



7282 55th Ave. E, #144, Bradenton, FL 34203
941-773-7341 www.WiserNow.com Kathy@WiserNow.com

Kathy Laenhue: A Brief Resume

Education

- M.A. in instructional technology (training), University of Central Florida
- B.A. in English with departmental honors in journalism, University of Wisconsin/Milwaukee
- Certified in California as an activity professional; and through the University of California/San Diego as a Geriatric Activity Program Specialist
- Certified Humor Professional by the Association for Applied and Therapeutic Humor (www.AATH.org)

Most important thing for you to know about my work

My goal in everything I do is to tap into people's natural curiosity and their desire to belong to a supportive community. In other words, I help people make new connections in their brains and then new connections with one another as they have fun sharing what they're learning – whether it's for their work or their personal enrichment.

Relevant Experience, 2003 - present

CEO, Wiser Now, Inc., a publishing and staff development company primarily focused on well-being in aging. Known for practical advice provided in a creative, upbeat manner. Current and recent work includes:

- Author of the award-winning ***Creating Delight – Connecting Gratitude, Humor and Play***, the title of which essentially sums up my life and work goals. Provide consulting services and workshops on this theme. www.CreatingDelight.com
- Author and publisher of *MindPlay Connections*™ for which I wrote more than 1000 trivia quizzes, word games, discussion topics, and creative thinking/reminiscence exercises. Now converting those materials into **slide shows** for widescreen TV group viewers or 1:1 tablet interface. **Content provider** for multiple clients. Also write **Condensed Special Days** to aid activity professionals with time management.

- Work with clients in the U.S. and Australia to develop multi-media (print, video, audio, online, webinars, on-site) **customized elder-care training, most related to training staff in life enrichment.**
- **Contributing writer for Activity Connection** (www.activityconnection.com) including developer of more than 35 of their Activity Teacher courses. Now converting those courses and others to audiovisual **downloadable webinars.**
- **International presenter** on topics related to mind play, caregiving issues, and creative training techniques
- Author of ***What's Left? Holidays and Seasons*** – a word-game puzzle book
- Author of ***Getting to Know the Life Stories of Older Adults: Activities for Building Relationships*** and the ***Creative Mind Play*** CD series (both from Health Professions Press) based on material created for *Brain Aerobics Weekly* (former publication from Wiser Now)
- Author of: ***Alzheimer's Basic Caregiving – an ABC Guide*** and ***Activities of Daily Living – an ADL Guide for Alzheimer's Care.*** Books were updated in 2015 and are based in part on my former, international, award-winning monthly newsletter *Wiser Now Alzheimer's Disease Caregiver Tips.*
- Author of blogs: **Creating Delight Crafts, Improv Art, Brain Game Product Reviews,** and **A Cheering Word.**
- Partnered with David Troxel (co-author of *The Best Friends Approach to Alzheimer's Care* book series) to create Elder Care Conversations, a series of MP3 audio files and print materials for staff training, including a 12-part module called **“Amping Up Your Activity Programming.”**
- Taught **“Physical Aspects of Aging”** at the University of South Florida, Tampa, College of Aging Studies and former instructor for Pfizer Pharmaceuticals on **“Older Adult Sensitivity Training”** and **“Art of Active Listening”**

Most significant influence on career

Caregiver for parents for 10+ years. Father had chronic heart, lung and kidney disease and was diabetic. Mother had Alzheimer's disease. Both were seriously injured in a car accident in 1991. Experiences included home health care, private live-in caregivers, hospitalization, nursing home, hospice, and multiple years of hands-on care in my home performing all IADL's and ADL's. In more recent years, I have continued that caregiving role with relatives and friends. I have walked the walk and know that a sense of humor is our best survival tool.