

# Memory Upgrade

ENTREPRENEURS DEVELOP NEW WAYS TO TREAT ALZHEIMER'S.

ACCORDING TO the Alzheimer's Association, an estimated 4.5 million Americans are currently living with Alzheimer's disease—by 2050, that number is expected to grow to between 11.3 million and 16 million. These companies are stepping up

with innovative ways to treat Alzheimer's or help seniors improve their cognitive ability:

■ **MEMORY LANE MEDIA** was founded in Lone Tree, Colorado, in 2004, by the team responsible for the Baby Einstein line of children's learning videos, CDs and toys, including Jeff Mettais, 41; Bill Clark, 53; Julie Aigner-Clark, 38; Mark Burr, 41; and Brian Raffety, 48. Mettais says they wanted to help seniors and Alzheimer's patients with products like memory books and video vignettes of familiar images, such as people at weddings, set to well-known songs like "Auld Lang Syne." The first series, called *Family*, launched in late 2004 and is sold through their website ([www.memorylanemedia.com](http://www.memorylanemedia.com)) and Amazon.com. The team hopes to create other themes and distribute them through bookstores, catalogs, caregivers, and medical and institutional establishments.

■ **TWI PUBLISHING** was founded in Van, Texas, in 2002 by Linda Mastaglio, 51, who was disheartened to learn that seniors with memory issues are often given children's coloring books to stimulate their minds. She created the ColorPad line of coloring books for seniors, with themes like "Life in the '50s" and "Life in the '60s." Sold in bulk to senior-care facilities

## Time capsules:

Linda Mastaglio's coloring books not only help stimulate seniors' minds—they're also keepsakes for loved ones.

and on her website ([www.twipublishing.com](http://www.twipublishing.com)), the coloring books help strengthen motor skills and stimulate thought through questions like, Who were your favorite movie stars in the 1950s?

■ **POSIT SCIENCE CORP.**, founded in 2002 by Jeff Zimman, 48, and Dr. Michael M. Merzenich, 62, is developing training programs to help people stimulate their cognitive function. Posit Science is in the early stages of marketing these programs, including software for computers, interactive TV platforms and PDAs. Their goal: to get published in medical journals and launch their first products in late 2005, eventually distributing through retirement communities, learning centers and medical providers.

—NICHOLE L. TORRES

65% of surveyed CEOs plan to relinquish their positions within 10 years.

# Spring Cleaning

OLD SOFTWARE DRAINING YOUR IT BUDGET? HERE'S HOW TO CLEAN UP.

IT MAY be time to get tough on your business software—namely, obsolete programs, old versions and applications that aren't in line with your business goals. A recent report by the Business Performance Management Forum took a look at this

neglected issue. They surveyed a cross section of businesses and found more than 70 percent of respondents were convinced there were redundant, deficient or obsolete applications being maintained and supported on their networks. Forty percent estimated unwanted programs consumed more than 10 percent of their IT budgets. That can add up to a lot of unnecessary costs.

Nearly three-quarters of respondents said they had no system in place to deal with retiring applications. A companywide software audit can identify what applications are active on the network, but more than 40 percent of businesses surveyed conduct audits only on an as-needed basis. Just over 13 percent never conduct software audits at all. If you don't have an IT department to handle such a task, it can be brought up with your outsourced IT consultant.

Now that the issue has been raised, there's the question of what to do about it. "Setting up some kind of formal process to review it on a regular basis is a great first step that would benefit almost anybody," says Don Scott, managing director of the Palo Alto, California-based BPM Forum. "Business owners need to see what software is actually being used day to day so they can identify what software might be candidates for removal," he says. With potential IT savings dangling like a carrot in front of you, this may be a good time to take a second look at your software lineup. Chances are, some of it won't be missed.

—AMANDA C. KOOSER

