

Kathy Laenhue, M.A. – Biographical Information

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Brief version:

Because she believes in helping people make new connections in their brains and new connections with one another, Kathy Laenhue, CEO of Wiser Now, Inc., is known for providing practical information through a light-hearted approach. Her company motto, “Backed by science; fueled by fun,” applies to both her staff development work and her products, especially her dozens of MindPlay Connections™ titles and the 12-module, “Amping Up Your Activity Programming” multi-media training series she co-created with David Troxel.

Longer version:

- Kathy Laenhue is CEO of Wiser Now, Inc., a multi-media staff development company that specializes in topics related to aging.
- She is the author of **MindPlay Connections**,™ a series of downloadable, printable, themed publications consisting of word games, trivia quizzes, discussion topics and other exercises aimed at keeping an active mind.
- She is co-creator with David Troxel of the Elder Care Conversations series “**Amping Up Your Activity Programming**,” a 12-module self-contained, entirely downloadable training program of MP3 audio files, Power Point slides, and extensive print materials. Learn more at www.ElderCareConversations.com.
- She is the author of three books:
 - ***Alzheimer’s Basic Caregiving – an ABC Guide***, and its companion:
 - ***Activities of Daily Living – an ADL Guide for Alzheimer’s Care***, plus
 - ***Getting to Know the Life Stories of Older Adults: activities for building relationships***.
- She is the author of two blogs: www.MindMusings.com and www.CaregiverCheer.com.

Kathy has developed aging-related training for companies throughout the U.S. and Australia for 20 years and presents programs and staff development workshops on multiple topics related to her publications. She has a master’s degree in instructional technology (multi-media training) and an undergraduate degree in English. She is also certified in California as a Geriatric Activity Program Specialist.

Kathy is known for work that is both highly practical and light-hearted, because when we are coping with life’s challenges, **our sense of humor is our best survival tool**. She is inspired in part by her ever-cheerful mother who died of Alzheimer’s disease in 1996. Her dual experiences of hands-on family caregiver

and professional trainer give her an authentic perspective that enables her to provide others with the tools for success. In addition, the insatiable curiosity inherited from her father keeps her constantly on the lookout for ways to positively engage the minds of anyone interested in staying vibrant, especially her own Baby Boomer generation and the older adults they care for and about.

Her mantra is:

Laughter builds rapport; rapport builds trust; trust builds relationships.

You can learn more about her work and goals at www.wisernow.com.