

**The Third Annual Victory Ball was a Tremendous Success!**

"I am neither half empty nor half full. I am Richard". These words resounded through the audience, silent with rapt attention, at the Center's third annual Victory Ball on November 10th.



*Dr. Richard Taylor, an advocate for individuals with early onset dementia.*

Dr. Richard Taylor, a clinical psychologist from Houston, Texas, was diagnosed with early-onset Alzheimer's five years ago at the age of 58. He is the author of *Alzheimer's from the Inside Out*, a compilation of short essays about living with Alzheimer's disease. Dr. Taylor eloquently shared his experiences with the audience of over 240 people at the Westshore Inter-Continental hotel. The gala event featured a spectacular silent auction organized by Linda Donalson, a salute to military veterans by Col. Dick Newton, an update on Alzheimer's disease research by Center Director Dr. Eric Pfeiffer, and recognition of the evening's sponsors and the Suncoast Development Board.

Featured guests included emcee Irene Maher from WFLA channel 8, whose November 17<sup>th</sup> Tampa Tribune column featured Dr. Taylor's remarks, auctioneer Dick Crippen, USF Health Sr. Associate Vice President and Vice Dean for Research Dr. Abdul Rao, and many others who helped make the evening a great success.

The Victory Ball raised over \$150,000 toward the Center's Alzheimer's disease research and caregiver programs.



Natasha and Dr. Eric Pfeiffer, Center Director

Maryann Ferenc, Proprietor of Mise-en-Place Restaurant



Ron and Linda Donalson, Board Member and Victory Ball Auction Chairperson

R: Dr. Abdul and Rukhsana Rao



L to R: Col. Richard Newton (USAF ret.) and wife Ruth, and Dotty and Jim Bollinger. Col. Newton and Ms Bollinger are the Co-chairs of the USF Suncoast Alzheimer's and Gerontology Center's Development Board.

## New Directions in Alzheimer's Research

In 2008, the Center will begin to enroll subjects in several new research studies for Alzheimer's disease. The medications that are currently approved by the FDA to treat this illness work by temporarily increasing the ability of brain cells to communicate with one another, but they don't affect the underlying disease process that is causing the brain cells to die. New research is targeting beta-amyloid, a protein that clumps into plaques in the brain that are the hallmark of Alzheimer's disease. Researchers are developing several treatments that may clear beta-amyloid from the brain or prevent it from forming in the first place. We are very much looking forward to participating in this exciting new phase of Alzheimer's research.

*A good time was had by all ...more pictures from the Victory Ball, November 10, 2007*



Kay Beckner



Barbara and Sam Reed,  
Cheryl and Al Perotti



Linda Nelson, Roseann  
Trivento, Robert Nelson,  
and John Trivento



Don Paeglow  
and Pat Bunch



Emma Hemness  
and Vicki Long



Kathy Fountain,  
Frank Robertson,  
Dick Crippen



Kerri Bliss, Spencer Sommer,  
Buffy Waddell, Ryan Wadell,  
Justin Salemy, Katie Small,  
Teri and Steve Messing



Dominick and Judy DePetrillo,  
Joy Cook, Robert and Audry Ehrhardt



Dr. Huntington Potter, Dr. Inga Weses,  
Natasha and Dr. Eric Pfeiffer



Carol Heit, Ruth Newton,  
and Rowland Lee



Kristie and Andy  
Rowe



Faith and Sydney Morris



Philip Leto, Richard Taylor,  
Beth Leto



Sam and Dr. Amanda Smith, Connie and Louie  
Macaliniao, Drs. Kristin and Scott Fargher

## You are Invited!

Few can resist an invitation. Whether it is to an informal event or to the most formal of galas, an invitation brings people together to have fun, share important life milestones, or to accomplish important goals.

The Center recently held the third annual Victory Ball. It was a great success as invited guests gathered for good food and great company. There is much more to the Victory Ball, however, beyond gathering to see and be seen. The Ball provides an invitation for long-time friends, new individuals and business persons, young and old, to learn of the progress USF Suncoast Alzheimer's & Gerontology Center is making to keep memories from fading. The Ball gives a chance for guests to respond to an invitation to partnership in the Center's **Attack on Alzheimer's disease**.

The **invitation** is for you, our newsletter readers, too. The physicians, research scientists, and educators need your help. There are many ways to support the Center's work ... and benefit the donor, too. The government makes it easy to "do well by doing good." Some readers may simply want to write a check. Others will want to coordinate a larger but still immediately available gift with tax planning. Others may want to consider a gift that will pay them now and provide a gift to Suncoast later. Most of these gifts provide some very real tax benefits now PLUS long term endowment of the Center's mission in the future. Your gift can be a win-win!

2008 is an important year for research at Suncoast. The Center is on the trail of several medications that may offer promise beyond just slowing the disease's progress. Alzheimer's disease research is expensive but the alternative is even more so in terms of decreased life quality experienced by tens of thousands in the Greater Tampa Bay area.

We ask you to consider including the Center in your will, naming the Center a remainder beneficiary of a charitable trust, getting partially tax-free payments for life with the remainder to Suncoast through a charitable gift annuity or making a gift of paid-up life insurance or real estate. **You Are Invited** ... to experience the thrill of supporting a group of scientists, researchers, physicians, and educators seeking to end the memory-robbing power of Alzheimer's disease and to ease the burden on family caregivers. For gift information, please contact Neil McMullen, Suncoast's Development Director at [nmcmulle@health.usf.edu](mailto:nmcmulle@health.usf.edu) or 813-974-4355.

## Upcoming Educational Programs

### CAREGIVER SEMINARS

The Suncoast Alzheimer's and Gerontology Center conducts seminars for Alzheimer's disease family caregivers. Center faculty will present practical information on a variety of topics including: diagnosis and current treatment of Alzheimer's and other memory problems, preventing and managing behavior problems, communication strategies, planning for care, legal and financial information and more. There is no cost, but registration is required. The seminars are from 10:00am -3:00pm and lunch is provided.

Additional seminars will be planned this spring. Please call the Center or check the website at [www.SuncoastAlzheimers.com](http://www.SuncoastAlzheimers.com) for other locations.

February 28, 2008  
Aston Gardens  
12951 W. Linebaugh Ave.  
Tampa, FL.

May 7, 2008  
Hale Activity Center  
330 Douglas Ave.  
Dunedin, FL

### CONTINUING EDUCATION WORKSHOP

The Center is busy planning the 10th annual Geriatric Institute to be held June 11,12,13, 18 and 19, 2008 at the Comfort Inn Conference Center, 820 E. Busch Blvd in Tampa. This 30-hour continuing education program is for nurses, nurse practitioners, social workers, nursing home and assisted living facility administrators and staff, mental health counselors, professional guardians, activity therapists, care managers, service providers, home health and hospital staff. The conference is also a 3-credit graduate course in the USF School of Aging Studies. Call the Center at 813-974-4355 for more information or go to [www.SuncoastAlzheimers.com](http://www.SuncoastAlzheimers.com) to print the brochure.

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## Director's Corner

### **“GO THOU AND DO LIKEWISE!”**

It was a festive evening on November 10th as the third annual Victory Ball in support of Alzheimer's disease research unfolded. Over 240 people, some in black tie, some in glittering dress, some in more conservative attire, attended. All sported enthusiastic and happy smiles, as animated conversation filled the room. They had all come to celebrate progress in our battle against Alzheimer's disease, and the message was one of hope for further progress to come, and ultimately, victory over Alzheimer's disease. This was truly a show of support from the community of a vital program at the university. Individuals, foundations, and corporations came together for this important fund-raiser for the Suncoast Alzheimer's and Gerontology Center, and before the evening was over, some \$150,000.00 had been raised for Alzheimer's research.

Just as the formal program was about to get underway, a diminutive, energetic, beautiful lady approached the podium. She was Maryann Ferenc, proprietor of Mise-en-Place restaurant in Tampa. Her mother, Wanda, had suffered from Alzheimer's disease and in her honor she had held her own fundraiser on behalf of Suncoast. She had called the October 5th event a “Wandabration.” The event, which featured live jazz and Wanda's “perfect Manhattan”, had netted the magnificent sum of \$10,000.00. As she handed me the check she promised to make this an annual event. Needless to say, she received a well-deserved ovation. All I could do is to hold her close in gratitude, and whisper into the microphone to the evening's audience, and to those beyond: “Go thou and do likewise!”

*Eric Pfeiffer, MD*  
*Director*