### Recruitment and Retention: Challenges and Opportunities for the Alzheimer Disease Centers
(October 4, 2007 – Hyatt Regency Hotel, Bethesda, MD)

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<th>Time</th>
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<td>8:00 – 8:30</td>
<td>Registration and Continental Breakfast</td>
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| 8:30 – 8:45 | Welcome, background and acknowledgement of collaborators for this meeting (Midwest Consortium of Ed Cores; Ed Core Steering Committee; NIA; Alzheimer’s Association; Sponsors)  
Mary Guerriero Austrom, PhD, Department of Psychiatry, Indiana Alzheimer Disease Ctr, Indiana University |
| 8:45 – 9:00 | NIA Outreach to Minority and Health Disparity Populations: Can a Toolbox be Far Behind?  
J. Taylor Harden, PhD, National Institute on Aging |
| 9:00 – 10:00 | Keynote Address: The Importance of Inclusion  
Peggye Dilworth-Anderson, PhD, University of North Carolina |
| 10:00 – 10:15 | Coffee break                                                          |
| 10:15 – 11:00 | Recruitment: What We Know, What We Don’t  
Jason Karlawish, MD, Penn Memory Center, University of Pennsylvania |
| 11:00 – 12:00 | “M” Matters: What’s (Social) Marketing and Media Got to Do with It?  
Pattie Yu, MA, and Karen Waller, MBA, GYMR Public Relations, Washington DC |
| 12:00 – 1:00 | Lunch (provided)                                                      |
| 1:00 – 2:30 | Interactive Exercises in Recruitment (facilitated group work on building plans for recruiting to different types of studies):  
- Attitudes of African Americans about Participation in Biomarker Research  
  Dorothy Edwards, PhD, Univ. of Wisconsin, Madison  
- Recruiting for Patient/Control Longitudinal Studies vs. Clinical Trials  
  Lisa Gwyther, MSW, Bryan ADRC, Duke University  
- Multi-cultural Recruitment and Retention Strategies  
  Dolores Gallagher-Thompson, PhD, Stanford VA Medical Center  
- Doing the “Texas Two-Step” in Oklahoma: AD Study Participation in the Choctaw Nation  
  Margaret Higgins, MS, AD Center, UT Southwestern  
- Recruiting for Caregiver Intervention Studies  
  Mary Mittelman, Dr PH, AD Center, New York University |
| 2:30 – 2:45 | Break                                                                 |
| 2:45 – 3:45 | Collaborative Recruiting Models:  
- The Alzheimer’s Association’s Clinical Studies Initiative: A Model for Raising Physician and Community Awareness  
  Paula Moore, Alzheimer’s Association  
- Using the Alzheimer’s Association Helpline as a Recruitment Tool  
  Mary Guerriero Austrom, PhD |
| 3:45 – 4:45 | Closing Keynote: Now That We Have Them, How Do We Keep Them?  
Carol Mangione, MD, Univ. of California Los Angeles |
| 4:45 – 5:00 | Wrap-up and evaluation: Mary Guerriero Austrom, PhD                  |