



ENGAGE EMPOWER EDUCATE

THE 4TH ANNUAL CONFERENCE ON ALZHEIMER'S & DEMENTIA

NOVEMBER 8, 2024

PRESENTED BY

THE ALTA AND JOHN

FRANKS

FOUNDATION

FRIDAY, NOVEMBER 8, 2024

9:00 AM – 3:30 PM

BAIN HALL

FIRST METHODIST CHURCH, SHREVEPORT

500 COMMON STREET | SHREVEPORT, LOUISIANA 71101



Alzheimer's
RESOURCE CENTER
& Dementia

2024 SPONSORSHIP PACKAGE

CONFERENCE GOALS & OBJECTIVES

The goal of the conference is to provide engagement and empowerment tools for family members, caregivers, and professionals caring for individuals affected by Alzheimer's and other dementias by using a hands-on approach so that persons with all levels of cognitive impairment can engage, interact, and communicate with another, thus mitigating the negative effects of social isolation for themselves and their families.

"Engage, Empower, Educate" Program Objectives

- Learn to practice validation techniques with individuals living with cognitive change to help restore their dignity
- Help families, staff, and all participants achieve empathy with aging
- Develop empathetic listening skills and responses
- Recognize the importance of quality of life in a nursing home
- Discover digital technology and how it can enhance the well-being of dementia individuals
- Understand the importance of independence and when to intervene
- Recognize and address delirium, depression, and dementia in elder care
- Learn how to reduce risks in a home setting
- How to better cope with death, dying, and grief
- Understand the day-to-day challenges of caring for a dementia individual
- Gain new knowledge of the latest treatment for Alzheimer's

About the Attendees

The conference is designed for family caregivers, professionals including registered nurses, social workers, counselors, case managers, nursing home administrators, nurse practitioners, licensed practical nurses, professional caregivers, certified nursing assistants, and others whose lives involve taking care of individual(s) affected by Alzheimer's and other dementias.

DATE	Friday, November 8, 2024
LOCATION	Bain Hall, First Methodist Church, Shreveport 500 Common Street, Shreveport, LA 71101
TIME	9:00 AM - 3:30 PM; Doors open at 8:30 AM
FEE SCHEDULE	Family Caregiver/General Public: \$25 Professional Healthcare Workers: \$30 *Professional CEUs: \$60 (RN, LPC, SW, NFA)

** Application for Professional CEU's underway for Registered Nurses, Social Workers, Licensed Professional Counselors, and Nursing Home Facility Administrators.*

Northwestern State University's Nursing Continuing Education is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

This event is joint provided by NSU Nursing Continuing Education and The Bridge Alzheimer's & Dementia Resource Center.

4.25 Contact Hours of Nursing Continuing Education credit will be awarded to Registered Nurses upon the completion of the offering (full attendance is required, please make sure to attend the breakout sessions for "professionals").

NSU and ANCC do not approve or endorse any commercial product or company associated with this educational activity.

KEYNOTE SPEAKER & PROGRAM AGENDA



Eric Portnoff, B.A., CVT, is a highly experienced professional in the senior living industry with a career spanning over 35 years. Eric began his career working with adults with developmental disabilities and mental illness in residential settings. After two decades in this field, Eric became a nonprofit Executive Director before transitioning to the senior living industry as an Executive Director.

Eric's passion for dementia support led him to become a Regional Director and Vice President of Memory Care and Resident Programs as well as a Certified Validation Teacher. One of his career highlights was teaching the first Validation Certification courses ever offered in China over a three-year period.

Currently, Eric serves as Regional Director of Wellness Programming for MBK Senior Living, where he brings his extensive experience and expertise to lead the development and implementation of innovative and engaging memory care and wellness programs for older adults.

Outside of work, Eric is an avid traveler, backpacker, and scuba diver. He also has a passion for video and photography and enjoys fine Scotch. Eric lives in Poulsbo, WA, with his wife, 20-year-old son, and two lovely granddaughters.

8:30 AM DOORS OPEN

9:00 AM WELCOME FROM HOST SPONSOR

9:05 AM INTRODUCTIONS & ANNOUNCEMENTS

9:15 AM KEYNOTE ADDRESS

Delivering Compassion: Using Validation to Express Our Natural Caring

Presented by Eric Portnoff, B.A., CVT - Validation Training Institute

10:30 AM BRAIN BREAK/EXHIBITS

10:45 AM KEYNOTE ADDRESS CONTINUED

Presented by Eric Portnoff, B.A., CVT

12:00 PM EXHIBITS/BRAIN BREAK/LUNCH (PROVIDED)

1:00 PM-1:50 PM: BREAKOUT SESSIONS

QUALITY OF LIFE FOR RESIDENTS (FOR PROFESSIONALS)

Presented by Eric Portnoff, B.A., CVT

THE THREE D'S: DELIRIUM, DEPRESSION, & DEMENTIA (FOR PROFESSIONALS/FAMILY)

Presented by Jeff Overdyke, MD

Retired Geriatric Psychiatrist

SAFETY VS AUTONOMY: WHEN TO INTERVENE (FOR FAMILY)

Presented by Stacey Hand, MA, CVT

The Bridge Alzheimer's & Dementia Resource Center

THE LATEST ADVANCEMENTS IN ALZHEIMER'S TREATMENT (FOR PROFESSIONALS/FAMILY)

Presented by Bruno Alvarez Concejo, MD

Ochsner LSU Health Shreveport

2:00 PM-2:50 PM: BREAKOUT SESSIONS

DIGITAL DISCOVERIES: HOW TECHNOLOGY CAN ENHANCE THE WELL-BEING OF PEOPLE LIVING WITH DEMENTIA (FOR PROFESSIONALS/FAMILY)

Presented by Eric Portnoff, B.A., CVT

DEATH, DYING, & GRIEF (FOR PROFESSIONALS/FAMILY)

Presented by Clint Davis, MS, LPC, CSAT

Clint Davis Counseling & Integrative Wellness

REAL LIFE CHALLENGES (FOR FAMILY)

Presented by Mary Strong, MS, RSW, LPC-S, RPT, CAS

The Bridge Alzheimer's & Dementia Resource Center

REDUCING RISKS IN YOUR HOME (FOR FAMILY)

Presented by Jennifer Smith, COTA

Manager, Louisiana Association of the Blind

3:00 PM CONFERENCE CONCLUSION - BAIN HALL

Closing Remarks/Evaluations/Door Prize Drawings

3:30 PM ADJOURN UNTIL FRIDAY, NOVEMBER 7, 2025

SPONSORSHIP LEVELS & BENEFITS

Our Annual Education Conference on Alzheimer's & Dementia is one of the most anticipated events of the year for Northwest Louisiana, especially for those impacted by a form of dementia. The conference is growing annually and is in its fourth year, drawing over 150 caregivers and 100 medical professionals. If your organization or business focuses on elder care or senior care, this is a must-attend event for you!

Attendees include family caregivers, the public, and representatives from all areas of healthcare. Attendees have ample time to meet with exhibitors, and exhibitors are welcome to attend any of our speaker presentations. For more information, visit the conference website at www.alzbridge.org or contact our office at 318-656-4800.

SPEAKER & PRESENTING SPONSOR - \$10,000

- Logo in conference program
- Logo featured on scrolling screen during conference breaks
- Podium recognition
- Custom social graphic to share on your page
- Free exhibit space
- Invitation to speak at one First Wednesday Workshop in 2025
- Free conference admittance for 24 (3 tables), includes free CEUs

SILVER SPONSOR - \$2,500

- Logo in conference program
- Logo featured on scrolling screen during conference breaks
- Podium recognition
- Custom social graphic to share on your page
- Free exhibit space
- Free conference admittance for 8 (1 table), includes free CEUs

FRIEND SPONSOR - \$500

- Logo in conference program
- Logo featured on scrolling screen during conference breaks
- Custom social graphic to share on your page
- Free exhibit space
- Free conference admittance for 2, does not include free CEUs

GOLD SPONSOR - \$5,000

- Logo in conference program
- Logo featured on scrolling screen during conference breaks
- Podium recognition
- Custom social graphic to share on your page
- Free exhibit space
- Free conference admittance for 16 (2 tables), includes free CEUs

BRONZE SPONSOR - \$1,000

- Logo in conference program
- Logo featured on scrolling screen during conference breaks
- Custom social graphic to share on your page
- Free exhibit space
- Free conference admittance for 4, includes free CEUs

SPONSORSHIP FORM

TO BECOME A SPONSOR, PLEASE SUBMIT THIS FORM ALONG WITH PAYMENT TO:

The Bridge Alzheimer's & Dementia Resource Center, 851 Olive Street, Shreveport, LA 71104.

DEADLINE FOR SPONSORSHIPS IS SEPTEMBER 30, 2024

No refunds will be issued for sponsorship or exhibitor cancellations or no-shows at the conference. For more information, contact us at (318) 656-4800 or info@alzbridge.org.

Name of Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Phone: _____

Email: _____

Description of Organization/Company Services: _____

SPONSOR LEVEL SELECTION (Please check sponsor level)

PRESENTING SPONSOR - \$10,000

Admission for 24

GOLD SPONSOR - \$5,000

Admission for 16

SILVER SPONSOR - \$2,500

Admission for 8

BRONZE SPONSOR - \$1,000

Admission for 4

FRIEND SPONSOR - \$500

Admission for 2

To register your list of conference attendees, please email Toni Thompson at tthompson@alzbridge.org.

Contact person/info for all conference correspondence: _____

Company name as you wish to appear on printed material: _____

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