



FOR IMMEDIATE RELEASE

January 18, 2011

*****CALENDAR ALERT*** CALENDAR ALERT*****

**CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH ANNOUNCES
“TAKING CARE OF BUSINESS: A SUMMIT ON EMPLOYEE CAREGIVING” FEB. 25**

WHAT: On Friday, Feb. 25, [Cleveland Clinic Lou Ruvo Center for Brain Health](#) will hold “Taking Care of Business: A Summit on Employee Caregiving” for members of the business community to learn about the \$17 billion annual cost to businesses due to employees of all ages who are caregivers. The summit will offer easy, effective strategies that can be implemented to better support caregivers and reduce the effect on a company’s bottom line. The summit is designed for corporate leaders, executives in Human Resources, Employee Benefit Plans and Employee Assistance Programs.

Topics will include:

- The impact of caregivers caring for children, parents and family members on a company
- Successful strategies used by business leaders
- Ideas to support employees and positively impact your company’s bottom line
- A toolkit that each attendee will receive to take back to the workplace

WHO: Keynote speakers:

- **Chris Matthews**, host of MSNBC’s Hardball
- **Representative Edward J. Markey**, Massachusetts 7th Congressional District; Serving since 1976 and the Dean of both the MA and N.E. House Delegations. Representative Markey is the founder and co-chair of the Congressional Task Force on Alzheimer’s

Speakers:

- **Jeffrey L. Cummings**, M.D., Director, Cleveland Clinic Lou Ruvo Center for Brain Health
- **Steven Landers**, M.D., MPH Director, Center for Home Care and Community Rehabilitation, Cleveland Clinic Nevada
- **Carla Major**, Vice President of Human Resources and Community Relations, Harrah’s New Orleans
- **Ron Moore**, Founder/CEO, National Caregivers Library
- **Maureen Peckman**, Chief Emerging Business Officer, Cleveland Clinic Nevada
- **Jonathan Rauch**, Contributing Editor, *The Atlantic*, Guest Scholar, The Brookings Institution

- **Michael Traficanti**, Senior Vice President Human Resources, Nevada Federal Credit Union

AGENDA: 7:30 – 8:00 Registration and Continental Breakfast
8:00 – 11:30 Summit on Employee Caregiving

- Keynote Address
- Expert presentation on caregiving and workplace issues
- Interviews with key advocates in the field
- Panel of Business Leaders sharing innovative practices
- Presentation of employer tool kit and resources

COST: \$50 per person, \$25 per person (*for non-profit and government organizations*)

WHEN: Friday, February 25
7:30 AM – 11:30 AM

WHERE: **Keep Memory Alive Event Center**
Cleveland Clinic Lou Ruvo Center for Brain Health
888 Bonneville Ave.
Las Vegas, NV 89106

OTHER: For more information contact Susan Hirsch at 702.483.6023 or hirschs2@ccf.org

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FOR MEDIA INFORMATION:

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