

# NEW THINKING ABOUT THINKING

A Publication for the Lou Ruvo Center for Brain Health



## A NEW PARTNER: A NEW NAME

Cleveland Clinic and  
Lou Ruvo Center for Brain Health

Plus:

» WITH HEART AND HOPE, WE'RE OFF TO A RUNNING START

» A WORLD WITHOUT ALZHEIMER'S 2020 A DECADE AWAY

» THE ALZHEIMER'S PROJECT

## KEEP MEMORY ALIVE

Supporting the Mission of the Cleveland Clinic Lou Ruvo Center for Brain Health



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

MESSAGE: From the Chief Medical Director

I cannot tell you all how pleased and excited I was to arrive at the Cleveland Clinic on January 5th and to meet the leadership of Keep Memory Alive here on January 7th! I had just finished ten years as Chair of the combined Department of Neuropsychiatry at Texas Tech University, drawn North by an invitation from the Clinic's leadership to establish a medical program that could "make a difference" in the care of cognitive disorders. These disorders, such as Alzheimer's disease, Parkinson's disease, Huntington's disease, and others, will become the Horsemen of the Apocalypse for the Twenty First Century unless we can find better ways to treat them.

Little did I imagine that the scope of this invitation would grow mightily over the succeeding weeks as a partnership took shape between the Cleveland Clinic and the resources of the Ruvo Complex in Las Vegas, to create the "Cleveland Clinic Lou Ruvo Center for Brain Health."

This Cleveland Clinic Lou Ruvo Center for Brain Health now becomes a unique national resource - an integrated medical care, research, and educational system dedicated to finding approaches to the diseases which will matter most in the years which lie ahead.

My wife and I will be moving to Las Vegas later in the summer, and I look forward to meeting all of you, and to sharing with you our dreams for the new Center.

Dr. Randy Schiffer, MD  
Chief Medical Director, Cleveland Clinic Lou Ruvo Center for Brain Health





*Cover Image:  
 Dr. Randy Schiffer, Dr. Michael Modic,  
 Dr. Charles Bernick, and Dr. Toby Cosgrove*

## FEATURES

### A NEW PARTNER

04 A New Name

### A WORLD WITHOUT ALZHEIMER'S

06 2020 A Decade Away

### WITH HEART AND HOPE WE'RE OFF TO A RUNNING START

08 Michael T. Modic, MD, FACR

### THE ALZHEIMER'S PROJECT

11 An HBO documentary series

### WORLD CLASS EXPERTS

13 Equipment Provide Superior Imaging

### BARCELONA

18 Research Symposium

### ARTISTS SUPPORT

22 The Cleveland Clinic Lou Ruvo Center for Brain Health

## DEPARTMENTS

### MESSAGES

02 From the Chief Medical Director

05 From the CEO, Cleveland Clinic

### MEET THE DOCTORS

28 Clinical Trials

### TIPS

17 Brainercize

### CELEBRITY GUESTS

21 Guests Visit the Center

### HOW YOU CAN HELP

26 To Give of Themselves

### EVENTS

11 Upcoming Events

12 Corporate Sponsors

23 Power of Love Gala

30 A Tahoe Summer



The goal of the Cleveland Clinic Lou Ruvo Center for Brain Health is to prevent the disabling symptoms of chronic brain diseases and to prolong healthy, vital aging in people at risk for dementia or cognitive disorders.

Cleveland Clinic, one of America's leading multispecialty academic medical centers, and the Lou Ruvo Brain Institute, have collaborated to create a highly specialized clinical center to advance the research, early detection and treatment of neurological diseases including Alzheimer's, Huntington's, Parkinson's, Amyotrophic Lateral Sclerosis (ALS), and memory disorders of all kinds.


The center will offer a patient-focused approach to care based on Cleveland Clinic's Institutes model. This model of care enables the entire healthcare team to pool their wisdom and expertise for the benefit of the patient, linking various specialists across an organ system or disease state such as Neurology, Cancer or Cardiology, delivering improved patient centered care.

"This represents a dream come true for everyone who has worked so hard to make the Lou Ruvo Brain Institute a reality, including the people of Nevada and its neighboring states that will have

access to medical treatment for neurological diseases from one of the world's leading medical centers. This is a perfect integration of Cleveland Clinic's mission and excellence in patient care, research and education and what we want to create here in Las Vegas," said Larry Ruvo, Chairman of the Lou Ruvo Brain Institute.

"Cognitive disorders, such as Alzheimer's disease, are becoming more prevalent as we all lead longer lives," said Michael T. Modic, M.D., FACR, chairman of the Cleveland Clinic Neurological Institute. "New discoveries and emerging science tell us that cognitive disorders can be identified earlier than previously believed and potentially altered. Our hope is to bring together world-class clinicians and researchers to advance our understanding of cognitive disorders and provide the best care possible for people who suffer from them, as well as their caregivers."

Keep Memory Alive is proud to support the work of the Cleveland Clinic Lou Ruvo Center for Brain Health. With its worldwide respect and renowned staff, our partnership with the Cleveland Clinic not only offers us greater resources, but presents an immediate significant step closer to finding a cure.



MESSAGE: From the CEO, Cleveland Clinic

Cleveland Clinic is deeply honored to have been chosen to run the new Lou Ruvo Center for Brain Health in Las Vegas. We are proud to join this leading-edge enterprise on behalf of the millions of people worldwide who are facing the devastation of neurodegenerative disease in themselves or a loved one.

Alzheimer's, Parkinson's, Huntington's and ALS disease have emerged as the next frontier of medicine. Advances in public health and cardiovascular treatments have dramatically lengthened lifespans over the past 50 years. New technologies from total joint replacement to implantable cardioverter defibrillators are enabling millions to enjoy movement and activity well into the second and third decade of retirement. The tragic irony is that these breakthroughs in strengthening hearts and limbs have not been accompanied by equal success in preventing the loss of memory, cognition and control. We can no longer permit this situation to exist. The time has come to align strength of body with strength of mind, and make it possible for all to enjoy health, focus and mobility for a lifetime.

Cleveland Clinic neuroscientists are among the national leaders in their specialty. We are ranked one of the nation's top centers in neurology and neurosurgery year after year. Now we have the outstanding privilege and opportunity of working with Keep Memory Alive to focus this expertise on the disorders of the aging brain in the Lou Ruvo Center for Brain Health. We are thrilled to have this opportunity.

We know the need is urgent. Our experts will work tirelessly to discover the causes and develop new treatments for Alzheimer's, Parkinson's, Huntington's and ALS disease. We will care for patients using the most advanced therapies, and support them with strength and compassion. We will collaborate with neuroscientists and clinicians worldwide to build on breakthroughs and innovations. Working together, we will solve the problems of neurodegenerative disease, and find the cures in our lifetimes.

Dr. Toby Cosgrove, M.D.  
CEO, Cleveland Clinic



# A WORLD WITHOUT ALZHEIMER'S?



"There are many diseases that can significantly constrain who we are. There is no disease that can match Alzheimer's for its ability to destroy who we are. It is essential that it be a high priority of our country to lessen this impact of this disease."

Robert Sapolsky, Ph.D.  
*Professor, Biology, Neurology / Neurosurgery,*  
STANFORD UNIVERSITY

# 2020

"...WE NEED  
A SENSE OF  
URGENCY IN  
DEFEATING THIS  
EPIDEMIC."

Dr. Bradley Hyman, Director Alzheimer's Disease Research Center  
Harvard Medical School



## A DECADE AWAY:

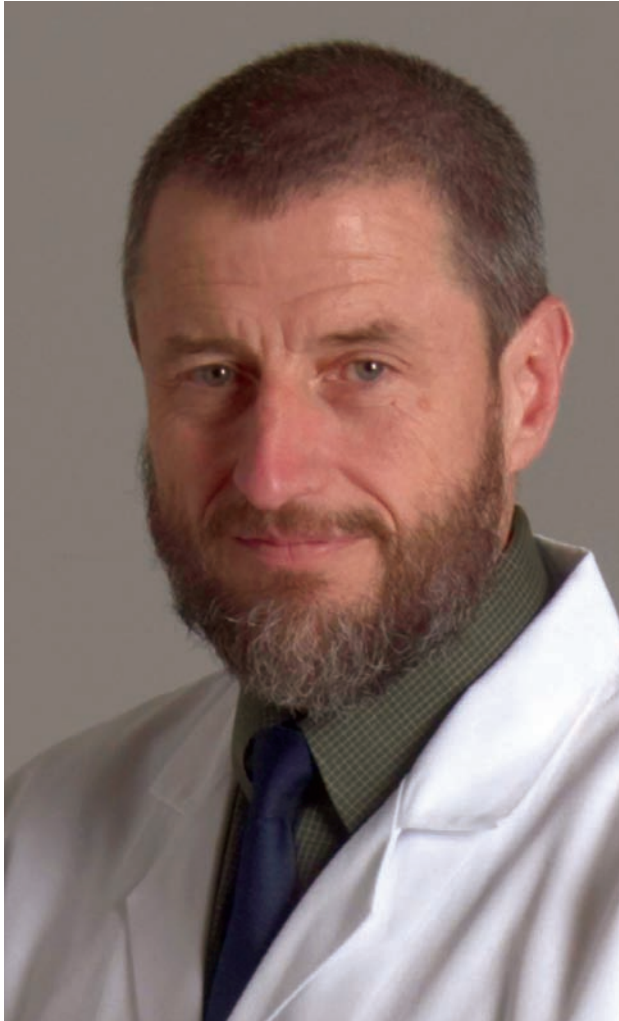
In 1939, just as World War II was escalating, Albert Einstein wrote a series of letters to President Franklin Roosevelt explaining the urgency of beating Germany to the creation of the Atom Bomb. The result of his correspondences was the Manhattan Project which has since been held up as the prototype for achieving complex and momentous assignments. The Manhattan Project's organizational scheme was to define the goal, and advance it on multiple fronts, each team of experts working together with other experts, with collaboration being the key word. In three years, their mission was accomplished.

In 2009, the battleground is dementia and Alzheimer's disease, the scientist is Nobel Laureate Stanley Prusiner, MD, and the President is Barack Obama. Dr. Prusiner has penned a letter to the President explaining the urgency of preventing the insidious disease of Alzheimer's before it affects the aging cohort of 78 million baby boomers and their families. He encourages the President to advance the National Alzheimer's Strategic Plan (NASP), spearheaded by the Alzheimer's Study Group (ASG) in collaboration with the Lou Ruvo Center for Brain Health (LRCBH), promoting worldwide research networks to develop technologies to prevent Alzheimer's disease. In ten years, this mission could be accomplished.

This "Manhattan Project-type" initiative is based on Drs. Zaven and Ara Khachaturian's editorial, Prevent Alzheimer's Disease by 2020: a national strategic goal. The editorial was endorsed by over 200 internationally renowned Alzheimer's experts and two Nobel Laureates. As Dr. Bradley Hyman, Director of Alzheimer's Disease Research Center at Harvard Medical School proclaims, "Alzheimer's is a devastating problem that is getting worse as our population ages. One patient would be too many to suffer from this awful disease. Six million Americans right now, and double or triple that number in a few short years is unimaginable ... **we need a sense of urgency in defeating this epidemic.**"

Over the past several years the LRCBH, led by Dr. Zaven Khachaturian, has hosted a series of think-tank symposiums to find ways to expedite therapies for dementia and Alzheimer's disease by eradicating bureaucratic roadblocks. The inaugural Leon Thal Symposium on the Prevention of Dementia was held in December 2007 with approximately 50 dementia specialists attending.

The most recent think tank, the Leon Thal Symposium 2008, resulted in a second meeting report: A roadmap for the prevention of dementia II: Leon Thal Symposium 2008. The ASG, and its chairmen Newt Gingrich and Bob Kerrey, adopted the recommendations of both the 2008 meeting report and the editorial, and incorporated it into their NASP. This is the principal report on dementia and Alzheimer's in the United States, and was presented to the 111th Congress and the Obama Administration this past March.



Michael T. Modic, MD, FACR

## WITH HEART AND HOPE, WE'RE OFF TO A RUNNING START

By Michael T. Modic, MD, FACR

The hopes and dreams of a huge and ever-expanding family came together on Monday, July 13, when the Cleveland Clinic Lou Ruvo Center for Brain Health welcomed its first patients.

Patients with neurological diseases – Alzheimer's, Parkinson's, Huntington's, amyotrophic lateral sclerosis – are the core of this family, which also comprises the caregivers and countless other people connected to these patients. This extended family will continue to multiply in number as people unaware of our center today grow all too personally familiar with its mission in the years to come.

Now, however, we bring a new urgency to the quest for treatments that can prevent the disabling symptoms of chronic brain disorders and prolong healthy, vital aging in people at risk. Now, we have a patient-centered, research-based model in the Lou Ruvo Center for Brain Health.

Our first day went seamlessly, and demand for services continues to build. Already we are at capacity, and we are rapidly putting clinical staff in place. By the start of the new year, we expect two more doctors to join the center's director, Dr. Randolph Schiffer, and Dr. Charles Bernick. These professionals form a team with colleagues in Cleveland, including researchers, surgeons, imaging specialists and other experts affiliated with the center.

The launch of the Las Vegas headquarters was a resounding success thanks to the efforts not only of our doctors, but of a virtual army eager to play a role in establishing the world's pre-eminent program for the care of cognitive disorders. I would be remiss if I did not publicly acknowledge their contributions. They work in nursing, social work, administration, informatics technology, building construction, groundskeeping and parking. They are the volunteers and donors who support Keep Memory Alive.

With a grace that inspires us all, these dedicated staff and friends of our facility have earned a place in that extended family anchored by our patients and their loved ones. Each day, they go beyond the expected.

For example, a patient arrived at the center by public transportation – but did not leave alone. A concerned volunteer took the time to accompany the patient on the 2.5-block walk back to the bus stop.



But the story did not end there. Learning of this act of kindness, the city of Las Vegas stepped up, promptly designating resources for construction of a bus stop just outside the center. We are grateful for this responsiveness, which will result in increased accessibility for our patients. This thoughtful gesture is representative of the warm reception the local community has given us.

Accessibility is key to the patient experience inside the center as well. In keeping with our intent to maintain a patient-friendly environment, people arriving for appointments go directly to an exam room, rather than sitting in a waiting area. The needs of patient and family are the focus of the entire healthcare team, which pools its knowledge and expertise to provide the most effective care.

This integrated delivery model, which has brought Cleveland Clinic national attention, is central to our approach. We are applying it at the Lou Ruvo Center for Brain Health with the goal of diagnosing cognitive disorders earlier than we ever have, in time to alter their course and make a profound difference in patients' lives.

We are well aware of the enormity of the task. In an interview, Dr. Schiffer put it simply: "Nothing here that we're dealing with is minor. These are bad things happening."

At the Lou Ruvo Center for Brain Health, we are prepared to tackle the challenge of keeping memory alive.

*Michael T. Modic, MD, FACR, is Chairman of Cleveland Clinic's Neurological Institute. U.S. News & World Report ranks Cleveland Clinic's neurological and neurosurgical programs among the nation's best.*



*Merena Findale, RN - Cleveland Clinic assists patient*



*Josie Gatbonton, MA & Randy Capurro*





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## THE ALZHEIMER'S PROJECT

On May 10th, 2009, HBO premiered The Alzheimer's Project, a groundbreaking four part documentary series about Alzheimer's disease. The films are presented in association with the National Institute on Aging and the Alzheimer's Association, and were executive produced by Maria Shriver, the First Lady of California, whose father is currently battling Alzheimer's.

While there is no cure for the disease, The Alzheimer's Project shows there is now genuine reason to be optimistic about the future. This multi-platform series takes a close look at the pioneering discoveries made by the country's leading scientists, as well as the effects of this debilitating and fatal disease both on those with Alzheimer's and on their families.

*The series included:*

### THE MEMORY LOSS TAPES

An intimate look into the lives of seven individuals living with Alzheimer's, each in an advancing state of dementia across the full spectrum of the progression of the disease.

### GRANDPA, DO YOU KNOW WHO I AM?

A film for children narrated by and featuring Maria Shriver that introduces viewers to seven children learning to understand and cope with their grandparent's illness.

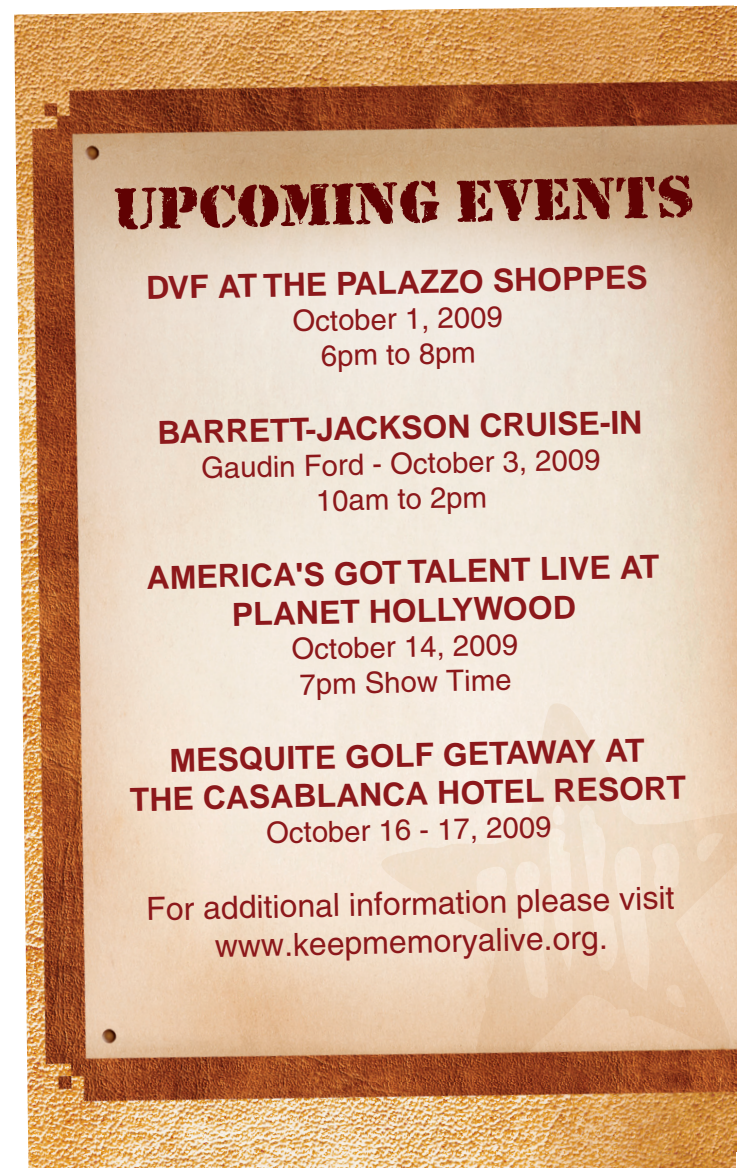
### CAREGIVERS

Seen through the lens of five individuals caring for family members suffering from the disease, this film conveys the sacrifices and successes of people who experience their loved ones' gradual descent into dementia.

### MOMENTUM IN SCIENCE

This film uncovers the groundbreaking research of 25 leading scientists and offers a hopeful, optimistic portrait of the search for a cure.

To watch the series, please visit [www.hbo.com/alzheimers](http://www.hbo.com/alzheimers).



## WE THANK YOU

Keep Memory Alive is grateful to all our friends whose generosity and unwavering support allow us to accomplish our mission. Here are just a few examples:

### *9th Annual* **GOLF TOURNAMENT**

Surrounded by the Spring Mountain Range, Siena Golf Course was the location for IREM'S 9th Annual Golf Tournament held on May 1, 2009, honoring Keep Memory Alive as the "Charity of Choice." Thank you IREM and title sponsors Dan Parisi of Securitas and Steve Musegades of Sunland Asphalt for embracing our mission to provide awareness, education and support in the conquest of neurodegenerative brain diseases.

Thank you volunteers Jo-Ann Tallerico, Reggie Tashjian and Rod Santa Cruz for representing our organization at the tournament.



Kilroy's Ice Hockey Club supports Keep Memory Alive and the Cleveland Clinic Lou Ruvo Center for Brain Health in memory of their dear

friend and team member, Steve Rigazio, who succumbed to ALS (Lou Gehrig's disease). The club raises funds in a unique manner by assessing a "fine" to each player where a goal is scored and for each penalty minute served during the game. Thank you Kilroy's!

## National Tartan Day



In celebration of National Tartan Day, The Glenlivet's Kilt Day challenged employees from New York~New York to wear kilts for a day – all in the name of charity. Held on April 2, 2009 on the Brooklyn Bridge at New York~New York celebrated Scottish heritage in high-style. Donations were made to Keep Memory Alive for every employee that donned a kilt and for each glass of scotch that was poured.

Thank you New York~New York, The Glenlivet and Pernod Ricard USA for your support.



# WORLD-CLASS EXPERTS, EQUIPMENT PROVIDE SUPERIOR IMAGING FOR **LOU RUVO CENTER FOR BRAIN HEALTH**

BY DANIEL ALEXA



SIEMENS MAGNETOM Verio 3T MRI

People around the world travel to Las Vegas in the hope that a bit of good luck will change their lives forever. Since the doors opened at the Cleveland Clinic Lou Ruvo Center for Brain Health on July 13, patients who come to Las Vegas with cognitive disorders such as Alzheimer's, Parkinson's and Huntington's have much more than luck on their side.

Cleveland Clinic's integrated healthcare model combined with research, philanthropy and vision

have led to the creation of a team dedicated to developing treatments to delay, prevent and eventually cure the disabling symptoms of chronic brain disorders. The neuroradiologists in the Cleveland Clinic Imaging Institute are a very important component of this team, which also comprises neurologists, neuropsychologists, and specially trained nurses and assistants.

Overall, the Imaging Institute is staffed by more than 150 radiologists who collectively interpret



around 2 million radiology exams a year. Most are fellowship trained in a specific area of the body and have become experts in their chosen field. In addition to neuroradiology, areas of expertise include musculoskeletal radiology, abdominal radiology, cardiac radiology, nuclear medicine, breast radiology and pediatric radiology.

Our world-renowned neuroradiologists have acquired a skill set that uniquely qualifies them to collaborate with the integrated team at the Lou Ruvo Center for Brain Health. Acknowledged as leaders in their field, they conduct research, write textbooks and articles, and teach students and other physicians training in the cognitive disorders. Therefore, images from scans of patients at Lou Ruvo are interpreted by

subspecialty-trained experts, who are dedicated to studies relating to the brain and spine. In essence, the best doctors available interpret patient exams using the best equipment available.

To provide our radiologists with the best information, Cleveland Clinic has invested in a state-of-the-art MRI scanner that is installed inside the Lou Ruvo Center. MRI, or magnetic resonance imaging, is a technology that allows physicians to see inside the body without using radiation. MRI uses a combination of a strong magnetic field, radiofrequency waves and computers to create anatomic and functional images of the body.

However, not all MRI machines are created equal. The MRI installed at Lou Ruvo is a

leading-edge 3.0 Tesla system with a patient-friendly design that gives our neuroradiologists the ability to see into the brain in new ways, to detect and diagnose disorders at an earlier stage and to provide valuable information for research. Our MRI is shorter than traditional MRI scanners, with a very wide opening to accommodate patients of all types – including those who are claustrophobic or anxious. The 3.0 Tesla designation means the scanner has a very strong magnetic field that provides more accurate images and faster exam times, and allows us to perform exams that most other systems are not capable of acquiring.



We have also installed a computed tomography (CT) scanner and plan to add a positron emission tomography (PET) scanner, which will allow our physicians to diagnose frontal temporal disorder vs. Alzheimer’s disease.

The imaging department uses a radiology information system (RIS) and picture archiving and communication system (PACS), which are linked to Cleveland Clinic via a secure, high-speed Internet connection. This connection enables our physicians and technologists to communicate in real time and transfer information

# KEEP MEMORY ALIVE

## INVITES YOU TO A VIP RECEPTION FOR THE LAS VEGAS PREMIER OF

# America's got Talent Live

The hit NBC series, America's Got Talent is now at Planet Hollywood Resort & Casino Las Vegas. This live stage show stars **Jerry Springer**, **Kevin Skinner**, and your favorite America's Got Talent acts from around the country. With an exciting array of spectacular singers, dancers and entertainers of all types. America's Got Talent Live promises to be an unforgettable experience for everyone.

**VIP COCKTAIL RECEPTION, VIP SEATING AND A MEET & GREET WITH THE CAST.**

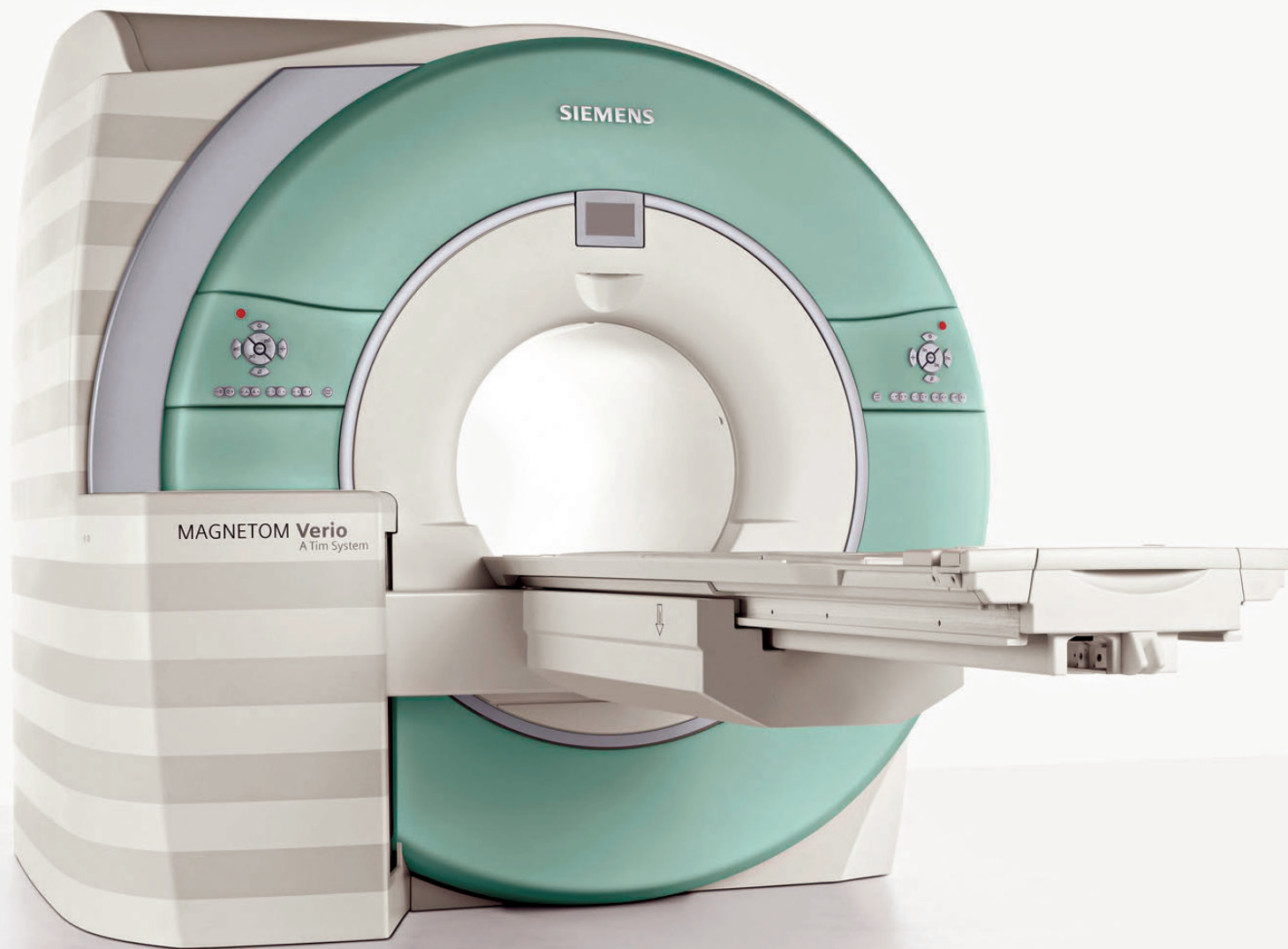
**\$150 PER PERSON  
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6:00pm Reception  
7:00pm Show Time  
Followed by Meet & Greet

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Cleveland Clinic  
Lou Ruvo Center for Brain Health
 KEEP MEMORY ALIVE  
Supported by Division of the Cleveland Clinic Lou Ruvo Center for Brain Health  
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**All proceeds from this performance will benefit Keep Memory Alive.**

Seats are also available starting at \$64.00 by calling Ticketmaster at 800.745.3000.



and images to our radiologists in Cleveland for interpretation. Thus, physicians and patients at our center have immediate access to our team of radiologists, which coordinates care to determine which diagnostic tests will be best for each patient and then discusses the results.

Thanks to the vision of Larry Ruvo, the resources of Cleveland Clinic and the generosity of thousands, the Cleveland Clinic Lou Ruvo Center for Brain Health can offer hope to families struggling with cognitive disorders. With dedicated professionals who collaborate to determine treatment, and who have access to the latest, most advanced technology, we will persevere toward our goal to end the suffering and “Keep Memory Alive.”

*Daniel Alexa is the Administrator for the Department of Business Development within the Cleveland Clinic Imaging Institute.*



# BRAINERCIZE

## Helps Brain Stay Sharp

As American society gets progressively grayer, we are beset by bleak sketches of a demented old age. Randolph B. Schiffer, MD, Director of the Cleveland Clinic Lou Ruvo Center for Brain Health, thinks the warnings about age-related declines in cognition and behavior should be balanced with some attention to the upside of the older brain.

“In general, we gain greater self-insight as we age,” he notes. “We have better control of our emotions. We make better choices, and we have the benefits of experience in our decision making.”

It’s the wisdom of aging. If we’re really wise, we’ll put some effort into enhancing that hard-won brain power.

“We know that an inactive lifestyle in the middle years correlates with a greatly increased risk of dementia,” says Dr. Schiffer. “It stands to reason that, just as physical exercise keeps our bodies in good condition, a regular mental workout keeps our brains in shape as we age.”

### Call it “brainercizing.”

Anyone can do it. Here are nine tips to help you brainercize effectively:

#### Engage in challenging, interesting activities.

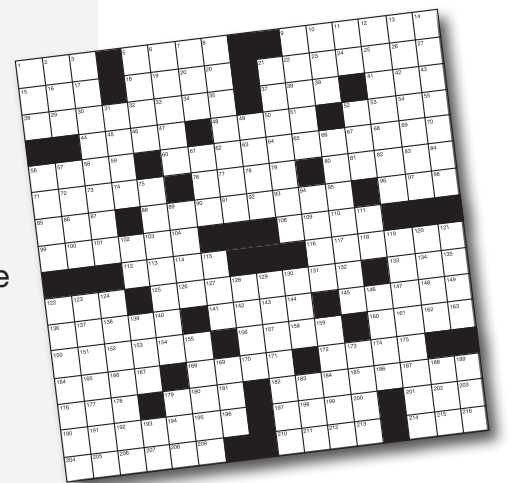
Do the crossword puzzle, take a class, volunteer, coordinate a community food drive.

#### Use visual cues and associations to “jog” memory.

For example, to remember the names of people you’ve just met, think of something they remind you of.

#### Process new information in steps.

With a new cell phone, for example, learn button functions on day one, message retrieval on day two, and so on.



(cont. on page 20)

# BARCELONA

THE LOU RUVO CENTER FOR BRAIN HEALTH CO-HOSTS  
A EUROPEAN-UNITED STATES RESEARCH SYMPOSIUM IN  
BARCELONA, SPAIN



The Lou Ruvo Center for Brain Health (LRCBH) co-hosted an inaugural international meeting in Barcelona, Spain that included 20 renowned Alzheimer's experts and European centers. On February 11-13, 2009, the Barcelona Think-Tank Meeting on European [EU]-United States [US] Collaborative Research on the Prevention of Dementia was organized by the Pasqual Maragall Foundation and the LRCBH in collaboration with BIOCAT—a leader in biotechnology and biomedicine based in Catalonia, Spain. This group of experts seeks to establish an international network of researchers, and find suitable methodology, financing and resources to move forward with this joint European-North American mission.

Alzheimer's experts gather in Barcelona, Spain for the Barcelona Think-Tank Meeting on European [EU]-United States [US] Collaborative Research on the Prevention of Dementia.



Dr. Zaven Khachaturian of the LRCBH, and Jordi Cami, general director of the Pasquall Maragall Foundation, led the work sessions for the think-tank style symposium. The Barcelona meeting was a planning workshop to begin identifying existing programs, initiatives, and resources that can be built upon and leveraged to meet the goals of the EU-US collaborative program. Discussions focused on:

- Creating the infrastructure to conduct early detection and prevention studies involving thousands of asymptomatic volunteers with a family history of Alzheimer's. The goal is to discover biomarkers, or biological indicators, that can determine the presence of the disease prior to the onset of symptoms. Experts agree that the earlier these biomarkers are detected, the more successful prevention therapies will be.
- Providing resources for researchers to use to test hypotheses or generate new hypotheses related to causation and intervention. These resources include both new instruments that will need to be developed

and validated, as well as large diverse groups of well-characterized individuals to participate in trials of new instruments and interventions.

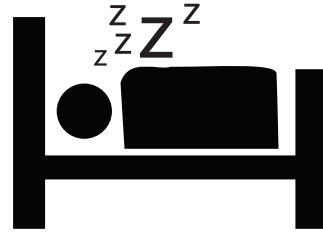
- Using these resources and infrastructures to develop interventions that will delay, ameliorate, or change the course of the disease, or prevent the disease altogether.

Alzheimer's disease is a global scourge and, as these experts emphasize, should be tackled through international collaborations. The benefits of the EU-US enterprise could extend well beyond the central mission of developing the resources needed to carry out large studies on diverse populations; it will also attract the brightest young investigators throughout the world who seek to establish themselves in a fast-moving research area, to promote first-rate research, as well as to enhance participants' success in competing for funding from a variety of international agencies. This could accelerate the pace of cures for not only Alzheimer's disease, but also other neurodegenerative afflictions.

(cont. from page 17)

**Sleep on it.**

The brain needs downtime to commit information and experiences to long-term memory.



**Reduce stress,**

which interferes with the ability to concentrate, stay focused and remember.

**Get physical.**

When you exercise and rev up your circulation, your brain cells are flooded with oxygen and nutrients that help them work more efficiently.



**Socialize.**

Research strongly suggests that people with a wide and varied social network stay sharper longer.

**To ensure that you're fully benefiting from brainercizing, check your medications.**

Over-the-counter pills and prescription drugs can cause many symptoms of memory decline.

**Finally, go ahead and break your habits from time to time.**

As Dr. Schiffer says, "It's good for the soul."

■  
■ ■ CELEBRITY GUESTS: Guests Visit the Center  
■



Larry Ruvo, Frank Gehry and Dr. Toby Cosgrove



Gelila Puck and Colin Cowie



Andre Agassi, Stefanie Graf, and Larry Ruvo



P. Diddy



Siegfried & Roy, and Larry Ruvo



Larry Ruvo, David Copperfield, and Richard Sturm



Wolfgang & Gelila Puck, and Larry Ruvo

# ARTISTS SUPPORT

## The Cleveland Clinic Lou Ruvo Center for Brain Health

When the doors of the Life Activity Center at the Cleveland Clinic Lou Ruvo Center for Brain Health open to the public, visitors will find a wide variety of artworks on display throughout the new Frank Gehry-designed facility. Artists are consigning the paintings, sculptures and works on paper to be sold in support of the CCLRCBH. “The idea,” says CCLRCBH Curator Libby Lumpkin, “is to enhance the experience of visiting the Center for patients and visitors, and to provide collectors the opportunity to support the Center by purchasing works they might otherwise acquire through galleries.”

Many established masters of contemporary art are contributing works, along with mid-career and emerging artists. “I’ve been bowled over by the response from artists. Like everyone else, they recognize the importance of the Center’s mission to conquer brain degenerative diseases, and they also understand the benefit to patients of having access to fine art. Studies suggest that surrounding patients with art supports the healing process. I think we all know that the contemplation of compelling works of art can lift one’s spirits.”

According to Lumpkin, a number of the artists featured have a direct connection with Frank Gehry. Artists such as Edward Ruscha, Larry Bell, Ken Price, Peter

Alexander, Charles Arnoldi, and others who are contributing works lived and worked in Venice, California, in the 1960s and 1970s, and were friends with Gehry in the early stages of their careers. “We are making an effort to bring in artists who were close to Frank during his formative period. One can see the mutual exchange of ideas in the attitude and forms of the artworks and Gehry’s architectural designs. In some cases, the connection remains evident today. I think that for us to focus on artworks by the Venice artists will make the visual experience all the more interesting for visitors, especially on the occasion of the opening of Gehry’s amazing new building.”

The artworks by mid-career and emerging artists include some by artists who live and work in Las Vegas. “Tim Bavington, Angela Kallus, and Shawn Hummel are among the Las Vegas-based artists who are contributing. David Ryan is designing a work specifically for the new building. I’m just so grateful to all the generous artists who want to help the Center achieve its goals. The opening of a major research center for brain health is a major event for Las Vegas. The fact that the new facility is designed by the world’s most renowned architect, Frank Gehry, makes it a major cultural event, as well. And being able to fill the building with important works of art makes the cultural dimension just that much richer for all of us in the Las Vegas community.”

## KEEP MEMORY ALIVE

*Supporting the Mission of the Cleveland Clinic Lou Ruvo Center for Brain Health*

*Presents*



### AN EVENT TO REMEMBER So others will never forget

It was truly a magical evening on February 28, 2009 when more than 1,100 guests attended the Power of Love Gala at the Bellagio. The enchantment began from the moment guests entered the “Secret Garden” inspired reception. Perusing the awe-inducing selection of silent auction items including weekend getaways, decadent dining, vintage wines and glittering gems, guests were transported to a stunning world where body-painted “white tigers” playfully toiled amongst a dazzling forest setting. The décor featured Siegfried & Roy vignettes, costuming and photos, foreshadowing the duo’s highly anticipated performance later in the evening. The crowd sipped flutes of Dom Perignon and nibbled Italian cheese “twinkies” and crunchy rock shrimp prepared by Chef Martin Heierling before moving into the main ballroom for dinner.

Once the star-studded crowd settled in — Teri Hatcher, Hilary Duff, Steve Schirripa, Danny DeVito, Rhea Pearlman, Perry Farrell, John Pinnette, Muhammad Ali, Kristin Davis and John Paul DeJoria were all in attendance — the evening began in full force. Larry and Camille Ruvo spoke on the importance the organization plays to the community and to them personally.

Guests were delighted to learn of a newly inked partnership between Keep Memory Alive and The Cleveland Clinic, who will run the 65,000-square-foot Lou Ruvo Center for Brain Health when it opens. The Cleveland Clinic is ranked fourth best in the nation and is ranked in the top 10 in nine specialties by U.S. News & World Report. The crowd roared with applause in response to the announcement.



*Montecore with Siegfried & Roy*



Attendees dined on a delectable dinner prepared by world-class chefs, Wolfgang Puck, Eric Klein, Todd English and Jean-Philippe Maury. Each dish was paired with an exquisite wine from Dom Perignon, Caymus Vineyards, Holdredge Bucher Vineyard, Prevail and Ferrari Carano. As dessert was served, the live auction began. The event began with auctioneer Christian Kolberg asking anyone willing to donate \$1,000 then and there to stand up— to which 41 guests accepted the challenge! From that moment, the auction was off to an exciting start. Rare bottles of wine, original art work and once-in-a-lifetime experiences were won by generous bidders.

Upon finishing the auction, the crowd held a collective breath as master illusionists Siegfried & Roy took the stage with tiger Montecore. The legendary duo gave an emotional farewell performance that ended with deafening applause and a heart-felt standing ovation. The magical spectacle touched hearts and brought a tear to many an eye in the crowd. The evening created much more than captivating memories. Awareness and more than \$12 million was raised to continue working towards finding cures and developing new therapies for Alzheimer, Huntington, Parkinson, ALS and other memory disorders. Our deepest gratitude goes out to everyone who made such a phenomenal night possible.



Tiffany Kish & David Saltz



Producer Jerry Mitchell and the cast of the PEER SHOW



Teri Hatcher



Wolfgang & Gella Puck



Dr. Toby and Anita Cosgrove



Perry & Etty Farrell





Power of Love



HOW YOU CAN HELP



to give of themselves

A SPECIAL THANK YOU TO OUR VOLUNTEERS

*Dee King, Director of Volunteer Services*



Volunteers Sharon Holland, Rosemary Beard, Patty Durbin, Lorrie Davis



Volunteers Annette Guzman, Yani Torres, Nona Garcia

The success of an organization such as ours depends on a strong commitment from the citizens of our community and gratefully, numerous individuals have expressed a desire to volunteer for Keep Memory Alive, thus our Volunteer Department has begun its evolution.

Prior to joining Keep Memory Alive, my experience included three years of volunteering at a local hospice. I share this information because I believe it is important to have served on both sides in order to understand how to create reciprocal relationships that satisfy the needs of the volunteer and the organization.

Our volunteers worked behind the scenes during the Power of Love Gala. Thanks to Reggie Tashjian, Jill Paige, Ann Casey, Nikki Lundberg, Mark Hanson, Barbara Kirschbaum, Sarah Bunce, Robin Harrell, Odette Kattak, Ira and Adrienne Miller, and Jo Ann Tallerico for your assistance in everything from envelope stuffing to gift bag stuffing! Nikki thank you for your services as a runner gathering collateral material for auction items. There were over 100 volunteers at the Power of Love Gala. A million thanks to all of you; I hope you had some time during the evening to enjoy the ambiance at an event that could not have happened without you.

In March our organization was represented at two events, Aging in America 2009 National Conference on Aging at the Paris Hotel and

the Henderson Health Experience at Touro University Nevada. Keep Memory Alive also partnered with Wells Fargo Bank volunteers for our Lake Tahoe events: The Shakespeare Ranch Rodeo and Lakeside Laughs. The collaboration was a success and their support for the Lou Ruvo Center for Brain Health was appreciated. We look forward to next year's events and the ongoing presence of the Wells Fargo team at our Northern Nevada events. Volunteers take the opportunity to give of themselves and through the power of their acts of caring, lift the spirits of others.

Currently we ask for assistance in our clinical services — those who want to work as hospitality volunteers assisting patients and caregivers to and from the building during their scheduled appointment times.

***Volunteers: "I can no other answer make, but, thanks, and thanks."***

***- William Shakespeare***

We also need volunteers for our Resource Library for those who want to provide assistance to caregivers.

To learn more about volunteer opportunities, to join us in the development process, or to have your information and availability added to our volunteer database please call Dee King at (702) 263-9797 or via email at [dking@keepmemoryalive.org](mailto:dking@keepmemoryalive.org).

# Clinical Trials

Dr. Charles Bernick, M.D. Associate Medical Director, Cleveland Clinic Lou Ruvo Center for Brain Health

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Despite being first described as a disease state in 1907, it wasn't until the early 1990's that specific treatments became available for Alzheimer's disease (AD). These medications, known as cholinesterase inhibitors, provide modest symptomatic benefit and still remain the standard of care. However, we are now entering an exciting time of new approaches to the treatment of AD with the promise of being able to delay or retard the progression of this relentless disease.

The strategy most actively pursued to arrest AD is through modification of a protein called Beta amyloid. The fundamental pathological feature of AD is deposits of material in the brain termed senile plaques. Scientists have learned that the major constituent of the plaque is Beta amyloid. Several lines of evidence suggest that amyloid plays a key role in the death of brain cells that occur in AD. Thus, it is commonly thought, though not uniformly accepted, that if the production or processing of amyloid can be altered, then the course of the disease slowed.



*Dr. Charles Bernick and Randy Capurro*



It was this anti-amyloid idea that led to trials of a “vaccine” for AD, attempting to manipulate one’s own immune system to remove amyloid. Though these studies were prematurely halted due to adverse effects, there was evidence to suggest benefit from the treatment. Utilizing the same immunological approach, researchers at the Cleveland Clinic Lou Ruvo Center for Brain Health (CCLRCBH) are participating in a nationwide study of a medication called bapineuzumab. This product is thought to bind to and clear amyloid particles in the brain. It is designed to provide antibodies to amyloid directly to the patient, rather than requiring the patient to produce their own immune response.

Another medication being tested at CCLRCBH that attempts to remove amyloid is Immune Globulin (IGIV). This drug has been approved and used successfully for over 20 years to treat a variety of autoimmune and immunodeficient diseases. It was discovered that IGIV contains anti-amyloid antibodies and is now being investigated as a treatment for AD.

Along with methods aimed at removing amyloid, another approach is to prevent its production. There are a group of drugs in development, termed secretase inhibitors, that are intended to do just that. At CCLRCBH trials are beginning to test one of these drugs in prodromal AD. This group includes individuals with very mild memory loss who are thought to be at the very earliest stage of AD. There is an increasing trend, based



on the assumption that AD begins in the brain years before any obvious symptoms begin, to try and initiate treatment as early as possible.

Anti-amyloid treatments are not the only strategy under investigation. The CCLRCBH is part of a multicenter trial of the medication Dimebon. This drug has been shown to prevent brain cell death in animal models of AD. It is believed that Dimebon works through a novel mechanism of action improving the function of mitochondria, the energy producing structures in cells. This study is specifically evaluating the effect of Dimebon in combination with one of the commonly used AD medications, donepezil (Aricept).

The research programs mentioned above are all currently enrolling participants at the CCLRCBH. Clinical studies are the engine that powers medical progress. Improved treatments can never become a reality without testing in human volunteers. Research shows that people involved in studies tend to do somewhat better than people in a similar stage of their disease who are not enrolled, regardless of whether the experimental treatment works. This may be due to the general high quality of care provided during clinical studies.

If you, or anyone you know, would like to be considered for participation in one of the clinical trials at CCLRCBH, please call (702) 483-6000 and ask for the research department.

# A TAHOE SUMMER

FRIENDS OLD AND NEW JOINED KEEP MEMORY ALIVE FOR TWO SPECTACULAR EVENTS HOSTED AT PICTURESQUE SHAKESPEARE RANCH IN GLENBROOK, NEVADA.

## LAKESIDE LAUGHS

A weekend of "lakeside laughs" created lifelong memories and friendships at this co-hosted event. A tantalizing dinner was prepared by Chef Emeril Lagasse, an evening of laughter was provided by Robin Williams, and Stefanie Graf and Andre Agassi shared an opportunity to rally with champions. To close the weekend, a beachfront luncheon was hosted by Lori and Mike Milken. What an amazing group of talent to share with all in one weekend!



JULY 24 - 26, 2009

Guests saddled up for a day on the ranch... Shakespeare Ranch, for an old-fashion ho'down. Cowgirls and cowboys tested their skills in events that included bull riding and saddle broncing, as guests watched in awe of their talents. Pit masters, courtesy of the Eldorado Hotel Casino prepared scrumptious delights to feast on, while children enjoyed carnival games and pottery art. Tommy Rocker and his band brought the house down with electrifying tunes.

# RODEO

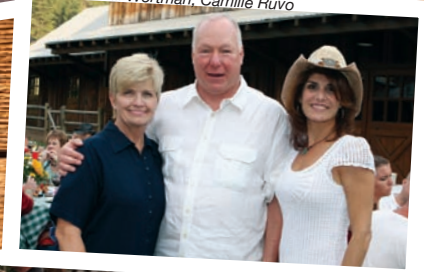
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# KEEP MEMORY ALIVE

Supporting the Mission of the Cleveland Clinic Lou Ruvo Center for Brain Health



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Go to [www.keepmemoryalive.org](http://www.keepmemoryalive.org) to learn how you can invest in memories and support the work of the Lou Ruvo Center for Brain Health.