the layout of the room and special requests.
- Send flyer with following cover letter: “Your seat Is reserved. We are so excited!”
- Give final count to Lead Team!

One Day Out: Set up!

- See pages 6-7 of this document

Conference Day!

- See pages 6-7 of this document
Appendix

Church Newsletter example:

Please join us for our Dementia Ministry’s Eighth Annual Caregivers’ Conference

Offering a free day of help, hope, inspiration and dementia education
Saturday, September 21, 2019
8:30 AM-2:30 PM in the Family Life Center

Renowned dementia educators Dr. Daniel Potts and his wife, Ellen, the Reverend Linn Possell, and actor/director/caregiver Carolyn Cook are among our speakers.

Details and registration information can be found on our website under “Resources and Online Sales.

Questions: Contact Sheila Welch - 404-642-6027 or dementiaministry@duewest.org

Church Bulletin example:

Caregiver’s Conference offering a free day of help, hope, inspiration, and dementia education.
Saturday, September 21. 8:30AM-2:30PM. Family Life Center. Details and to register: go to our church website under “Resources and Online Sales.” Questions: contact Sheila Welch - 404-642-6027 OR dementiaministry@duewest.org
Sample request for sponsorships

Due West United Methodist Church and its Dementia Ministry are planning to host Teepa Snow, "Today's Voice for Dementia," for an all-day conference on Friday, March 31, 2017, 9:00AM---4:00PM. In order to meet the costs of bringing someone of her expertise to our community, we are hoping to partner with organizations which we feel offer valuable services to our caregivers.

We hope that one of the levels described will be a perfect fit for you:

$2500.00 Co--Host Sponsorship will give you co--host status and yours will be the only organization of its kind represented and hosting a table.

- Your logo would be printed on all publications alongside ours. (For example, the invitation would read: Due West UMC and Your Organization invite you to A Day With Teepa Snow.
- Your organization will be recognized as - co--host from the podium and given five minutes to describe the services you offer.
- Your logo will be printed at the bottom of the event flyer.
- Your logo will be printed on the Program.
- From the podium, I will encourage caregivers to visit, gather information, and have questions answered by your representatives during our breakfast gathering time, during breaks, during lunch, and after the event should you choose to spend the whole day with us.

$1000.00 Sponsorship: Your organization will be one of no more than two of its kind represented and hosting a table at our conference.

- Your organization's logo will be printed at the bottom of the flyer.
- Your logo will be printed on the Program.
- From the podium, I will recognize your organization and encourage caregivers to visit, gather information, and have questions answered by your representatives during our breakfast gathering time, during breaks, during lunch, and after the event should you choose to spend the whole day with us.

$500.00 Sponsorship: Your organization will be one of no more than three other of its kind represented and hosting a table at our event.

- Your logo will be printed in our Program.
- From the podium, I will recognize your organization and encourage caregivers to visit, gather information, and have questions answered by your representatives during our breakfast gathering time, during breaks, during lunch, and after the event should you choose to spend the whole day with us.

Thank you for considering sponsorship for such a wonderful day!
Coordinating a Conference, Workshop, or Seminar
SECOND ANNUAL

MINISTERING TO FAMILIES FACING ALZHEIMER’S AND RELATED DEMENTIAS - A WORKSHOP FOR FAITH & COMMUNITY LEADERS

THURSDAY, MARCH 21
8:30 AM-2:30 PM
DUE WEST UMC, BUILDING C
3956 DUE WEST RD, MARIETTA, GA 30064
FREE EVENT
LUNCH PROVIDED

Speakers:

Hal B. Cole, MTS: We See You, We Hear You, We Love You
Director of Spiritual Care, Sterling Estates, Chaplain Supervisor, Bereavement Coordinator, Support Group Facilitator, Ordained Minister

Robin Dil: Respite Ministry for Those Who Live with Dementia and their Families
Congregational Respite Care Developer/Director. Author of Walking with Grace. Contributing author, Seasons of Caring. Contributing author and co-editor of Dementia Friendly Worship, sponsored by Clergy against Alzheimer’s.

Robert Bowles: A Letter to the Church
Retired Pharmacist. Dementia advocate and educator. Robert lives with Lewy Body Dementia. His life’s work is to educate all who seek to better minister to people who live with dementia and their families.

Rev. Linn Possell: Spirituality and Dementia
Author of Alzheimer’s: A Beautiful Spirit Celebrated, A Heart Full of GEMS, and Dementia Guide for Communities of Faith and Leaders. Master Coach, Trainer, Consultant with Positive Approach to Care TM

Sheila Welch: Introduction to Retired Bishop Ken Carder’s Alzheimer’s/Dementia: Ministry with the Forgotten Caregivers’ Ministry Coordinator, Support Group Facilitator, Trainer, Positive Approach to Care ™

To Register Click Here
Registration Questions? Contact Sheila Welch at sheilaowelch@gmail.com

DUE WEST UMC ~ 3956 DUE WEST ROAD, MARIETTA, GA 30064 ~ 770-427-3835 / WWW.DUEWEST.ORG
Please put a check mark where you would like to volunteer

<table>
<thead>
<tr>
<th>Name</th>
<th>Email or Phone #</th>
<th>Donate fresh flowers for tables</th>
<th>Arrange fresh flowers for tables</th>
<th>Bag Cheese Krispies.</th>
<th>Room Set Up (no heavy lifting; no dish washing)</th>
<th>Homemade Dessert for Saturday</th>
<th>Greeter 8:00AM Saturday, Sept 22</th>
<th>Conference Day</th>
<th>Conference Day: Saturday, Sept 22 8AM – 3 PM</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Friday, Sept 21 1:00PM</td>
<td>Friday, Sept 21 3:00PM</td>
<td>Friday, Sept 21 1:00PM</td>
<td>Friday, Sept 21 1:00PM</td>
<td>Details will be emailed to you</td>
<td>Stay till conference begins</td>
<td>List hours you can spare</td>
<td></td>
</tr>
</tbody>
</table>
Appendix

Conference flyer cover letter to other churches

Due West UMC and our Dementia Ministry invite you and your congregation to our Sixth Annual Caregivers' Conference. Saturday, September 16. 8:30AM--2:00PM A flyer with all the details is attached.

The conference is free and open to all who might benefit from a day of dementia education and caregiver appreciation.

A beautiful lunch will be provided.

Please help spread the word by including the information on all church social media, in all of your publications, by forwarding the invitation, and by posting the flyer in your church.

To Register: Contact Sheila Welch. sheilaowelch@gmail.com or 404-642-6027.

(Attach a copy of your flyer to the above cover letter)

Conference flyer cover letter to assisted living and other long-term care communities

Due West UMC and its Caregivers Ministry invite you, your staff and the families of your residents to our:

Sixth Annual Caregivers' Conference, Saturday, September 16, 8:30AM--2:00PM. A flyer with all the details is attached.

The conference is free and is open to all who might benefit from a day of help, hope, and dementia education and caregiver appreciation.

A beautiful lunch will be provided.

Please help spread the word by including the information on your facility's social media in all of your publications, by forwarding this invitation, by posting the flyer in your facility, and by providing copies for those who may want to take the information with them. Thank you.

We hope that you will join us.

(Attach a copy of your flyer to the above cover letter)
## Sample Conference Program: Front Side

Due West United Methodist Church Sixth Annual Caregivers' Conference September 17, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Sheila Welch</td>
<td>Welcome. <em>Protecting Yourself and Your Family While Protecting Your Loved One</em></td>
</tr>
<tr>
<td>9:20</td>
<td>Carolyn Cook</td>
<td><em>Playful Caregiving</em></td>
</tr>
<tr>
<td>10:15</td>
<td>10 Minute Break</td>
<td></td>
</tr>
<tr>
<td>10:25</td>
<td>Dr. Daniel Potts</td>
<td><em>Do You Know Me Now</em></td>
</tr>
<tr>
<td>11:20</td>
<td>Robert Bowles</td>
<td><em>Living with Dementia with Faith, Hope, and Purpose</em></td>
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<tr>
<td>11:45</td>
<td>Lunch</td>
<td></td>
</tr>
<tr>
<td>12:10</td>
<td>Ellen Potts</td>
<td><em>Perfect Love Casts Out Fear</em></td>
</tr>
<tr>
<td>1:05</td>
<td>Panel Q and A</td>
<td>Today's speakers along with:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Miles Hurley, Elder Care Attorney</td>
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<tr>
<td></td>
<td></td>
<td>Hal Cole, Hospice Chaplain</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jenny Heurer, Georgia Chapter Alzheimer's Association</td>
</tr>
<tr>
<td>1:50</td>
<td>Conclusion</td>
<td><em>Meet Me Where I Am</em></td>
</tr>
</tbody>
</table>
Appendix

Sample Conference Program, Back Side (contains bios):

**Sheila Welch** – Coordinator-Dementia Ministry at Due West UMC, Certified Teepa Snow Trainer, Support Group Facilitator. This ministry offers free consultations, conferences, workshops, and Family Support Groups, including a Spouse Support Group. Nine of Sheila’s family members have lived with Alzheimer’s or related dementias. The life that her father, mother, and family experienced while loving her mother through Alzheimer’s led to her ministry. Families facing dementia continue to inspire her work today.

**Carolyn Cook.** Actor, director, dementia care advocate, caregiver. Carolyn co-developed and performed in Blackberry Winter, a play by Steve Yockey about a woman whose mother is living with Alzheimer’s disease. Carolyn writes of her experiences in her blog, Lifelong Metamorphoses (lifelongmetamorphoses.wordpress.com). Inspired by her mother and lovingly using the tools of her trade, she offers: "In every job that must be done, there is an element of fun; you find the fun, and snap! The job's a game." These words from the song A Spoonful of Sugar apply beautifully to caregiving... whether we’re playing games, playing music, or just laughing in the car, we can reduce stress and increase quality of life by taking a playful attitude toward dementia care. Carolyn shares games and activities, she has found to help her 91-year-old mother and herself through this phase of life. Eight years into the dementia journey, she’s convinced that joy and laughter are good medicine!

**Daniel C. Potts, MD, FAAN,** Neurologist, author, educator, and champion of families facing Alzheimer’s and related dementias. A Fellow of the American Academy of Neurology; AAN 2008 Donald M. Palatucci Advocate of the Year; designated Architect of Change by Maria Shriver. *A Pocket Guide for the Alzheimer’s Caregiver* (www.alzpocketguide.com), written by Dr. Potts and his wife, Ellen, is recommended by the AAN, the Alzheimer’s Association, and Maria Shriver. Inspired by his own father who, in the throes of Alzheimer’s was transformed from saw miller to watercolor artist, Dr. Potts seeks to make person centered care and the expressive arts more widely available through his foundation, Cognitive Dynamics (www.cognitivedynamics.org). He passionately promotes self-preservation and dignity for all persons with cognitive impairment.

**Robert Bowles,** Retired Pharmacist ... transitioned to Dementia Advocate. Dementia Spotlight Foundation Executive Program Advisor; Dementia Action Alliance Advisory Council, Board of Directors, Finance Committee; Certified Eden at Home Associate; Certified, Rosalynn Carter Institute for Caregiving. Mentor; Advocate and Blogger at LBD, Living Beyond Diagnosis. Diagnosed with Lewy Body Dementia in 2014, Robert passionately educates families facing dementia.

**Ellen Woodward Potts, MBA,** Author, educator, advocate and champion of families facing Alzheimer’s and related dementias. She and her husband Daniel C. Potts, MD, and their immediate families have cared for 8 family members with Alzheimer’s disease and vascular dementia. Based on their experiences, they co-authored *A Pocket Guide for the Alzheimer’s Caregiver* (www.AlzPocketGuide.com) in the hopes that others would learn from their successes and failures. The book brought them to the attention of Maria Shriver, who designated them as “Architects of Change”. They are regular monthly contributors on Alzheimer’s disease for her website, http://MariaShriver.com. Dementia educator---Alzheimer’s disease at the University of Alabama.
Appendix

**Miles P. Hurley**, JD Caregiver and advocate for families living with dementia. Miles founded Hurley Elder Care Law in 2006 to provide legal assistance to the elderly population on issues relating to aging including retaining independence, quality of life and financial security. Mr. Hurley is one of ten attorneys in the state of Georgia to receive the Elder Law Attorney Certification, and one of approximately 400 nationwide.

**Hal Cole, Chaplain**, Hospice Chaplain, Chaplain supervisor, bereavement coordinator, support group facilitator, ordained minister, speaker. During the past 12 years, Hal has visited with over 7,000 individuals and families living with dementia. Inspired by those whom he serves, his passion is finding a way for us as individuals and us as a church to better meet the spiritual needs of those who live with dementia and the families who love them through it.