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FOR IMMEDIATE RELEASE

## **Area Leadership Advisor Focuses on Dementia and Alzheimer's Care Support**

New podcast and audiobook are resources for a growing population of caregivers.

**Susan A. Marshall**, an author, sought-after public speaker, and leadership advisor whose professional experience spans four decades, brings much needed resources and support to the Alzheimer's Disease and dementia care world with her new Compassion Chat Podcast. The podcast guests are professionals with up-to-date information, tools, and techniques for those tasked with caring for loved ones suffering from these prolonged diseases. The podcast can be found on all major podcast platforms and new episodes will debut on the third Tuesday of each month.

Podcast guests include; **Matt Lepay**, the radio voice for the Wisconsin Badgers men's basketball team and football team, who also uses his voice to promote UW Health's Alzheimer's research after his mother's death from the disease; **Gina Green-Harris**, the beloved Director of the Milwaukee Chapter of Wisconsin Alzheimer's Institute; **Dr. Cynthia Carlsson**, the Director & Geriatrician at the Veterans Hospital in Madison, Wisconsin, the Clinical Core leader and a co-leader for the Biomarker Core in the Wisconsin Alzheimer's Disease Research Center, and the director of the Wisconsin Alzheimer's Institute; **Dr. Art Walaszek**, geriatric psychiatrist and Professor of Psychiatry at the University of Wisconsin School of Medicine and Public Health, works with the Wisconsin Alzheimer's Disease Research Center, where he is Co-Leader of the Outreach, Recruitment and Education Core, and with the Wisconsin Alzheimer's Institute, where he leads the Public Health Pillar.

Marshall's interest in this area of caregiver support was born out of her own personal experience, which also spurred her to write a book on the topic. "Mom's Gone Missing: When a Parent's Changing Life Upends Yours" is her true story, chronicling a father's decade-long Alzheimer's journey and a mother's lightning-fast dementia decline. The narrative includes sibling tensions, a bewildering array of healthcare, financial and legal decisions, reconciliation of lifelong hurts, and the emotional tsunami that surges through all. This book takes you inside a family's experience and walks you through the practical and sometimes mundane steps taken to prepare for and ultimately accompany parents in death. It is written with clarity, honesty, and vulnerability with the ultimate wish to create a community to share stories and offer support, making it the perfect partner to the Compassion Chat Podcast. The book is available in paperback, ebook, and most recently has been released as an audiobook.

Prior to her own struggle as a caregiver for parents with these diseases, Marshall's main work was as the founder of Backbone Institute, LLC, a private practice dedicated to improving competence, confidence and effective risk-taking. She has been assisting leaders in public and private sector industry, non-profit agencies, and public education for nearly 35 years. In recognition of her work in the local business community, she has been recognized as a recipient of the 2019 Don Richards Leadership Award, bestowed by the Milwaukee Business Journal to inspire and motivate businesspeople to take community leadership roles. Marshall is currently being featured in The National Digest <https://thenationaldigest.com>.

In addition to her caregiver memoir, Marshall is the author of three other books and hundreds of articles. She was a columnist for “Wisconsin Woman” magazine for eight years and is a contributor to “Biz Times Milwaukee.” Her weekly Backbone Banter Blog, a real-time collection of observations and musings, is the product of many years of working with three elements of backbone: competence, confidence, and risk taking. She hopes readers will find encouragement, a bit of inspiration or simply a moment of entertainment in her words.

Locally, Susan is a member of Waukesha County Business Alliance Policy Board and Education Policy committee. She serves as a member of Ixonia Bank Board of Directors, the Initiative to End Alzheimer’s Board of Visitors and chairs Peer Networking Group, a CEO roundtable. Learn more about her podcast, books, and leadership expertise on her website at [SusanAMarshall.com](http://SusanAMarshall.com).

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