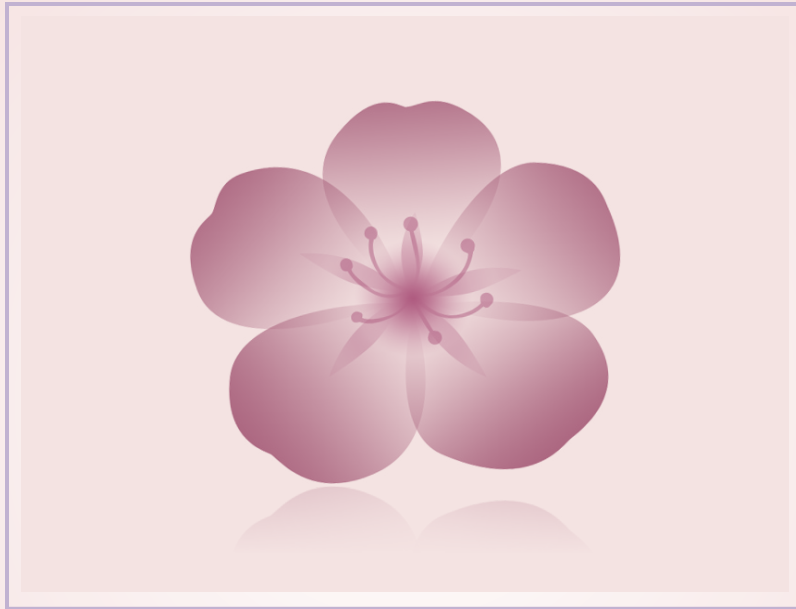


KEYNOTE SPEAKER INFORMATION



HELPFUL INFORMATION FOR BOOKING AN ENGAGEMENT



CINDY KEITH

M·I·N·D
— *in memory care* —



Speaker's Kit

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Speaker's Kit



Bio: Real-Life Experience

Cindy is more than a keynote speaker and author. With more than two decades of experience in dementia-care settings, she brings valuable insight as a consultant to family caregivers, health care providers, and assisted living facilities.

As a LPN, she served as nurse and office manager in a geriatric medical practice and assisted in setting up a comprehensive geriatric assessment center.

While pursuing her RN, BS degree at Penn State University, she was inducted into Sigma Theta Tau, the International Honor Society of Nursing. After earning her degree, Cindy worked in various healthcare settings, including as a dialysis nurse, a nursing supervisor in a skilled nursing facility and for four years as a Health Care Coordinator in the Alterra Healthcare system. In this dementia-dedicated assisted living facility, she served as an Alterra nurse educator, managed the healthcare for all residents, and was responsible for staff dementia training. Also in this capacity, she gave dementia and Alzheimer's training to staff in other facilities, and was honored by Alterra with their prestigious Nurse Quality Award.

In 2004 she recognized the need for personalized, professional counseling for families dealing with loved ones with dementia, as well as dementia and Alzheimer's training for staff in all types of facilities who are being challenged daily by behaviors exhibited by these special residents. Moving In Nurturing Directions in Memory Care was developed by Cindy to fill that need with caring and compassion through family in-home or telephone consultations and facility staff trainings

In 2006 Cindy received approval from the Pennsylvania Department of Public Welfare as an approved trainer to conduct dementia seminars for continuing education credits for personal care home administrators and assisted living directors. Also in 2006 Cindy's first facility staff training video entitled "Bringing Nurturing To Memory Care" was created to assist facilities of all types in providing high quality dementia training to existing and future staff members.

Speaker's Kit

Cindy is a member of the Alzheimer's Foundation of America and has been awarded the title of "Excellence in Care Specialist" for their Dementia Care Program of Distinction. In this role, Cindy will work closely with facilities who wish to earn a Program of Distinction award from the AFA by enhancing the quality of care and excellence in service to people with dementia, their caregivers and their families. Cindy is active in her community in various organizations dealing with eldercare issues. Cindy is active in her community, and volunteers her time and expertise to help educate non-profit groups interested in Alzheimer's and dementia issues.

As a nationally known speaker through Cross Country Educators, Cindy has presented her day-long seminars on the growing dementia and Alzheimer's patient population and the importance of facility staff training in all aspects of dementia care throughout the United States. Her seminars have consistently and overwhelmingly received the highest ratings.

Cindy is a member of the Alzheimer's Foundation of America (AFA) receiving supplemental training through AFA and attained "Excellence in Care Specialist" status in 2007. She is a member of the National Council of Certified Dementia Practitioners (NCCDP) as a Certified Dementia Practitioner as well as a trainer for the Alzheimer's and Dementia Care Course. She remains active in Sigma Theta Tau, Beta Sigma Chapter (National Honor Society for Nursing) and is a member of the steering committee for the Centre County Geriatric Interest Network in Pennsylvania. A dog lover, she supports the Working Canine Assoc. of Central Pennsylvania (WKACP).



Her first book, "LOVE, LAUGHTER, & MAYHEM – Caregiver Survival Manual for Living with a Person With Dementia" helps readers learn ways to decrease frustration as well as offering many tips on how to navigate around obstinate behaviors. [Click here to view sample chapters and the Table of Contents for this valuable resource.](#)



Her second book, "LOVE, LAUGHTER, & MAYHEM IN ELDERCARE FACILITIES: THE MASTER KEY FOR DEMENTIA TRAINING," provides a proactive guide to dementia care for professional care providers. [Click here to view sample chapters and the Table of Contents for this valuable resource.](#)

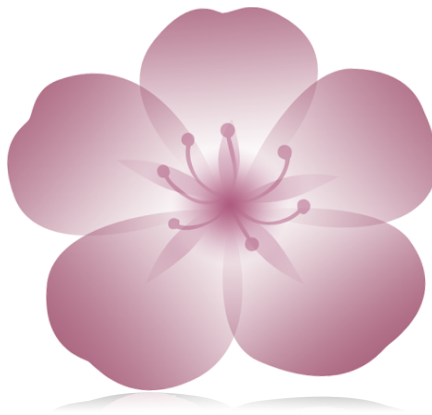
Speaker's Kit

About Cindy Keith

Cindy Keith, RN, BS, CDP believes that caring for those with dementia – including Alzheimer's disease and Lewy Body dementia – is best provided in a proactive, compassionate manner.

Cindy launched Moving in Nurturing Directions (M.I.N.D.) in Memory Care in 2004 to bring that belief into practice. Through consultations with both professional care providers and family care givers, M.I.N.D. in Memory Care provides the tools to live and work in the world of dementia with integrity, while nurturing their spirit and encouraging them to allow humor into their roles.

Cindy is certified to conduct continuing education seminars in dementia for CEU credits as well as a pre-requisite class for the Certified Dementia Provider designation. She is a highly sought after speaker and presenter on the topics of Alzheimer's and Dementia as well as a noted author of books and articles on the topic.



Speaker's Kit

Topics for Presentation, Keynotes in Dementia and Alzheimer's Disease

Cindy relies on two decades of experience as a nurse, manager, and administrator as well as her current role as a researcher to discuss a wide range of topics for those caring for dementia patients. Among those topics are:

1. Facilities Successfully Managing People with Dementia & Reducing Their Liability
2. Depression, Activities & Dignity in People With Dementia
3. Dementia Training for Facility Directors and Administrators (8 hour DPW approved)
4. Alzheimer's & Dementia Care Course (8 hour course sanctioned by NCCDP)
5. Dementia Teaching For Nurse Aide Educators in the PA Department of Education
6. Alzheimer's Behavior in Search & Rescue Situations
7. Caring For a Family Member Who Has a Type of Dementia
8. Keeping Your Brain Healthy Now & Hope For The Future
9. Help For Emergency Room Nurses Dealing With Patients With Dementia
10. Front Line Staff Dementia Training for Facility Workers (4-6-8 Hour trainings)
11. Bringing Nurturing To Memory Care
12. Occupational Therapy Dementia Interaction Tips
13. Tips for Clergy Who Help Families Struggling With Dementia
14. Emergency Medical Service Personnel Interacting With People with Dementia
15. Hair Stylist's Helpful Tips for Working With People With Dementia

Speaker's Kit

Assisting Families Deal with Dementia

Recognizing the need for personalized, private counseling for families who are dealing with a loved one with Alzheimer's or dementia, M.I.N.D. in Memory Care was developed to fill that need in the most caring and compassionate way possible.

Usually only one session is required in order for Cindy to give you the tools to be able to keep your loved one safer, happier, and at home for a longer period of time.

Counseling is available either by telephone conference calling, involving up to several family members at once, at a pre-set time and date, or through an in-home visit. Participants are urged to keep in touch at no extra charge via e-mail. If necessary, a second consultation can easily be arranged.

The issues families are struggling with are as varied as the people themselves. Some of the most often asked questions Cindy can answer for you include:

- What are the most important safety issues I need to be aware of?
- How can I help my loved one feel happy and calm?
- What behaviors might I see with this type of dementia?
- What is the best way to handle difficult behaviors such as refusals to bathe, to eat or drink enough fluids?
- What are the warning signs of a sudden illness if my loved one can't tell me?
- When do I need to start thinking about facility placement?
- What books would be helpful to me at this time?
- How can I prevent falls and other injuries?
- How can I keep from arguing with my loved one all the time?

Speaker's Kit

Why Choose Cindy Keith, RN?

Cindy Keith, R.N. is an author, experienced public speaker and trainer who obtained first-hand knowledge as a nurse, manager and researcher. She is driven by her passion to enlist care providers in her mission to “move in nurturing directions” in the field of memory care.

Prior to events and facility trainings, Cindy conducts thorough research to determine the objectives of the facility or group, emotional climate and audience issues. Realizing that each facility and/or organization has unique issues and questions, she customizes each presentation based on the information she gathers prior to the event. If applicable, a marketing checklist is completed so Cindy's team can maximize the event – whether an eldercare facility is increasing its knowledge in the area of Alzheimer's or Cindy is proving a keynote speech to your association or event. The call concludes with a clear set of tasks and contacts as well as a timeline for delivery.

Videos

Cindy allows her talks to be audio or video taped, and groups and facilities are able to offer those as presentations as downloadable podcasts and webcasts at a prearranged cost depending on audience size and intent. Transcripts of her presentation can be provided for a fee of \$200.

Cindy will be happy to shoot a short promotional video that can be emailed to event attendees or posted on your website. She can also shoot a more content rich piece that can introduce or provide insight into her session and help create connections prior to the meeting for a fee of \$200 for videographer and editing.

Articles

Upon request, Cindy can provide an article for a client's trade publication, newsletter or website prior to or following the event.

Hire Cindy for more

Cindy is concerned about the success of her message and is always open to contribute in other ways while she is on site. Cindy does not charge more than her regular keynote fee to do a breakout, moderate a panel or emcee a session provided she can return home same day.

Speaker's Kit

Testimonials

"People living with dementia are special and they have a difficult illness in common. They are also individuals, no two alike, who have unique needs and potential for functioning and quality of life. Cindy has the special gift of recognizing the needs of people living the dementia and of knowing how to realize the best potential for the patient while understanding the role of the caregiver. Cindy worked with me in my geriatric practice caring for hundreds of patients over the years, and she assisted in the development of an advance assessment center for persons living with dementia. She never lost sight of the patient or the patient's needs while working in a state of the art medical environment."

"As a physician with extensive experience in caring for the elderly, I recommend Cindy to anyone who has responsibility for care for people with dementia."

Betsey A. Egger, M.D.

"Cindy Keith came into my family two years ago when I was looking for a place for my Mom, who suffers from dementia. I found an unusual place that had a very special nurse who told me all she wanted to do was care for little old confused ladies. Cindy and the staff she had trained took good care of my Mother, a retired RN herself, who used to enjoy sitting in Cindy's office because she was 'that nurse I used to work with—Jeanie'. Cindy was able to find humor in a woman who had been very angry for years and she made her laugh. She gave my Mom the opportunity to have special days all year long—Christmas parties, dancing in or out of a wheelchair, Mother's Day teas, picnics and happy birthdays to help Mom feel at home."

Cindy will always have a special place in my heart. She has the knowledge and a true love for the elderly to help us provide the best possible care for our parents. I hope you will allow her to use her knowledge and love of the elderly to care for your parents. My Mom still asks me "Where is that nurse you used to work with—Jeanie—the one that liked chocolate?"

Mary Stewart, RN

"What are the qualities that make for an outstanding health care provider? Good training, experience, intelligence, works well with others, and compassion. Cindy Keith possesses all of these qualities. Having worked with Cindy for four years, I would strongly recommend her for either consulting with families or staff dementia training."

Michael Tanitsky, D.O.