

By Diane Heyden and Allison Cato



# Surf City Bank's Commitment to Customers and Community

*Surf City Bank opened its doors in February to Huntington Beach's business and residential community. Located on Center Drive behind Bella Terra, Surf City Bank is accessible from the industrial parks in north Huntington Beach to beachside resident and features a growing list of services to appeal to local businesses.*

Surf City Bank offers local residents and business owners an opportunity to bank locally in a financial institution that is committed to success via a wide range of services including SBA financing, commercial real estate financing, construction loans and online banking. For its small business customers, Surf City Bank offers an abundance of time-saving conveniences, such as deposit courier service as well as its merchant credit card and payroll services, SBA loans and lines of credit.

As much as Surf City Bank is committed to servicing its clients, it is as committed to assisting the community. Each member on staff is connected to a local non-profit organization engaged in the needs of children and adults. This quarter, Surf City Bank staff was honored to assist Adult Day Services of Orange County in its campaign to improve the quality of life for families challenged by Alzheimer's disease and other dementia.

## Getting a jump start on Alzheimer's

"When our doctor diagnosed my husband with Alzheimer's, I didn't know what questions to ask," said Evelyn, wife and caregiver of her husband Jack. "Even if I had known what to ask, I didn't know who to ask or where to go for help."

Although there is greater community awareness of Alzheimer's disease, receiving the diagnosis often leaves families confused and overwhelmed. Caregivers wonder who to tell, and fear the stigma or rejection that comes with label of Alzheimer's. In fact, according to a Met Life survey, Alzheimer's disease and other forms of dementia are among the diseases Americans fear most.

Giving families the knowledge, support and skills they need when caring for a loved one with Alzheimer's is one of the goals of an innovative partnership between Adult Day Services of Orange County and Hoag Memorial Hospital Presbyterian. Thanks to generous support from the Unihealth Foundation, a \$250,000 grant will allow the two organizations to launch a three-year Dementia Education Project with the goal to improve community health by addressing the growing need for dementia

knowledge among healthcare professionals, family caregivers, and at-risk seniors.

Additionally, the project will increase the hospital's capacity to recognize and treat dementia, while expanding post-acute services into the community with the assistance of Adult Day Services of Orange County.

Beginning in March, Adult Day Services and Hoag Hospital will launch their first joint program, Jump Start. A peer group tailored to meet the needs of individuals with Mild Cognitive Impairment or early Alzheimer's disease and their care partners, Jump Start is a vanguard series providing education and support across eight consecutive weeks. During each two-hour gathering, participants will have the opportunity to take part in interactive educational discussions and parallel support groups facilitated by experts in the field of dementia care. Jump Start is the only program of its kind in Orange County that allows participants to receive continued support by attending additional eight-week sets of sessions.

Dave Hart, MS, director of education for Adult Day Services of Orange County will facilitate the program on the Hoag campus.

"Dave brings a personal commitment to increasing knowledge about dementia in the community," said Cordula Dick-Muehlke Ph.D., executive director of Adult Day Services. "His enthusiasm and expertise are a formula for success in helping caregivers, Baby Boomers, older adults concerned about memory loss, and healthcare professionals better understand Alzheimer's disease." **HB**

*Diane Heyden is the President of Surf City Bank, a division of South County Bank. To learn more about the unique financial incentives and banking services Surf City Bank has to offer, contact Surf City Bank Branch Administrator Lisa Loughran at (714) 596-7943. Adult Day Services of Orange County is a non-profit agency located in Huntington Beach. Services are provided for caregivers and individuals in all stages of Alzheimer's disease or another dementia. For more information, call (714) 593-9630.*