



Next Meeting: Thursday, August 21, 11am-1pm

August 2014

Tanoan Country Club

Sponsored by:

Alzheimer’s Association of New Mexico

InnovAge

**Marketing Mixer!**

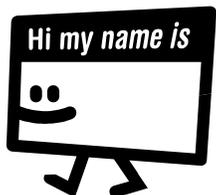
It’s time for our bi-annual Marketing Mixer - giving you the opportunity to mix it up with NMACC members and guests.

Please bring plenty of business cards, practice your :30 elevator speech, and be prepared to share and do business with other incredible folks.

Oh...and don’t forget to wear your nametag! For a fun look at nametags - and being memorable, see the following article by speaker, author, and overall quirky guy, Scott Ginsberg:

By Scott Ginsberg

So there I was – sitting in the audience of an on-campus seminar. Surrounding me sat hundreds of fellow students; each of us wearing one of those little, handwritten, adhesive nametags.



When the event was over, we all filed toward the exit. I approached the door and noticed a small trashcan filled to the brim with ripped up, used nametags. And that gave me an idea. A crazy idea. Maybe I should keep my nametag on all night!

I wondered what would happen if I ‘threw myself out there.’ And I wondered how that would affect my approachability.

Sure enough, I walked out of that seminar with ‘Scott’ stuck on my chest. About 10 minutes later I met up with a friend of mine at a local ice cream shop. And that’s when it all started. That’s when the silence was broken.

People began to say hello. Random students walked up to me and started conversations. Even complete strangers yelled ‘Hey Scott!’ from across the room! I noticed an astonishing increase in both my own and other people’s willingness to communicate – all because of a nametag!

Later that night I returned home. I looked in the mirror at that little red and white nametag. And then, I made the most important decision of my entire life: I vow to wear this nametag all day, every day – for the rest of my life. [\(For the rest of this article, click here...\)](#)

*Related Hot Links:*

- [“Your Business's Biggest Mistake: Not Being on Facebook”](#) - Business Daily News
- [“What You Can Learn About Marketing From an 'Icy' Phenomenon”](#) - Entrepreneur
- [“Lauren Bacall Photo With Harry Truman Was Selfie Gone Viral for 1945”](#) - NY Times
- [“10 Apps to Up Your Networking Game”](#) - Inc.
- [“It’s Getting Harder to Separate Advertising From Entertainment”](#) - Adweek



# NMACC to go continued

**NMACC Partypacks:** (open houses, social gatherings, verified hearsay...)

[2014 Conference on Aging "A Diverse Community: Exploring Options, Expanding Horizons"](#) - Aug. 19-20

["Do 8 Hours Work in 2 Hours with Half the Mistakes and No Stress"](#) - Liz Davenport - Women Make a Difference - Friday, September 12

**NMACC Snacks:** (non-profit events/causes...)

[2014 Walk to End Alzheimer's](#) - ABQ, NM - Saturday, Sept. 27, Harry E. Kinney Civic Plaza

**NMACC Sac:** (fast links to helpful educational tidbits)

["The Power of the 'Like'"](#) - Erika Yocom, Speaker. Tech Class, Thursday, Aug. 29 - NM Society of CPA's Offices. \$49 online, reservations required.

**Next Month: Camille Adair, RN**



## The Solace Teachings: Humanizing Health Care

The Solace Teachings program & curriculum for health care is designed to provide education, training and tools to enhance skillful, humanitarian end-of-life care for health care professionals and caregivers.

Increasing demands and pressures faced by health care organizations have resulted in an emphasis on clinical skills training.

The Solace Teachings core curriculum fills the gap for psychosocial education, critical to all disciplines working in hospice and palliative care. The demographic impact of the aging population and shrinking health care workforce brings an increasing focus and demand on end-of-life care.

This program supports organizational and business development to meet these needs.

## Raffle this month!

**Be prepared!** We will raffle off some cool stuff—to help enhance our NMACC education fund!

**NMACC Almanac:** (Upcoming Meetings)

September 18, October 16, November 20, **Holiday Party December 4th,**  
(2015) January 15, February 19, March 19, April 16, May 21, June 18

Click on  
this image  
for:



**"NMACC To Go"** Submissions for announcements of any kind will be pub-

lished the month of the event, unless the event scheduled occurs before the date of distribution. For accuracy, "Series"

events (regular meetings) must be submitted monthly. Deadline for next edition: **September 1, 2014**

Please provide a link **and** email contact/phone number to your activity/event. Send submissions to: [NMACC to go](#)

Want to find out more about NMACC? Go to [New Mexico Association for Continuity of Care](#). Attend the luncheon?

Go to ["Calendar of Events"/NOTE](#).

