



January 31, 2020

Happy new year to all of you as we usher in February! I would like to update you on some recent events at CarePartners and give you a preview as to what you can expect from us in 2020.

Cathy Webber – Support Services Manager

We are delighted to welcome Cathy Webber to the CarePartners team! Cathy, who resides in Sonoma, has been consulting for various Sonoma organizations, including Sonoma Leadership Systems and End World Hunger Foundation since 2003, following a corporate career with GE and Unisys. She brings to CPI expertise in collaborative leadership, strategic planning, business analysis, process improvement, project management and information systems. Cathy is also part of the family caregiver team for her mother-in-law who is in advanced stages of dementia. You can read more about her background [here](#).

New Support Group for Adult Children Caregivers

Stephanie (Storms) Medak is taking the lead on forming a new support group. The group is targeted towards people who are both raising children and caregiving for a loved one with dementia; however, the group is open to any caregivers who would benefit from additional support.

The group will convene for the first time on **Thursday, Feb 6th 6-7:30 @ The Vintage House in Sonoma**. The Alzheimer's Association will provide facilitation and guidance on group formation at this first meeting. Please plan to attend if you would benefit from participating in this group. For more information, contact Stephanie at stephmedak@gmail.com.

Upcoming Events

Daniel J. Levitin: Author, Successful Aging: A Neuroscientist Explores the Power and Potential of Our Lives | a Commonwealth Club Event

Wednesday, Feb 5 at 7:30 pm at Buck Institute, Novato

As American society continues to have a growing older population, understanding all aspects of aging is a critical national priority. Perhaps no subject is more important than understanding what happens to our brains as they age and what people can do to enhance cognition as they get older. And there is, perhaps, no better person to explain this all than best-selling neuroscientist [Daniel J. Levitin](#), neuroscientist, musician and author of the iconic best sellers [This Is Your Brain on Music](#) and [The Organized Mind](#).

In his latest book, [Successful Aging](#), Levitin turns his keen insights to what happens in our brains as people get older and, based on a rigorous analysis of neuroscientific evidence, what people can do to make the most of their 70s, 80s and 90s. *Successful Aging* uses research from developmental neuroscience and the psychology of individual differences to show that 60+ years is a unique developmental stage that, like infancy or adolescence, has its own demands and distinct advantages. Levitin looks at the science behind what we all can learn from those who age joyously as well as how to adapt our culture to take full advantage of older people's wisdom and experience.

Successful Aging inspires a powerful new approach to how readers think about our final decades and has the potential to revolutionize the way we plan for old age as individuals, family members and citizens. This event will be hosted at the **Buck Institute for Research on Aging** in Novato, one of the leading research institutions on helping people live longer.

Tickets, which cost \$15 for Buck members and \$20 for non-members, can be purchased [here](#).

Film Screening: The Cuban – Sonoma International Film Festival

March 26 – 29 – screening date/time TBD

CarePartners and our partner, [AffirmativHealth](#), whose RE:Mind program enhances memory through science and lifestyle, will be sponsoring **The Cuban: A Film About the Power of Music Over Alzheimer's**, a heartwarming film about the power of music to bring people together, starring Academy Award winner Louis Gossett Jr. and created in partnership with the Alzheimer Society of Toronto. You may view the trailer [here](#).

We don't yet know the date and time of the screening but will communicate that information when we receive it. We will also have some free tickets available for our community.

In addition, we are excited about the music programming we are developing for the CarePartners community. Our February newsletter will focus on this topic.

Q2 Education Forum

Our Q2 education forum will be held at Vintage House and will focus on **home safety**. Date is still TBD but will be communicated when available.

If you have suggestions for future education topics or know of people who would make interesting speakers, please contact a Board member to share your ideas.

2020 Focus:

We have recently completed our Strategic Plan and 2020 Operating Plan. Our key objectives by area of focus are:

Community

- Upgrade website
- Develop professional referrals program
- Enroll 200 CPI members by year end

Communication

- Produce monthly newsletter
- Establish social media presence

Partnerships

- Quarterly meetings with Strategic Partners
- Enhance support from Supporting Partners
- Engage other Supporting Partners

Education & Support

- Triple number of participants in support groups
- Produce quarterly Education Forums
- Implement Therapy Programs in Music, Arts and Pets in partnership with sponsors

Finance

- Raise seed financing

We are in the process of sharing our Strategic Plan with all our Strategic and Supporting Partners. It will be shared with donors as well. We plan to share our progress regularly with our community and ask for your feedback on how we are doing.

Governing Board is seeking 2-3 additional members

Our Governing Board, which meets monthly, is currently comprised of the following individuals.

- **Whitney Evans** – Whitney is a Care Partner for his wife. He has learned to live with memory loss thanks to his therapist, Dr. Brooks. His goals are to provide learning opportunities for other Sonoma Valley care partners, expand support groups, provide activities for both partners and establish a supportive Care Partners Community in Sonoma Valley. His experience includes health care consulting, as an entrepreneur and as a dedicated community volunteer. Was selected by Sonoma's City Council as the 2012 Alcalde, honorary Mayor, in recognition of his volunteer leadership.
- **Sharon Knight** – Sharon is a healthcare startup entrepreneur, advisor and investor who most recently was working to improve clinical trial access and retention as President and COO of Hawthorne Effect. Previously, she served as President of One Medical group, after having left a successful corporate career in finance and operations with brands such as

Electronic Arts, Gap and KFC. For the past ten years, her passion has been improving patient engagement and experience. She is now turning her focus to Alzheimer's disease following her mother's recent passing from the disease.

- [Bill O'Neal](#) – Bill is the past Board President of Vintage House. As such, he is a strong supporter of the Council on Aging's memory loss program for seniors. Bill is a marketing professional with broad experience in the senior marketplace. His clients have included Blue Cross, Philips, Bayer and a host of senior care providers. He continues to lead the marketing consultancy he founded, the O'Neal Strategy Group.
- [Patricia Brooks, LCSW PhD](#) – Dr. Brooks has practiced as a psychotherapist in a traditional health care setting for over 35 years. Her doctorate is in Healing Psychology and Integrative Medicine, which reflects her commitment to the partnership of western medicine, the individual's own internal healing resources and ancient healing traditions. Her practice in Sonoma focuses on Integrative Medicine-treatment of mind/body/spirit.
- [Erick Larson](#) – Regional Director of Operations, Hired Hands, a leader in homecare in the North Bay. Erick and his firm are on the front lines every day for senior healthcare needs.
- **John Bohan** - John is a caregiver for a person with Alzheimer's. Currently he co-leads an Alzheimer's group composed of those with AD and caregivers. With years of experience teaching and leading groups, he is dedicated to expanding the knowledge of those who have AD and those who work with them. Broad based approaches, such as functional medicine, seem to be having success in improving general health as well as improving AD symptoms. He hopes to encourage and educate those with AD and their caregivers.

We are actively recruiting two additional Board members. In particular, we are seeking an individual who has experience in **marketing and communications** who can own production of our monthly newsletter and own our PR initiatives and someone **with training or event coordination** experience who can spearhead coordination of our quarterly education events and website content. Board members should ideally have a personal connection to memory loss/dementia.

If you or someone you know may be interested in joining our board in any capacity, please contact Whitney Evans at wevans1114@sbcglobal.net or Sharon Knight at Sharon.Knight@gmail.com. We aim to have diversity to both meet the needs of our organization and the community we serve.

If you have found this information of interest, please feel free to share it to help us reach the estimated 4000 individuals in Sonoma Valley who are impacted by debilitating memory loss.

Respectfully,

Care Partners Initiative
Governing Board

If you would prefer not to receive this communication, please reply to this email to Opt Out.

