

ICAA Conference and Trade Show 2018

ICAA Executive Leadership Summit 2018

Register by
July 8th to
SAVE

Ignite

your culture
of wellness

**Two events, one result:
your success!**

October 18-20, 2018
Hyatt Regency Long Beach and
Long Beach Convention &
Entertainment Center,
Long Beach, California

Conference partners



Keynote presenters



Ken Dychtwald,
PhD
CEO, Age Wave



Joseph F. Coughlin
PhD
founder and director,
Massachusetts
Institute of
Technology's AgeLab



Richard Carmona,
MD, MPH, FACS
7th Surgeon General
of the United States
and Chief of Health
Innovations, Canyon
Ranch



Susan E. Docherty
MS
CEO, Canyon Ranch



Gloria Caulfield
BBA
executive director for
health and wellness
strategy and planning,
Lake Nona Institute.



Susie Ellis
MBA
chairman and CEO,
Global Wellness
Institute

The wellness effect

“An investment in knowledge always pays the best interest.”

Henry Ford

The Whole Foods Market chain (billed as “America’s Healthiest Grocery Store™”) thrives because of the wellness effect. So do green buildings, farmers markets, and technologies that help manage our connections, health, well-being, performance and quality of life. Driven by consumer expectations, the wellness effect is now being felt throughout society.

The ability to meet people’s shifting needs and expectations is key to the current and future plans—and success—of organizations that provide housing, hospitality, healthcare, fitness, recreation and other lifestyle opportunities for older adults.

How will the wellness effect impact you and your organization? You will find answers at the International Council on Active Aging Conference and Trade Show 2018, which takes place October 18–20 in Long Beach, California. Some of the best minds in health, business, wellness and longevity will come together to share best practices, trends, programming and business opportunities for all who embrace the role of wellness within their organizations.

Beyond the center

So what is the role of wellness today? Wellness is no longer about offering programs or providing a center. And while

it is multidimensional, wellness is so much more. It is a way of life. Wellness is affected by everything—the things we do, the people we meet and the environments with which we engage. To support wellness as a way of life requires integrating it into all elements of an organization as a culture.

For this reason, ICAA is introducing a new event this year that will run concurrently with the ICAA Conference and Trade Show: the ICAA Executive Leadership Summit 2018.

Focused on the theme “The business of wellness,” this year’s Executive Leadership Summit will explore the latest trends in healthy aging. It will connect a more prosperous bottom line with the wellness culture, plus examine the impact of transcendent design on filling the expectations gap between organizations and older consumers.

From CEOs to wellness and activity directors, all staff can come together at these ICAA events to better understand the culture of wellness and the impact it has on an organization’s success.

Register for this year’s ICAA Conference and Trade Show or ICAA Executive Leadership Summit, and you’ll also gain an all-access pass to the other event.

A team-building event

If you've ever thought about making a top-to-bottom culture shift towards wellness in your organization, the ICAA Conference and the ICAA Executive Leadership Summit are the places to start mapping out your plans. This is your perfect opportunity—and perfect location—to ignite your wellness culture with a team-building event.

Now you can bring your team together to plan, design and develop a dynamic culture that supports wellness as a way of life for your customer and your organization. The more team members you bring, the faster you'll progress. That's because everything you do affects your customer's wellness—every partner you work with, every business decision you make, every team member you hire.

Spread the learning and inspiration among your team members at two events designed to give you one result:

your success! There's something for every attendee at the ICAA events—educational seminars and workshops, preconference programs, networking opportunities, keynote presentations, trade show, and more.

Why not make this year's ICAA Conference and Trade Show and ICAA Executive Leadership Summit in Long Beach, California, the place where your entire team can come together to envision and redefine your collective purpose?

To learn more about the ICAA Conference and ICAA Summit or to register, go to www.icaa.cc/conferenceandevents/index.htm

Use #ICAACONFERENCE for updates on Twitter, Facebook and Google+. And discover information, updates, videos and more at [Facebook.com/icaahome](https://www.facebook.com/icaahome)

Who will benefit from this experience?

- CEOs, CFOs, presidents, vice presidents and owners
- Executive directors, administrators and board members
- Wellness directors, program directors and activities directors
- Sales and marketing personnel
- Developers and architects
- Resident life executives
- Resident services personnel
- Dining services directors and staff
- Fitness instructors, personal trainers and health educators
- Social workers and chaplains
- Physicians, nutritionists/dietitians and therapists
- Researchers, educators and professors
- Resident Advisory Council members and committee members





ICAA Conference and Trade Show

Ignite your wellness culture October 18–20

Now is the time to light the spark! This October, the ICAA Conference 2018 is the place where you can discover how to begin incorporating a holistic wellness culture into every aspect of your operations—or how to take that culture to the next level.

Ignite your wellness culture with an educational and networking experience designed to support your team's professional growth. Together with your colleagues, you will benefit from the education, tools and inspiration you need to

"My first ICAA Conference certainly lived up to all of my peers' recommendations to attend! Creatively organized with so many areas to actively participate in focusing on the future of wellness. Both progressive trends in active aging and the latest in medical research were presented in creative and concise workshops/presentations. The best networking opportunities were so easy with the Whova app!

Laura Wengler

Director of Community Life, Eastcastle Place

transform your wellness commitment into a thriving culture of wellness that fuels business growth.

At the ICAA Conference, you will join a conference community that learns with and from each other. From formal workshops to "brain dating," not to mention fun gatherings like lunch served from food trucks in the trade show hall, you will have countless opportunities to brainstorm, share information, inspire each other, build your culture, and craft the future of active aging within your own organization.

Come ready to explore an expo featuring products and services offered by exhibitors committed to the older-adult market. Discover what's new in active aging. You will find solutions in technology, equipment, services, transportation, nutritional products and dining awaiting you in the trade show hall. And why not seize the opportunity to share your real-world knowledge, experience and ideas about products and services with industry partners?

Every year, attendees return to their organizations feeling energized, refreshed and inspired by their experience at the

ICAA Conference. Adding to this year's inspiration is a brand new location: the stunning waterfront Hyatt Regency and the Long Beach Convention & Entertainment Center in sunny Long Beach, California.

So come and light the spark that ignites your wellness culture! Connect with industry colleagues and partners at the ICAA Conference 2018. Bring your team. It's your opportunity to learn, to grow, to network, to do some serious team-building, and to have fun in the process. And, as a bonus, you'll also access the ICAA Executive Leadership Summit, where you can delve into the business of wellness.

Stimulate your mind, body and soul

The ICAA Conference and Trade Show 2018 offers a holistic learning and networking environment to invigorate your mind, body and soul. Don't miss your opportunity to:

- Network with colleagues and industry professionals
- Attend workshops and seminars
- Learn firsthand about emerging industry trends
- Discover new tools and methodologies to support your organization's success
- Draw inspiration from world-famous keynote speakers
- Organize excursions or activities for team-building sessions
- Explore a trade show targeted to the needs of the active-aging industry
- Enhance your professional development with continuing education units

ICAA Executive Leadership Summit



Ignite your bottom line October 18–19

As a business executive, you know that a bold vision matched with timely, well-informed decision-making can spark growth and success. ICAA is delighted to announce a new educational summit for executives in industries related to aging and wellness.

Concurrent with the annual ICAA Conference and Trade Show, the ICAA Executive Leadership Summit 2018 will take a close look at how a business model based on a thriving wellness culture can result in business—and bottom line—success.

"I find the ICAA Conference beneficial to all levels of wellness staff. Your format allowed our three attendees to attend management, fitness and recreational sessions. Great conference!"

Debra Jacobsen

*Director, Resident Services, Westminster
Canterbury Richmond*

The Summit will be held October 18–19, during the first two days of ICAA's annual conference, at the Hyatt Regency in Long Beach, California. The event will unite executives in senior living and senior services with industry experts to explore wellness through a business lens. It will concentrate on trends, maximizing returns, employee wellness, technology and other key areas in an educational format created by industry personnel. The Summit is designed for CEOs, CFOs, executive directors, administrators, board members, presidents, vice presidents and other senior business leaders.

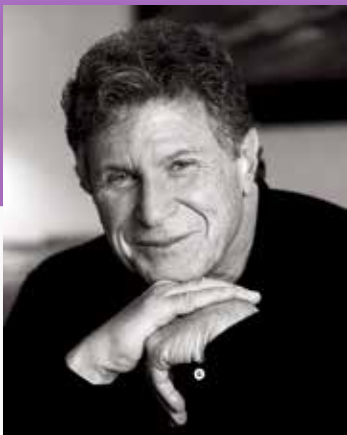
Registration in the Executive Leadership Summit 2018 includes full access to the ICAA Conference and Trade Show. ICAA General Sessions feature Drs. Joseph F. Coughlin, Ken Dychtwald, and a panel of three leading women in health, wellness and aging moderated by Dr. Richard Carmona.

A learning experience and a California getaway

As well as a place for soaking up knowledge, the ICAA Conference and the ICAA Executive Leadership Summit are your chance to take a break from your day-to-day routine and bask in the Hyatt Regency's gorgeous beachfront location and gentle SoCal climate. Why not make your visit a company retreat, a well-earned reward or a team-building exercise?

You and your colleagues can connect with each other and with like-minded professionals in a holistic environment perfect for inspiring mindfulness, curiosity, harmony and growth. In short, it's an investment in your collective future.

ICAA General Sessions



Dr. Ken Dychtwald

Predicting change with Dr. Ken Dychtwald

How the age wave will transform wellness, longevity and medicine

Add to your agenda: Thursday, October 18, 10:15 a.m.–11:30 a.m.

Rising longevity and the aging of Boomers worldwide are radically altering both the demographic landscape and every aspect of the consumer marketplace. In coming years, we'll see explosive business growth fueled by this unprecedented age wave. Health and wellness-related sectors will be the most impacted, according to Ken Dychtwald, PhD, a foremost visionary and original thinker regarding

the lifestyle, marketing, healthcare, financial, and workforce implications of the age wave. In this special presentation for ICAA, Dr. Dychtwald offers a revealing glimpse into the future.

As founding CEO of Age Wave, Dr. Dychtwald advises companies and government groups on product and service development for adults 50+. A psychologist, gerontologist and documentary filmmaker, he is also a best-selling author of 16 books on longevity and aging-related issues. His books include *Bodymind*, *Age Wave*, *Age Power: How the 21st Century Will Be Ruled by the New Old*, *Workforce Crisis*, *Gideon's Dream: A Tale of New Beginnings* and *A New Purpose: Redefining Money, Family, Work, Retirement and Success*.



Dr. Joseph F. Coughlin

Inventing the future with Dr. Joseph F. Coughlin

The future of living in the "Longevity Economy"

Add to your agenda: Friday, October 19, 3:15 p.m.–4:15 p.m.

Joseph F. Coughlin, PhD, is founder and director of the Massachusetts Institute of Technology's AgeLab. He authored the recently released book *The Longevity Economy: Inside the World's Fastest Growing, Most Misunderstood Market*, in which he sees longevity as a call to innovate and invent the future of living. Dr. Coughlin also teaches in MIT's Department of Urban Studies & Planning and Sloan School's Advanced Management

Program. His research focuses on how demographic change, technology, consumer behavior and trends drive innovations in business and in government. He was appointed by President George W. Bush to the White House Conference on Aging Advisory Committee and has advised nonprofits, governments and corporations worldwide.

The Wall Street Journal named Dr. Coughlin one of "12 Pioneers Inventing the Future of Retirement." Additionally, *Fast Company Magazine* listed the visionary researcher and professor among its "100 Most Creative People In Business." He has been featured by media outlets worldwide, including BBC, CBS, NBC, CNN, *The Today Show*, *New York Times*, *Economist*, *Financial Times* and others.



Dr. Richard Carmona



Susan Docherty



Gloria Caulfield



Susie Ellis

Shaping healthy aging with Dr. Richard Carmona, Susan Docherty, Gloria Caulfield & Susie Ellis

Women leaders igniting healthy aging

Add to your agenda, Friday, October 18, 9:45 a.m.–10:45 a.m.

Moderated by Dr. Richard Carmona, this panel features three leading women in health, wellness and aging. Hear how women leaders are shaping healthy aging today. Discover steps to enhance and preserve cognitive ability as we advance in age. Plus find out how to create your own “Blue Zone,” a concept drawing on what we know about healthy habits in long-lived regions of the world.

Richard Carmona, MD, MPH, FACS, had a distinguished career in public health, serving as 17th Surgeon General of the United States. His interest in public health stemmed from the realization that most of his patients’ illnesses and injuries were preventable. Today, Dr. Carmona serves as chief of health innovations for Canyon Ranch, a global leader in the wellness movement. He is also Distinguished Professor, Zuckerman College of Public Health, University of Arizona.

Susan E. Docherty, MS, is CEO of Canyon Ranch®. Docherty oversees the Canyon Ranch destination resorts and SpaClub® day spas, with a personal mission of helping extend the reach of the brand’s integrative wellness offerings to guests internationally and domestically, both at the resorts and in their day-to-day lives. Prior to joining

Canyon Ranch, she spent almost three decades at General Motors, where she held senior executive positions in the United States and overseas. Docherty is also on the board of directors of The Brink’s Company.

Gloria Caulfield, BBA, serves in two leadership roles, as vice president of strategic alliances for Tavistock Development Company as well as executive director for health and wellness strategy and planning for the Lake Nona Institute. Caulfield is responsible for managing corporate partnerships and identifying intersections with stakeholders in the Lake Nona community that advance research, technology and new solutions for healthy lifestyles and quality of life. She is the chief architect for the Lake Nona Impact Forum, a health and wellness thought-leadership gathering and signature event for the Tavistock Group.

Susie Ellis, MBA, is chairman and CEO of the Global Wellness Institute, the nonprofit research and educational resource for the global wellness industry. She is also cofounder, chairman and CEO of the Global Wellness Summit, an international gathering of senior executives and leaders, which will hold its 12th annual conference in 2018. Recognized as an authority on the worldwide wellness industry, Ellis authors a popular annual wellness trends report. She received the International Spa Association’s Visionary Award and was honored as a trailblazer by the Metropolitan New York Chapter of the US National Committee for UN Women.

Preconference programs

Just \$95 per person.
Register early!
866-335-9777
icaa.cc

"I loved attending the ICAA Conference. It was all I could have hoped for and more! I never realized how much I needed the example and the encouragement of others striving to not only assist others with their health, but also to exemplify healthy living in the process. The spirit and energy of the conference stands out as a great example of living well and strong."

Alice Schenk

Fitness Instructor, College of Southern Idaho

New approaches to building better exercise-based fall-risk reduction programs

Debra Rose, PhD

Add to your agenda: October 17, 9:00 a.m.–5:00 p.m.

Participate in this one-day workshop whose purpose is to advance the knowledge and practical skills of professionals currently delivering balance and mobility training programs to older adults in personal training and group-based exercise settings. Major areas of focus for this session include how to select the most appropriate tools for assessing balance, mobility, strength and cognition across functional levels, and then use the results to guide the development of functional and progressive balance and mobility training programs.

You'll be able to:

- Differentiate between fall-risk screening versus balance assessment tools and how to select the appropriate tools for older adults at different functional levels.
- Develop functional and progressive balance and mobility training programs based on test results, client goals and preferences, and exercise setting.
- Tailor and/or adapt balance, mobility and resistance training exercises to individual needs in group-based exercise settings.
- Integrate cognitive activities that match specific executive functions.

Faculty: Debra Rose, PhD, Professor, Kinesiology Department, and Director, Center for Successful Aging, California State University, Fullerton; and Codirector, Fall Prevention Center of Excellence.

CEUs

Make a SPLASH with water exercises for medically challenged participants

Mary E. Sanders, Cathy Maloney-Hills & Yoko Holcombe

Add to your agenda: October 17, 9:00 a.m.–4:00 p.m.

In this session, you'll dive into some "hot off the presses" facility standards, guidelines and recommendations, and peek at new directions in health/fitness professional education and streamlined participant screening. Then review updates on water exercise and some medical conditions, plus practice simple functional "eyeball" assessments to identify and correct common movement errors. Finally, learn how to apply nonverbal cueing skills that energize even your "floaters" in "hard to hear" situations, with corrective exercises that respond to your participants' medical needs.

You'll be able to:

- Heads up! Plunge into selected 2018 facility standards and guidelines from the American College of Sports Medicine (ACSM), and peek at new directions for ACSM Exercise is Medicine® Credentials.
- Explore! Discover how to apply new preparticipation screening protocols, and practice using the PASQ and PAR-Q forms that help get participants moving.
- Be waterwise! Navigate through the risks, benefits, safety and class design considerations to maximize benefits of aquatic activities for people with common medical conditions, including diabetes and cardiovascular and cardiopulmonary conditions.
- Ask a friend! Practice simple functional "eyeball" assessments that can reveal common errors in movement and identify simple solutions, "surf & turf" to help correct the "problem."
- Cue even your "floaters" to churn up the water! Experience a pool workout that energizes participants as we

blend cardio exercises with movement error solutions into a fun circuit.

Learn today, teach tomorrow.

- Pack a new tool into your teaching toolbox! Learn and practice nonverbal cues to engage class participants in “hard to hear” situations and/or add a new cognitive dimension.

Faculty: Mary E. Sanders, PhD, CDE®, ACSM–RCEP, FACSM, Adjunct Professor, University of Nevada, Reno, School of Medicine and Community Sciences, School of Public Health; Cathy Maloney-Hills, PT, Dr. PT, Aquatic Lead Therapist, Courage Kenny Rehabilitation Institute/Allina Health; and Yoko Holcombe, BA, Faculty Trainer, WaterFit/MIZUNO International.
CEUs

(Note: This session takes place at the Hyatt Regency Long Beach. Participants should come ready to get in the pool, and bring water shoes and two bathing suits for the day. Lunch will be provided by HydroWorx.)

Sponsored by



Watch for upcoming details of a nutrition preconference sponsored by Abbott Nutrition.

Sponsored by



Preconference presenters



Yoko Holcombe, BA

Yoko Holcombe is a faculty trainer for WaterFit/MIZUNO International, and a presenter for AFAA (Aerobics and Fitness Association of America) and NASM (National Academy of Sports Medicine). Holcombe, a group-exercise instructor and personal fitness trainer, is certified by AFAA, NBFE (National Board of Fitness Examiners) and ACE (American Council on Exercise). She has 30 years' experience teaching and training in the fitness industry.



Cathy Maloney-Hills, PT, Dr. PT

Cathy Maloney-Hills, a physical therapist with more than 30 years' experience, is the lead aquatic therapist for Courage Kenny Rehabilitation Institute/Allina Health in Minneapolis, Minnesota. Maloney-Hills develops community fitness and therapy programs, and presents courses and training for physical therapists and fitness professionals. She is also coinvestigator/author of Golden Waves® Functional Water Program for Older Adults, and coauthor of *YMCA Water Fitness for Health* as well as various chapters and articles.



Debra Rose, PhD

Debra Rose is a professor in the Kinesiology Department and director of the Center for Successful Aging at California State University, Fullerton. Rose also serves as a codirector of the Fall Prevention Center of Excellence housed at the University of Southern California. Her primary research focus is the enhancement of mobility and the prevention of falls in later years. Rose is recognized for her applied research related to fall-risk reduction assessment and programming. She is an active fellow and past-president (2017–2018) of the National Academy of Kinesiology.



Mary E. Sanders, PhD, CDE®, ACSM–RCEP, FACSM

Mary E. Sanders is an adjunct professor in the University of Nevada, Reno, School of Medicine and Community Sciences, School of Public Health. An International Council on Active Aging Advisory Board Member, Sanders is also an associate editor of ACSM's *Health & Fitness Journal*® and ICAA's *Journal on Active Aging*®. She is the director of WaterFit®/Golden Waves®, as well as an international trainer and researcher.

Executive Leadership Summit

SAVE when you register by July 8 for ICAA's Executive Leadership Summit. See page 48 for details.

**To register:
Call toll-free
866-335-9777.
Or visit
www.icaa.cc**

ICAA Executive Leadership Summit 2018: The business of wellness

Add to your agenda: October 18–19

The ICAA Executive Leadership Summit 2018 will examine how a business model based on a flourishing culture of wellness can result in business—and bottom line—success for organizations focused on older adults. The event is designed for CEOs, CFOs, executive directors, administrators, board members, presidents, vice presidents and other senior business leaders.

Summit agenda

Thursday, October 18

8:30 a.m.–10:00 a.m.

Wellness and its strategic role in value-based healthcare

Vic Arellano

With reimbursement rates shrinking, healthcare providers are expected to improve/maintain quality at less cost. Providers will thrive in a value-based payment system when they recognize the gap in the existing system and strive to develop coordinated care that supports wellness as a component. Explore medical integration strategies and programming that provide cost-effective

solutions, utilizing wellness programs and medical fitness services.

You'll be able to:

- Design a population health management model that will improve consumer health, improve the level of engagement and satisfaction of the experience, and reduce the cost of care.
- Develop a business plan that identifies the opportunities and challenges in creating a medically integrated wellness program for hospitals and post-acute care providers.
- Recognize how to capture data and report information that will fuel marketing efforts to attract referrals and sustain or improve occupancy.

Faculty: Vic Arellano, BA, MS, Vice President, PowerCare.

CEUs

10:15 a.m.–11:30 a.m.

ICAA GENERAL SESSION

How the age wave will transform wellness, longevity and medicine

Ken Dychtwald

Rising longevity and the aging of Boomers worldwide are radically altering both the demographic landscape and every aspect of the consumer marketplace. In coming years, this unprecedented age wave will fuel explosive business growth, with health and wellness-related sectors the most impacted. Gain a revealing glimpse into the future with this special presentation for ICAA. *See page 26 for more details and learning objectives.*

CEUs

11:35 a.m.–3:00 p.m.

ICAA TRADE SHOW GRAND OPENING

Join us for the opening of the ICAA Trade Show, an expo targeted to the active-aging industry. Learn about new products and services that may offer them a competitive advantage in the marketplace or provide better solutions for their clients or organizations. ICAA's expo is your opportunity to discover new possibilities to ignite your wellness efforts.

3:00 p.m.–4:30 p.m.

Hospitality, wellness and aging: The benefit and the business

Thomas Klein

How does hospitality and wellness intersect with the journey of transitioning life for the aging population? Discover the common value proposition that Canyon Ranch, through almost four decades of leading in the wellness space, has evolved into a sound business model focused on meeting service expectations for consumers as they demand a lifestyle built on a personal mission of living younger, longer.

You'll be able to:

- Define wellness expectations better and how to exceed them.
- Integrate hospitality into the wellness and aging environment in a seamless manner—why is this important to make this journey in life.
- Gain the hospitality edge in what is becoming a competitive marketplace.

Faculty: Thomas Klein, President and Chief Operating Officer, Canyon Ranch.

CEUs

4:45 p.m.–6:15 p.m.

We have to age, but we don't have to get old: The science of living longer and younger—A conversation with a Surgeon General

Richard Carmona

Science continues to shape our understanding of the potential to enjoy longer and healthier lives as we age. In this session, you'll learn about biomarkers—indicators of biological states—for aging, and delve into the science of social connectedness. Also, gain information about options available today for aging well.

You'll be able to:

- Explore biomarkers for aging.
- Learn the science of social connectedness.
- Describe options for aging well.

Faculty: Richard Carmona, MD, MPH, FACS, 17th Surgeon General of the United States; Chief of Health Innovations, Canyon Ranch; and Distinguished Professor, Zuckerman College of Public Health, University of Arizona.

CEUs

Friday, October 19

8:00 a.m.–9:30 a.m.

Senior living and technology: New horizons for improved quality of life among residents

GINNA BAIK

Today's tech-savvy current and future residents are leading healthy, active lives well into advanced age, but they still have significant medical needs. The goal is to ensure more effective, efficient person-centered care as well as better overall quality of life and population health. Explore the growing link between technology, quality of life, and wellness among older adults aging in place or in community, as well as best practices for deploying technologies to promote greater engagement.

You'll be able to:

- Explore the link between technology, quality of life, and wellness among older adults living in senior care communities.
- Identify best practices and a strategy for deploying new technologies, such as wearables, to older adults to engage them in their own healthcare and elevate their quality of health.
- Assess challenges and barriers that aging adults and senior living communities face when adopting new technologies.

Faculty: Ginna Baik, BA, Strategic Business Development Manager for Senior Care, CDW Healthcare.

CEUs

9:45 a.m.–10:45 a.m.

ICAA GENERAL SESSION

PANEL Women leaders igniting healthy aging

RICHARD CARMONA, SUSAN DOCHERTY, GLORIA CAULFIELD & SUSIE ELLIS

Be inspired by this panel featuring three leading women in health, wellness and aging. Hear how women leaders are shaping healthy aging today. Discover steps to enhance and preserve cognitive ability as we advance in age. Plus find out how to create your own "Blue Zone," a concept drawing on what we know about healthy

habits in long-lived regions of the world. See page 35 for more details and learning objectives.

CEUs

11:00 a.m.–12:30 p.m.

Mega trends in health, wellness and aging—Why should we care?

JODY HOLTZMAN

Through the lens of an aging demographic, this session will explore the breadth and interaction of multiple trends shaping the health and wellness landscape. You'll leave with new learnings and, most importantly, tools for when you return to your organization to assess what it all means for the pursuit of your particular strategic market goals.

You'll be able to:

- Explain why not all trends are equal and how to distinguish trends from fads.
- Use tools, such as the Implications Wheel and Competing Hypotheses Framework, for answering the two most important questions: What if? And, so what?
- Recall how to cut through the noise and focus on what is strategically important for your organization.

Faculty: Jody Holtzman, Founder and Senior Managing Partner, Longevity Venture Advisors, LLC.

CEUs

12:30 p.m.–3:00 p.m.

ICAA TRADE SHOW

ICAA's expo is your opportunity to discover new possibilities to ignite your wellness efforts.

3:15 p.m.–4:15 p.m.

ICAA GENERAL SESSION

The future of living in the "Longevity Economy"

JOSEPH F. COUGHLIN

Dr. Joseph Coughlin is founder and director of the Massachusetts Institute of Technology's AgeLab, and author of the recently released book *The Longevity Economy*, in which he sees longevity as a call to innovate and invent the future

of living. The *Wall Street Journal* named Coughlin one of "12 Pioneers Inventing the Future of Retirement." *Fast Company Magazine* listed the visionary researcher and professor among its "100 Most Creative People In Business." In his research, he focuses on how demographic change, technology, consumer behavior and trends drive innovations in business and in government. See page 38 for more information.

CEUs

4:30 p.m.–6:00 p.m.

Inviting difficult conversation

KAREN WOODARD

As managers/leaders, it is important to become comfortable with, and good at, inviting difficult conversation with coworkers, residents, resident families or members. The obvious benefit is getting accurate information, building more functional relationships, working through issues more proficiently and creating authentic connection by building trust. Gain a framework and verbiage for you to invite and effectively deal with difficult conversations with residents, families and "untruthful" staff/colleagues.

Faculty: Karen Woodard, President, Premium Performance Training.

CEUs

The ICAA Executive Leadership Summit will run concurrently with the ICAA Conference and Trade Show. Registration includes a full-access pass to this annual meeting. See page 48 for registration information.

More Summit sessions to come

Watch for updates online as ICAA adds more sessions to the Executive Leadership Summit lineup. Go to <http://www.icaa.cc/conferenceandevents/summits2018/overview.htm>.

Summit presenters



Vic Arellano, BA, MS

Vic Arellano is vice president of PowerCare. He brings 30 years' experience in rehabilitation and wellness programming, business development and operations management to senior living communities and healthcare organizations. He possesses a master of science degree in kinesiology from University of Illinois at Chicago; bachelor of arts degree in sociology from DePaul University; and several clinical and management certifications.



Ginna Baik, BA

Ginna Baik is the strategic business development manager for senior care at CDW Healthcare, a leading provider of technology solutions for healthcare organizations. Baik is responsible for leading the company's strategic business development initiatives in the senior care market, helping to define IT solutions for long-term care organizations while strengthening and expanding industry partner relationships. She joined CDW Healthcare in 2014 after holding many senior roles in the long-term care market and gaining experience focusing on technology in senior living. Baik most recently served as the national director of innovation and resident technology for Emeritus/Brookdale Senior Living.



Richard Carmona, MD, MPH, FACS,

Dr. Richard Carmona had a distinguished career in public health, serving as 17th Surgeon General of the United States. His interest in public health stemmed from the realization that most of his patients' illnesses and injuries were preventable. Today, Dr. Carmona serves as chief of health innovations for Canyon Ranch, a global leader in the wellness movement. He is also Distinguished Professor, Zuckerman College of Public Health, University of Arizona.



Jody Holtzman

Jody Holtzman is the founder and senior managing partner of Longevity Venture Advisors, LLC. He works with innovative entrepreneurs, venture investors, public companies and nonprofit organizations to leverage business and investment opportunities in the USD\$7.6-trillion Longevity Economy. Holtzman is a recognized expert and thought leader, and frequent public speaker and writer on innovation; products and services relevant to the aging population; and opportunities and challenges presented by the demographic wave. For his contributions, he was recently recognized as a Top 50 Influencer in Aging by Next Avenue/NPR. Previously AARP's senior vice president of market innovation, Holtzman holds a graduate degree from the University of Chicago.



Thomas Klein, BA

Thomas (Tom) Klein is president and chief operating officer for Canyon Ranch. Klein has more than 35 years of experience in the luxury hospitality industry and a strong commitment to healthy living, making him a dynamic force in the evolving Canyon Ranch brand. He directs all operational aspects of the company businesses and corporate brand extensions—Canyon Ranch wellness resorts in Tucson, Arizona, and Lenox, Massachusetts; Canyon Ranch spa + fitness, and Canyon Ranch At Sea day spas. He is responsible for overall fiscal operations and planning, managing owner relations, and provides strategic input on all new development opportunities.



Karen Woodard

Karen D. Woodard, president of Premium Performance Training in Boulder, Colorado and Ixtapa, Mexico, is an international author, speaker and consultant devoted to successful sales, operations, management and hospitality training. Her experience comes from owning and operating 11 businesses since 1983. Woodard has successfully sold nine and continues to operate two businesses. Her clients include continuing care retirement communities, hospitals, community centers, athletic clubs, JCCs and country clubs. Woodard attributes her success and the success of others to a simple practice: Train staff well on sales, management and hospitality—what she refers to as “The Indispensable 3.” Her philosophy is to always be informative, inspirational and persuasive.

A wellness expo



The wellness industry has grown to a staggering USD\$3.72 trillion worldwide, according to the Global Wellness Institute. Helping to fuel this growth, the wellness effect is driven by the expectations and demands of consumers, many of whom seek to live as well as possible for as long as possible. Older adults, often encouraged by friends and family, are making wellness a way of life.

The ICAA Conference and Trade Show 2018 is your once-a-year opportunity to connect with and learn from the many providers and manufacturers of wellness-related products and services

focused on active-aging settings. These industry partners are committed to your success with the older adult. And the ICAA expo is where you can try the latest products and talk to the people behind them, do your research, see demonstrations, and shop and place orders.

Brain Dating opportunities, open to all attendees, are literally a meeting of the minds—another way for you to share experiences, knowledge and expertise with exhibitors, peers and colleagues. Once registered for the ICAA Conference or ICAA Executive Leadership Summit, attendees and exhibitors receive a Whova! app listing those registered by name, affiliation and other keywords. Just pick the person or persons you would like to have a chat with, click a button to alert them, then choose a table in our Brain Dating Lounge. In short, it's about connecting.

Attending the ICAA Trade Show puts you at the heart of a community of service providers and equipment manufacturers devoted to learning and growing to serve your organization and others devoted to active aging.

Admission is free to the ICAA Trade Show. If you do not have the time to participate in this year's ICAA Conference or Executive Leadership Summit, come and check out the latest in products and services to support your culture of wellness. Why not bring your staff and your residents or clients, too? All are welcome to experience ICAA's wellness expo.

Add to your agenda: ICAA Trade Show, October 18–19 @ Long Beach Convention & Entertainment Center, 300 East Ocean Boulevard, Long Beach, California

A partial list of exhibitors

- Abbott Nutrition
- Adventure Golf Services
- Aegis Therapies/EnerG® by Aegis
- American Bath Group
- Biodex Medical Systems
- Bodyblade®
- Bwell Solutions
- Canali System by KTI
- CaptionCall
- CyberCycle
- Delaware Gerontology Institute, LLC
- Delay the Disease
- Domtar Personal Care
- Eversound
- Extractor Corporation
- Fitness Audio, LLC
- Go Sagely
- GrandCare
- Greenfields Outdoor Fitness
- Hamilton CapTel
- HealthCare International
- HUR USA
- HydroWorx
- ICAA
- ICAA Learning Center
- iN2L (It's Never 2 Late)
- Keiser
- KINESIQ
- L-Nutra
- LG Electronics USA, Inc.
- LifeShare Technologies
- LifeSupportMedical
- Masterpiece Living
- Matrix Fitness
- Medical Fitness Solutions
- Merrithew Health and Fitness
- Miigen (UK), Ltd.
- NuStep
- Perform Better
- Poolates International
- Power Wellness
- Precor
- RehabCare
- SCIFIT
- Select Rehabilitation
- SeniorTV
- Shuttle Systems
- Spirit Fitness
- Sprint CapTel
- SportsArt
- SwimEx
- Sysco Foods
- Total Brain Health
- Total Gym
- Touchtown
- VirtuSense Technologies
- Woodway

Session guide

How to use session information

The following pointers will help you as you go through this year's brochure.

Seminars at a Glance

Offers a quick guide to each day's educational sessions. **16**

Schedule at a Glance

Provides an overview of the overall conference schedule. **21**

Sessions

Features session descriptions by day and time. **22**

Registration

Shares information about how to register for the conference. **48**

Session pages

Key to tracks	Day	Time	Learning objectives	Session title	Continuing education units	Session track icon	Presenter names
	THURSDAY	7:00 a.m. - 8:15 a.m.	<ul style="list-style-type: none"> Explain the value of three-dimensional meeting verbally, visually and kinesthetically. Apply five updated eye, ear, nose and vision caring for active aging and fitness outcomes. Use 3D updates to fitness and exercise for active aging and fitness outcomes. 	<p>How a positive approach to dementia care can result in better outcomes</p> <p>AJ Cippitelli</p> <p>Explore education and skill building in working with a person living with dementia, focusing on what is retained as well as lost. Understand the value of the relationship with the individual in relation to daily caregiving tasks. Common misconceptions will be deconstructed. Practice techniques essential to successful care partnering, therapy sessions and therapeutic relationships.</p> <p>You'll be able to:</p> <ul style="list-style-type: none"> Describe symptoms of dementia that impact care initiation and care provision with regard to what is retained and what is lost in the brain in dementia. 	1 CEU		
			<ul style="list-style-type: none"> Explain the value of three-dimensional meeting verbally, visually and kinesthetically. Apply five updated eye, ear, nose and vision caring for active aging and fitness outcomes. Use 3D updates to fitness and exercise for active aging and fitness outcomes. 	<p>How to build a lab with a lab</p> <p>Laura Moore</p> <p>Through a collaboration between a new domain, a laboratory program was created to promote wellness in business, low-impact strength, balance, and core. Learn how to transform this program for smaller, non-academic or student populations.</p> <p>You'll be able to:</p> <ul style="list-style-type: none"> Determine collaborative opportunities to further whole person wellness programming for client adults. Implement a successful program that integrates additional multi-dimensional wellness opportunities including functional, strength, posture and meditative walking into programming schedules. Use the tools provided to implement a single program that is appropriate for all dimensions of wellness. Use multi-dimensional wellness and integrate individual training in multiple levels of care to meet your active, dynamic and inclusive program. 	1 CEU		
			<ul style="list-style-type: none"> Explain the value of three-dimensional meeting verbally, visually and kinesthetically. Apply five updated eye, ear, nose and vision caring for active aging and fitness outcomes. Use 3D updates to fitness and exercise for active aging and fitness outcomes. 	<p>Alive with Music! Experience an intergenerational music and mentoring program</p> <p>Mary Kayah & Lela Leathers</p> <p>The Alive with Music program promotes social and emotional wellness plus intergenerational community building. Older adults are trained and mentored to share activities. Learn simple, accessible and fun rhythmic activities designed to address key factors for aging well. Explore music as a means for expressive, nonverbal communication.</p> <p>You'll be able to:</p> <ul style="list-style-type: none"> Practice breath, voice and movement activities that build basic rhythmic kickdrums that build basic rhythmic, and skills, advance group teamwork, and improve focus and concert spirit. Lead easy and fun rhythmic activities in your community to enhance the five core elements of wellness, including an enhanced sense of identity, belonging, vital purpose and so. Identify and use three types of intergenerational communication, adaptive and increased self-expression and group connection. 	1 CEU		
			<ul style="list-style-type: none"> Explain the value of three-dimensional meeting verbally, visually and kinesthetically. Apply five updated eye, ear, nose and vision caring for active aging and fitness outcomes. Use 3D updates to fitness and exercise for active aging and fitness outcomes. 	<p>Chair to standing progression for older-adult group exercise classes</p> <p>Ginny Mitchell</p> <p>Geriatric yoga "turns back the clock" on rigidity and stiffness. Also, the mind-body benefits helps participants work toward greater balance in their lives. The class is not as easy as other yoga-type class programming. Gain examples to design chair-based group classes focused on breathing techniques, movement, vision and posture to improve strength and balance. The workout included.</p> <p>You'll be able to:</p> <ul style="list-style-type: none"> Lead specific yoga-type programming for participants who prefer to exercise seated in a chair, but may progress some poses to standing in a chair for support. Teach three breathing techniques that will help ease participants engage overall breathing, diaphragm strength, and use breathing techniques to correct posture. All class to include traditional, healthy incorporation. Chair work and chair-based yoga. 	1 CEU		
		8:30 a.m. - 10:00 a.m.	<ul style="list-style-type: none"> Explain the value of three-dimensional meeting verbally, visually and kinesthetically. Apply five updated eye, ear, nose and vision caring for active aging and fitness outcomes. Use 3D updates to fitness and exercise for active aging and fitness outcomes. 	<p>Integration Training: Social engagement for young, mind and body</p> <p>Mary Kayah</p> <p>Learn the link of integration. The quick check of stand-up conditions with quick-witted expression and one-third.</p>	1 CEU		

Content

Brochure content is accurate as of press time. For updates, visit <http://www.icaa.org> and [Facebook.com/icaahome](https://www.facebook.com/icaahome).

Tracks

Refer to these icons to identify presentations that best fit your goals and customize your educational experience.



Cognitive & emotional health

Profiles of existing programs, communication methods and activities or social groups that support the cognitive/intellectual and emotional dimensions of wellness. Identify the level of cognitive ability most appropriate for participants. Motivation and behavior change topics may fall within this category.



Employee wellness

Integrating employees into current program or launching a new initiative. Techniques for motivating attendance and tracking results.



Leadership & management

Topics include business and department management (assessment, planning, budget, delivery), partnerships, and leadership of staff and of the organization's wellness culture. Based on the ICAA Competencies for Wellness Leaders available at this link: <http://www.icaa.cc/careercenter/ICAA-Competencies-for-wellness-managers-career.html>.



Physical activity

Profiles of existing physical activities that emphasize how to plan and deliver the activities. Physical activity research or exercise physiology serves as a base for the session, with guidelines for modifying for high functioning or low functioning older adults.



Programming

A program can be a multidimensional calendar of all activities, or a single ongoing activity or class. Activities in each dimension of wellness, such as arts and culture, spirituality, lifelong learning, nutrition and environmental stewardship, are examples. Includes development, content, leadership, outcomes tracking and refinement.



Research

Research findings with practical application to the work in a wellness dimension or a business process.



Trends & innovations

Discover today's trends and how these can be applied within the organization, programs or activities, and among peers and older adults. Innovations in the field, technologies and other "big picture" topics relevant to active aging meet a particular need, share a best practice and provide vision for future developments.



Walkabout

Sessions are held outdoors and use the local geography for interest or challenge. Techniques to use small outdoor spaces for great impact. Walking combines social, cognitive and physical challenge into a single activity. Wear walking shoes (ICAA will store your bags).



Wellness for health














Coordination between therapists and wellness staff; how fitness, activities and programs benefit people with a chronic health condition or physical or cognitive impairment.

"I love to attend the ICAA Conference each year and learn what is new in the industry, meet other industry professionals and bring back a variety of topics, products, methods and techniques to our organization. It also adds credibility to our mission in active-adult wellness."
















Julie Kidwell

Director of Wellness, Healthcare Therapy Services, Inc.















Seminars at a glance Thursday, October 18, 2018

<p>7:00 a.m.– 8:15 a.m.</p>		<p>Secrets to teaching with the three languages of movement</p> <p><i>Lawrence Biscontini</i></p> 		<p>How a positive approach to dementia care can result in better outcomes</p> <p><i>AJ Cipperly</i></p> 
<p>8:30 a.m.– 10:00 a.m.</p>	<p>Improvisation training: Social engagement for spirit, mind and body</p> <p><i>Roxy Kline</i></p> 	<p>Cultivating happiness: A mind-body approach to optimal health and well-being</p> <p><i>Shirley Archer</i></p> 	<p>Using ROI analysis to gain funding for your wellness programs</p> <p><i>Ted Teele</i></p> 	<p>Don't remember what you forgot? Maximizing attention and memory</p> <p><i>Linda Sasser</i></p> 
<p>10:15 a.m.– 11:30 a.m.</p>	<p>ICAA GENERAL SESSION: How the age wave will transform wellness, longevity and medicine Dr. Ken Dychtwald Long Beach Convention and Entertainment Center</p>			
<p>11:35 a.m.– 3:00 p.m.</p>	<p>ICAA TRADE SHOW GRAND OPENING Long Beach Convention and Entertainment Center</p>			
<p>3:00 p.m.– 4:30 p.m.</p>	<p>Nutrition session</p> <p><i>Details to come</i></p>	<p>Add variety to your lifestyle services while increasing revenues</p> <p><i>Karen Lloyd</i></p> 	<p>A culture of empathy through Design Thinking and creative expression</p> <p><i>Cornelia Hodgson & Marc Agronin</i></p> 	<p>Social media strategies, shortcuts and systems</p> <p><i>Debra Atkinson</i></p> 
<p>4:45 p.m.– 6:15 p.m.</p>	<p>Intentional leadership: Creating compassionate connections</p> <p><i>Heather Stanton & Cindy Senk</i></p> 	<p>Taking your wellness program “to infinity and beyond!”</p> <p><i>Stacey Judge & Kristen Grant</i></p> 	<p>Create a company culture based on people, purpose and performance</p> <p><i>Karen Woodard</i></p> 	<p>Brain Wellness @Home: Cognitive training in the home care setting</p> <p><i>Cynthia Green & Deborah Bier</i></p> 
<p>6:20 p.m.– 7:30 p.m.</p>	<p>MIX & MINGLE Trade Show Hall, Long Beach Convention and Entertainment Center</p>			

















This schedule is subject to change.

<p>How to build a labyrinth for total wellness</p> <p><i>Laurie Moore</i> </p>	<p>Alive with Music! Experience an intergenerational music and mentoring program</p> <p><i>Mary Knysh & Lulu Leathley</i> </p>	<p>Chair to standing progressions for older-adult group exercise classes</p> <p><i>Cindy Kozacek</i> </p>		
<p>Journey to wellness: Integrating employee wellness into an organization's cultural framework</p> <p><i>Kathleen Weissberg & Amy Jones</i> </p>	<p>Movement progressions and options for the older adult—Foundations, principles and practice</p> <p><i>Libby Norris & Ruth Parliament</i> </p>	<p>Memory, cognition and brain wellness with exercise</p> <p><i>Jackie Russell & David Zid</i> </p>	<p>Fall prevention with tai chi</p> <p><i>Dianne Bailey</i> </p>	
<p>PANEL Maintaining a culture of wellness for those with the invisible struggle of incontinence</p> <p><i>Melissa Weston, Verna Chisman, Jennifer Trent & Leah Klusch</i></p>	<p>Beyond the traditional sit-to-stand exercise: Balance, mobility, proprioception and chair navigation</p> <p><i>Kim Eichinger</i> </p>	<p>10 three to five minute “Workins”</p> <p><i>Terry Eckmann</i> </p>	<p>Sole strength</p> <p><i>Cammy Dennis & Jessica Pinkowski</i> </p>	
<p>The MIND diet: An opportunity for programming collaboration between culinary services and active engagement departments</p> <p><i>Connie Dow & Shannon Wilson</i> </p>	<p>Out with the old and in with the older!</p> <p><i>Lawrence Biscontini & Bernadette O'Brien</i> </p>	<p>Strong & steady—Strategies for preventing falls</p> <p><i>Sharlyn Green</i> </p>	<p>STOTT Pilates® Matwork Programming for Osteoporosis Management</p> <p><i>Laureen Dubeau</i> </p>	<p>Sunset wellness walk #Agingadventures #Bedifferent</p> <p><i>Tracey Harvey & Bailey Turpin</i> </p>

Seminars at a glance Friday, October 19, 2018

<p>6:30 a.m.– 7:45 a.m.</p>		<p>Connections: Reimagining dementia through engagement, empowerment and education</p> <p><i>Teresa Sawyer & Angela Bush</i></p> 	<p>Using Go4Life in your exercise programming: A model for implementation</p> <p><i>Stephanie Dailey & Rita Altman</i></p> 	<p>Veterans: Honoring all who served, resident-run programming</p> <p><i>Julie Schrader & Maranda Trahan</i></p> 
<p>8:00 a.m.– 9:30 a.m.</p>	<p>Aging mindfully– Embracing life!</p> <p><i>Nanette Tummers</i></p> 	<p>Programming for increased participation: Keys to getting clients more involved</p> <p><i>Annie Shaffer</i></p> 	<p>Moving from activities to engagement–Helping our residents find purpose</p> <p><i>Hollie Fowler</i></p> 	<p>Know what matters most: Advancing person-centered wellness and care to drive outcomes</p> <p><i>Jana Decker & Jim Kinsey</i></p> 
<p>9:45 a.m.– 10:45 a.m.</p>	<p>ICAA GENERAL SESSION: Women leaders igniting wellness Dr. Richard Carmona (moderator), Susan Docherty, Gloria Caulfield & Susie Ellis Long Beach Convention and Entertainment Center</p>			
<p>11:00 a.m.– 12:30 p.m.</p>	<p>Canyon Ranch session</p> <p><i>Details TBA</i></p>	<p>Lagniappe–building a hospitality culture through surprise and delight</p> <p><i>David Koelling</i></p> 	<p>Ignite your leadership spark</p> <p><i>Maureen Hagan</i></p> 	<p>How music and technology are elevating cognitive care</p> <p><i>Andrew Tubman</i></p> 
<p>12:35 p.m.– 3:00 p.m.</p>	<p>ICAA TRADE SHOW Long Beach Convention and Entertainment Center</p>			
<p>3:15 p.m.– 4:15 p.m.</p>	<p>ICAA GENERAL SESSION: The future of living in the “Longevity Economy” Dr. Joseph Coughlin Long Beach Convention and Entertainment Center</p>			
<p>4:30 p.m.– 6:00 p.m.</p>	<p>Change “retirement” living” into “inspirement giving” by adding innovative program features</p> <p><i>Peggy Buchanan</i></p> 	<p>Research partnerships in senior living: The AGRI Brain Health Study</p> <p><i>Cynthia Green & Theresa Perry</i></p> 	<p>Transforming culture to support wellness in both clients and employees</p> <p><i>Kim Lehmann</i></p> 	<p>Learn to document “Lives Well Lived” through film</p> <p><i>Sky Bergman</i></p> 

This schedule is subject to change.

	<p>Conductorcise: Create a spark through music, motion and laughter that ignites your day</p> <p><i>David Dworkin</i></p> 	<p>Creative movement for brain health</p> <p><i>Denise Medved & Dianne Bailey</i></p> 	<p>Mixed-level yoga: Bringing ancient wisdom into the present</p> <p><i>Allissa Raway</i></p> 	
<p>The future's so bright: The intersection of technology and aging</p> <p><i>Jack York & Davis Park</i></p> 	<p>Exercise: Newest medication for Parkinson's disease?</p> <p><i>Jackie Russell & David Zid</i></p> 	<p>Physical re-education: The mission is possible</p> <p><i>Patricia VanGalen</i></p> 	<p>Walking meditation</p> <p><i>Shirley Archer</i></p> 	
<p>Making the most of exterior spaces by bringing the fun outdoors</p> <p><i>Bryan Warne</i></p> 	<p>Movement progressions and options for the older adult–In action</p> <p><i>Libby Norris & Ruth Parliament</i></p> 	<p>Team training fundamentals for active older adults and employee wellness</p> <p><i>Sarah Robertson</i></p> 	<p>STOTT Pilates® Flexion-Free Workshop</p> <p><i>Laureen Dubeau</i></p> 	<p>Walk & roll (aka dance walk)</p> <p><i>Peggy Buchanan, David Dworkin, Terry Eckmann & Patricia VanGalen</i></p> 
<p>How to help your clinical staff embrace wellness for improved clinical outcomes</p> <p><i>Carol Cummings</i></p> 	<p>Joyful movement in community-based fall prevention–A how-to</p> <p><i>Celeste Carlucci & Julie Kardachi</i></p> 	<p>Neuroplasticity 102: Getting practical</p> <p><i>Lawrence Biscontini & Bernadette O'Brien</i></p> 	<p>Be functionally fit for life</p> <p><i>Laura Warf</i></p> 	

Seminars at a glance Saturday, October 20, 2018

<p>7:00 a.m.– 8:15 a.m.</p>	<p>Wellness works! Leverage wellness programming and fortify cross-functional partnerships</p> <p><i>Christy Davis & Kristy Yoskey</i></p> 	<p>Building community inside out and outside in</p> <p><i>Lisa Kiely</i></p> 		<p>The movement professional: Permeating all slices of the wellness pie</p> <p><i>Patricia VanGalen</i></p> 	<p>Mind-body-spirit fusion</p> <p><i>Stacey Judge</i></p> 	<p>Train the Brain</p> <p><i>Cammy Dennis & Jessica Pinkowski</i></p> 
<p>8:30 a.m.– 9:45 a.m.</p>	<p>Interns and externs: How to use college students in senior living</p> <p><i>Maranda Trahan & Julie Schrader</i></p> 	<p>What's EQ? Improving your workplace through emotional intelligence</p> <p><i>Linda Sasser</i></p> 	<p>Laugh your way to better health: Live happily ever laughter</p> <p><i>Roxy Kline</i></p> 	<p>Get great gait for your clients: Assess, don't guess</p> <p><i>Kymerly Williams-Evans</i></p> 	<p>The power of partner training in classes and personal training</p> <p><i>Allissa Raway & Julie Schuster</i></p> 	<p>Dance like nobody is watching</p> <p><i>Terry Eckmann</i></p> 
<p>10:00 a.m.– 11:15 a.m.</p>	<p>Spotlight on active aging: Living well and aging well</p> <p><i>Scott Kaiser</i></p> 	<p>Books for the Bookends: Extending reading by repurposing books</p> <p><i>Jenny Barlow</i></p> 	<p>Developing dynamic teams with intention, purpose, mission and spirit</p> <p><i>Rita Lopienski & Camilla Saban</i></p> 	<p>Rhythmic play for memory and mobility: Enhancing quality of life</p> <p><i>Marilyn McLaughlin & Mary Knysch</i></p> 	<p>Adapting your yoga practice from the mat to the chair</p> <p><i>Sharlyn Green</i></p> 	<p>Pathway to happiness</p> <p><i>Laura Warf</i></p> 

This schedule is subject to change.

Tracks

- 
Cognitive & emotional health: programs, activities, methods to support these dimensions
- 
Physical activity: exercise, activity, balance, how to plan and deliver activities
- 
Trends & innovations: innovations in the field, technologies, “big picture” topics
- 
Employee wellness: integrating employees, launching initiative, motivation and tracking results
- 
Programming: multidimensional calendars, single programs, development, content
- 
Walkabout: suited to outdoors; techniques for small spaces
- 
Leadership & management: partnerships, management, leadership of staff/wellness culture
- 
Research: findings with practical application for wellness dimensions or business process
- 
Wellness for health: therapists/wellness staff coordination program benefits

Schedule at a glance



Industries represented at the ICAA Conference

- CCRCs/life plan communities
- Independent living, assisted living, memory care
- Seniors centers, Area Agencies on Aging, cities/parks and recreation
- Medical fitness, rehab, therapy providers and wellness centers
- Health clubs, YMCAs/JCCs
- Universities

At the ICAA Conference 2018, educational seminars will take place at the Hyatt Regency Long Beach (HRLB). Both the Trade Show and General Sessions will be held at the nearby Long Beach Convention & Entertainment Center (LBCC).

Wednesday, October 17

7:00 a.m.–6:00 p.m. Registration (Lobby, HRLB)
Times vary Preconference programs

Space is limited, so register early to avoid disappointment. The preconference programs each cost an additional USD\$95 per registrant. *Aquatics workshop sponsored by HydroWorx*

Thursday, October 18

6:00 a.m.–6:00 p.m. Registration (Lobby, HRLB)
7:00 a.m.–10:00 a.m. Educational seminars
10:15 a.m.–11:30 a.m. ICAA General Session: Dr. Ken Dychtwald (LBCC)
11:35 a.m.–3:00 p.m. Trade Show Grand Opening (LBCC)
3:00 p.m.–6:15 p.m. Educational seminars
6:20 p.m.–7:30 p.m. Mix & Mingle Happy Hour (LBCC)

ICAA Conference registrants may attend the “Mix & Mingle Happy Hour” free of charge. A \$25 per-person fee applies to guests.

Friday, October 19

6:00 a.m.–5:00 p.m. Registration (Lobby, HRLB)
6:30 a.m.–9:30 a.m. Educational seminars
9:45 a.m.–10:45 a.m. ICAA General Session: Dr. Richard Carmona, Susan Docherty,
Gloria Caulfield & Susie Ellis (LBCC)
11:00 a.m.–12:30 p.m. Educational seminars
12:35 p.m.–3:00 p.m. ICAA Trade Show (LBCC)
3:15 p.m.–4:15 p.m. ICAA General Session: Dr. Joseph F. Coughlin (LBCC)
4:30 p.m.–6:00 p.m. Educational seminars

Saturday, October 20

6:30 a.m.–12:00 p.m. Registration (Lobby, HRLB)
7:00 a.m.–11:15 a.m. Educational seminars

“One of the best conferences for those of us who manage city-run senior community centers.”

Anna Kertel

Recreation Supervisor, City of San Carlos, California

Tracks



Cognitive & emotional health: programs, activities, methods to support these dimensions



Employee wellness: integrating employees, launching initiative, motivation and tracking results



Leadership & management: partnerships, management, leadership of staff/wellness culture



Physical activity: exercise, activity, balance, how to plan and deliver activities



Programming: multi-dimensional calendars, single programs, development, content



Research: findings with practical application for wellness dimensions or business process



Trends & innovations: innovations in the field, technologies, “big picture” topics



Walkabout: suited to outdoors; techniques for small spaces



Wellness for health: therapists/wellness staff coordination program benefits

**7:00 a.m.–
8:15 a.m.**

Secrets to teaching with the three languages of movement

Lawrence Biscontini

Gain immediate takeaways to engage and motivate your clients and classes. Replace commonly used terms and language such as “senior center,” “take it from the top,” “don’t forget to breathe,” “march it out,” “if you can’t do that, here’s the modification,” and “lift those knees, people.” Learn updated language skills to involve, not alienate, your active-aging friends.

You’ll be able to:

- Explain the value of three-dimensional teaching verbally, visually and kinesthetically.
- Apply five updated tips for kinesthetic and visual cueing for active aging.
- Use 10 updates to fitness nomenclature for active aging and fitness instruction.

Faculty: Lawrence Biscontini, MA, Mindful Movement Specialist, FG 2000.



| CEUs

How a positive approach to dementia care can result in better outcomes

AJ Cipperly

Explore information and skill building in working with a person living with dementia, focusing on what is retained as well as lost. Understand the value of the relationship with the individual in relation to daily caregiving tasks. Common interactions will be decoded. Practice techniques essential to successful care partnering, therapy sessions and therapeutic relationships.

You’ll be able to:

- Describe symptoms of dementia that impact care initiation and care provision with regard to what is retained and what is lost in the brain in dementia.

- Demonstrate Positive Physical Approach™ (PPA) and common modifications by level of dementia that can reduce distress, encourage acceptance of assistance, and improve outcomes for both people living with dementia and providers.
- Describe and demonstrate effective combinations of multimodal helping techniques, emphasizing use of preserved abilities.

Faculty: AJ Cipperly, MEd, National Director of Memory Care and Training, Validus Senior Living/Inspired Living.



| CEUs

How to build a labyrinth for total wellness

Laurie Moore

Through a collaboration between a chaplain and a life enrichment wellness director, a labyrinth program was created to promote wellness in body, mind and soul. Find out how to create a labyrinth in your setting. Simple, low-cost, low-impact strategies will be shared to create a labyrinth in almost any flex space. Learn how to transform this program for secular, nonsecular or multicultural populations.

You’ll be able to:

- Determine collaborative opportunities to further whole-person wellness programming for older adults.
- Implement a successful program that incorporates additional multidimensional wellness opportunities involving familiar tools such as guided meditation, prayer and meditative walking into programming schedules.
- Use the tools provided to implement a single program that is appropriate for all levels of care and incorporates all dimensions of wellness. Use techniques to engage and integrate individuals residing in multiple levels of care in one interactive, dynamic and inclusive program.

Equipment at the ICAA Conference 2018 is brought to you by



leaders in mindful movement™



Faculty: Laurie Moore, BS, MS, Community Life Enrichment and Wellness Director, The Village of Utz Terrace, SpiriTrust Lutheran.



| CEUs

Alive with Music! Experience an intergenerational music and mentoring program

Mary Knysh & Lulu Leathley

The Alive with Music program promotes drumming and music-making to enhance social and emotional wellness plus intergenerational community-building. Older adults are trained and mentored to share activities. Learn simple, accessible and fun rhythmic activities designed to address key factors for aging well. Explore music as a means for expressive nonverbal communication.

You'll be able to:

- Practice breath, voice and movement icebreakers that build basic rhythmic skills, advance group teamwork, and improve focus and concentration.
- Lead easy and fun rhythmic activities in your community to enhance the five core elements of wellness, including an enhanced sense of iden-

tity, belonging, value, purpose and joy.

- Identify and use three types of improvisational techniques for building nonverbal communication, adaptability, and increased self-expression and group connection.

Faculty: Mary Knysh, Founder, Rhythmic Connections, and professional musician and trainer for Music for People Organization; and Lulu Leathley, BA, Founder, Lulu Jam.



| CEUs

Chair to standing progressions for older-adult group exercise classes

Cindy Kozacek

Gentle yoga “turns back the clock” on tightness and stiffness. Also, the mind/body benefit helps participants work toward greater balance in their lives. You don’t have to be an expert to offer yoga-type class programming. Gain examples to design chair-based group classes focused on breathing techniques, movement vinyasas and poses/postures to improve strength and balance. No matwork included.

You'll be able to:

- Lead specific yoga-type programming for participants who prefer to remain seated in a chair, but may progress some poses to standing by a chair for support.
- Teach three breathing techniques that will help class participants improve overall breathing efficiency, strengthen muscles related to breathing deeper, and use breathing techniques to reduce stress and anxiety.
- Design a structured class to include breathwork, flexibility movement, static balance, deeper stretch and relaxation.

Faculty: Cindy Kozacek, ACE, AFAA, Senior Fitness Programming Consultant, CK Fitness.



| CEUs

**8:30 a.m.–
10:00 a.m.**

Improvisation training: Social engagement for spirit, mind and body

Roxy Kline

When you think of improvisation, you may think of stand-up comedians with quick-witted responses and one-liners.

THURSDAY sessions

Although a common side effect of improvisation is laughter, being funny is not required. This master class will prepare and inspire you to lead your own improv classes. Explore skills necessary to create socially engaging and safe improv experiences for participants.

You'll be able to:

- Identify the outcome goals of improvisation aimed at enhancing the quality of life for your older adults.
- Identify the coaching techniques needed to provide a positive experience for all participants.
- Utilize the tools provided to implement improvisation into your existing wellness programs.

Faculty: Roxy Kline, ACE, Director of Healthy Living and Active Aging Expert, YMCA of the Greater Twin Cities.



| CEUs

Cultivating happiness: A mind-body approach to optimal health and well-being Shirley Archer

Your challenge—be happy! Happiness impacts mental and physical well-being. Research shows happiness boosts immunity and reduces sickness and disease risks. Happiness is also contagious. Join this session to learn about happiness science and evidence-based techniques to boost happiness for yourself and those around you. Practice some happiness exercises as well.

You'll be able to:

- Define happiness from a scientific perspective and understand findings in “happiness science,” aka positive psychology.
- Discuss research that supports the benefits of happiness to mental and physical health and well-being.
- Identify and implement specific techniques to boost happiness levels.

Faculty: Shirley Archer, JD, MA, Shirley S. Archer Associates, LLC.



| CEUs

Using ROI analysis to gain funding for your wellness programs

Ted Teele

Gain financial insights in this hands-on workshop for wellness professionals. Learn how to use ROI analyses to show your program is a “must-have” for your organization. Explore models to calculate two simple ROI analyses—financial and community—which will show the wellness program’s value to the success of the community and facilitate approval. Leave with ROI calculation templates.

You'll be able to:

- Comprehend how ROI analyses often help organizations decide which investments to make, and specifically, which investments are a priority.
- Use a simple approach to creating a financial ROI analysis. This includes how to make assumptions about the impact of your program on critical organizational metrics, such as average length of stay and overall occupancy.
- Create a community ROI analysis that shows how your program gives back to the community, helping to maintain your not-for-profit status.

Faculty: Ted Teele, BA, MBA, CEO, Touchtown.



| CEUs

Don't remember what you forgot? Maximizing attention and memory

Linda Sasser

Understanding how memory works is essential for learning and applying strategies to improve memory and to help clients with their memory. Discover common reasons for forgetting, experience the impact of attention and multitasking on memory and task performance, and practice techniques for improving long-term memory.

You'll be able to:

- Describe how the brain processes and stores information and why it forgets.
- Explain how attention and multitasking impact memory, and identify

ways to increase attention.

- Use strategies to improve your retention and recall of names, information and tasks.

Faculty: Linda Sasser, PhD, Owner, Brain and Memory Health.



| CEUs

Journey to wellness: Integrating employee wellness into an organization's cultural framework Kathleen Weissberg & Amy Jones

Explore the journey of three providers who undertook an employee wellness challenge and how rehabilitation practitioners assisted to integrate person-centered wellness programs into their culture. Gain an overview of the need for employee wellness, statistics related to employee health, and elements of a comprehensive program. Lessons learned are presented.

You'll be able to:

- Explore the essential elements of a comprehensive employee wellness program that addresses the varying needs of an organization’s workforce and incorporates six dimensions of wellness.
- Discuss ways to engage your leadership team and staff to encourage an organization-wide culture of wellness.
- Hear how three successful organizations engaged staff to develop healthy habits and keep employees motivated and engaged.

Faculty: Kathleen Weissberg, OTD, Director of Education, and Amy Jones, COTA, Business Development Manager, Select Rehabilitation.



| CEUs

Movement progressions and options for the older adult—Foundations, principles and practice

Libby Norris & Ruth Parliament

Gain a master plan for progressions/regressions to help you create workouts that can be easily adapted to a broad range of ability and mobility. Leave with



creative ideas to accommodate daily variances with ability and energy with regression options using a variety of equipment. Explore suitability and approaches with equipment and training for specific populations.

You'll be able to:

- Describe the foundation and principles of progressions/regressions for multilevel exercise and classes. Explain the principles in creating a plan for progression/regression for a broad range of ability and mobility.
- Introduce the foundation functional exercises required for a safe, effective workout to support activities of daily living. Explain tools and resources to easily create workouts for multilevel programs.
- Identify creative options for progressions/regressions with limited space and/or equipment. Introduce the concept of experiential and interactive learning opportunity to review key movement patterns to support daily living activities.

Faculty: Libby Norris, BA, Fitness Manager, City of Mississauga; and Ruth Parliament, BSc, MA, Faculty, Conestoga College.



| CEUs

Memory, cognition and brain wellness with exercise

Jackie Russell & David Zid

Experience how exercise enhances brain wellness, and may positively impact the progression of neurologic age-related changes. Neuroplasticity, the brain's ability to create new circuits, may be the driving mechanism behind positive changes in the aging brain. Learn exercise agendas that may sharpen memory, cognition, and perhaps impact the progression of dementia.

You'll be able to:

- Describe how exercise may enhance the process of neuroplasticity and its importance in preserving brain wellness and efficiency.
- Identify key components of a successful exercise program for people trying to preserve brain wellness across the aging continuum.
- Integrate specific evidenced-based exercise agendas using high-intensity aerobics followed by focused cognitive/dual-tasking protocols to make recommendations for a fitness plan for brain wellness maintenance in the aging population.

Faculty: Jackie Russell, RN, BSN,

CNOR, Cofounder and Program Development Coordinator, and David Zid, BA, ACE, APG, Cofounder and Director of Movement Disorder/Musculoskeletal Wellness, OhioHealth Delay the Disease.



| CEUs

Fall prevention with tai chi

Dianne Bailey
The cost of falls every year is in the billions. Tai chi is an easy-to-learn protocol that is proven to improve balance and reduce the risk of falling. Discover some of the moves in tai chi and how they apply to balance improvement. You will be introduced to the many research studies that prove tai chi as a viable vehicle for fall prevention.

You'll be able to:

- Comprehend the research behind tai chi as a fall prevention protocol.
- Utilize the movements learned immediately in your sessions/classes to improve balance and reduce falls.
- Assist your clientele in understanding how tai chi can improve balance and improve their ability to move with confidence.

THURSDAY sessions



Faculty: Dianne Bailey, CSCS, FAS, Open the Door to Tai Chi and Functional Aging Institute.



**10:15 a.m.–
11:30 a.m.**

ICAA GENERAL SESSION **How the age wave will transform wellness, longevity and medicine** **Ken Dychtwald**

Rising longevity and the aging of Boomers worldwide are radically altering both the demographic landscape and every aspect of the consumer marketplace. In coming years, we'll see explosive business growth fueled by this unprecedented age wave. Health and wellness-related sectors will be the most impacted.

Dr. Ken Dychtwald offers a revealing glimpse into the future in this special presentation for ICAA and explores such questions as: How long might we live? How will we spend our "longevity bonus" years? Will our later years be a

time of health and vitality or illness and disability? What advances are needed in medical/nursing skills, preventive and rehab fitness, functional nutrition and crowdsourced scientific advances to ensure our health span matches our life span? Will super-longevity be purchasable on the open or black market? And what will be the new role of modern elders? Dr. Dychtwald is a foremost visionary and original thinker regarding the lifestyle, marketing, healthcare, financial and workforce implications of the age wave.

You'll be able to:

- Comprehend that living increasingly longer lives with vitality and purpose, or with sickness and suffering, will greatly depend on our ability to reshape the skills, services and incentives of the current healthcare and wellness system.
- Outline the critical course corrections that the healthcare and wellness industries need to undertake to support healthy aging and more productive longer lives.

- Discuss the necessity of preventing, delaying and eliminating such diseases of aging as Alzheimer's with scientific breakthroughs; training healthcare and wellness professionals to become "aging-ready"; making disease prevention a national priority; and more.

Faculty: Ken Dychtwald, PhD, founding CEO, Age Wave, and psychologist, gerontologist, business advisor, documentary filmmaker and best-selling author.

CEUs

**11:35 a.m.–
3:00 p.m.**

ICAA TRADE SHOW GRAND OPENING

Join us for the opening of the ICAA Trade Show, an expo targeted to the active-aging industry. At previous ICAA Conferences, most attendees have explored the trade show to learn about new products and services that may offer them a competitive advantage in the marketplace or provide better solu-

tions for their clients or organizations. Take this opportunity as a wise buyer to do your research, and learn the stories behind the products and services needed for success. More than a trade show, ICAA's expo is your opportunity to discover new possibilities to ignite your wellness efforts.

**3:00 p.m.–
4:30 p.m.**

PANEL Nutrition and healthy aging

Richard Carmona, Lisa Powell & Susan Bowerman

Want to better understand nutrition and its contributions to healthy aging? Join this session to explore the protein and nutrient needs of healthy aging. Learn about how nutrition relates to inflammation in the body. Also, delve into the topic of supplements and aging.

You'll be able to:

- Outline the protein and nutrient needs of healthy aging.
- Discuss how nutrition relates to inflammation.
- Discuss supplements and aging.

Faculty: Richard Carmona, MD, MPH, FACS, 17th Surgeon General of the United States; Chief of Health Innovations, Canyon Ranch; and Distinguished Professor, Zuckerman College of Public Health, University of Arizona (moderator); Lisa Powell, MS, RDN, Chief of Nutrition, Canyon Ranch; and Susan Bowerman, MS, RD, CSSD, FAND, Chief Nutritionist, Herbalife Nutrition.



| CEUs

Add variety to your lifestyle services while increasing revenues

Karen Lloyd

It's unusual for a lifestyle team to think about revenue. In senior living, it's usually considered a necessary cost center. Often teams that deliver programs have a hard time expanding options due to limited staffing. Explore various wellness

and lifestyle components that can add variety to the resident experience, grow a lifestyle team and add to the bottom line. Share your ideas.

You'll be able to:

- Express a vision of lifestyle program growth.
- Grow a lifestyle team to expand the resident experience.
- Contribute to the revenue stream for your community or organization.

Faculty: Karen Lloyd, BM, Director of Lifestyle, Friendship Village of Bloomington.



| CEUs

A culture of empathy through Design Thinking and creative expression

Cornelia Hodgson & March Agronin

When the *Harvard Business Review* devotes an issue to "The Evolution of Design Thinking," it is more than a noteworthy trend; it's a dynamic framework for creative and strategic thinking. This was the catalyst inspiring EmpathiCare Village, a new memory care model for Miami Jewish Health. Learn about this vision of operational excellence rooted in a culture of empathy.

You'll be able to:

- Recall an overview of how Design Thinking is being embraced by corporations as a business strategy and how this transformative concept relates to active aging.
- Demonstrate how an understanding of the user experience and empathy can not only be the basis for a model of care, but can be a central tenant of an organizational culture and build operational excellence.
- Discuss how a robust creative arts program enhances this new memory care model that allows for natural rhythms of daily living with secure mobility throughout the community with no barriers.

Faculty: Cornelia (Cee Cee) Hodgson, BArch, President, C.C. Hodgson Architectural Group; and Marc E. Agro-

nin, MD, Medical Director for Mental Health and Clinical Research, Miami Jewish Health.



| CEUs

Social media strategies, shortcuts and systems

Debra Atkinson

Discover how to create a strategy and then a system (Social 365) to get more predictable, consistent results from social media across your staff and outsourced support, or just to keep your hair on! You'll identify where your customers are, realize what is currently working best for social media, and see examples of who is using it well and what to avoid.

You'll be able to:

- Identify three types of content that boost Search Engine Optimization and reach target customers.
- List top four priorities in using social media to attract new customers and communicate with current customers to become an industry influencer.
- Create a system (Social 365) that can be shared within an agency among staff members for smarter use of social media.

Faculty: Debra Atkinson, MS, CSCS, Voice for Fitness, LLC/Flipping Fifty.



| CEUs

PANEL Maintaining a culture of wellness for those with the invisible struggle of incontinence

Melissa Weston, Verna Chisman, Jennifer Trent & Leah Klusch

Most people think of fitness, activity and socialization when they think of wellness. Often overlooked is the invisible challenge many older adults face alone—incontinence. This condition can impact all dimensions of wellness. As we strive to restore continence with exercise, fear of an accident may cause individuals to withdraw and become isolated. Without proper care, incon-

THURSDAY sessions

tinence can result in significant health conditions and even falls.

You'll be able to:

- Recognize the signs that someone is struggling with incontinence and identify tactics on how to talk with residents about ways to manage these challenges.
- Comprehend how sleep hygiene and incontinence are related to ultimately impact quality and satisfaction scores in addition to decreasing the risk of falls.
- Examine new ways to engage community stakeholders to manage resident incontinence as well as design and integrate paths to restore some continence among community members.

Faculty: Melissa Weston, BS, Vice President, Business Development and Sales Operations, Domtar (moderator); Verna Chisman, BBA, Director of Wellness, John Knox Village; Jennifer Trent, XX, Resident Services Director, Givens Highland Farms; and Leah Klusch, BSN, Executive Director, The Alliance Training Center.



| CEUs

Beyond the traditional sit-to-stand exercise: Balance, mobility, proprioception and chair navigation

Kim Eichinger

Have you heard someone has fallen out of a chair or tripped and fell while trying to find a seat? "Chair related" falls are an opportunity to create an exercise program specific to the function of taking a seat. Think beyond traditional sit-to-stand exercise. Learn to format exercises to target not only strength and range of motion, but also sensory systems involved in navigating a chair while maintaining balance.

You'll be able to:

- Draw insight from fall reports and observation of residents in motion to determine chair mobility challenges and create exercise formats to improve transfer ability and reduce fall risk.

- Address habits that can lead to increased fall risk and instill safe practices that support more mindful movement and body awareness.
- Create an enjoyable exercise experience using all aspects of a chair and make adaptations to meet participant level of mobility. Learn to perform simple assessments to measure progress.

Faculty: Kim Eichinger, ACE, Executive Director of Fitness, Country Meadows Retirement Communities.



| CEUs

10 three to five minute "Workins"

Terry Eckmann

Lack of time is the top excuse for not exercising. Individuals may also perceive a 30-minute workout as overwhelming. Finding ways to engage in meaningful movement can boost residents' NEAT (nonexercise associated thermogenesis) and prevent musculoskeletal imbalances and injuries. "Workins" are for everybody who wants to keep body/brain in balance and fit fitness into daily living.

You'll be able to:

- Comprehend the health risks of too much sitting and explore NEAT (nonexercise activity thermogenesis).
- Use 10 three to five minute "workins" that boost NEAT and prevent muscle imbalances that lead to common injuries.
- Identify key instructional cues for teaching movement.

Faculty: Terry Eckmann, PhD, Professor, Minot State University.



| CEUs

Sole strength

Cammy Dennis & Jessica Pinkowski

Bare your "soles" for an energizing barefoot workout! Sole Strength fuses low-impact movement with strength, balance and gait training exercises. Shoes can inhibit the use of many muscles and joints in the feet. By freeing your feet, you will discover new ways to awaken

energy and balance in your body. This workout is carefully crafted to build endurance, strength and improve flexibility.

You'll be able to:

- Develop a complete barefoot class that meet the needs of active-aging adults.
- Incorporate different "blocks" of exercise designed to improve strength, flexibility, balance and gait function.
- Discuss how to heighten the sensory system of the body to facilitate balance and recruit mobility through the foot and ankle.

Faculty: Cammy Dennis, BBA, CPT, Fitness Director, and Jessica Pinkowski, CPT, NPI-CPS, Group Fitness Supervisor, On Top of the World Communities, Inc.



| CEUs

**4:45 p.m.–
6:15 p.m.**

Intentional leadership: Creating compassionate connections

Heather Stanton & Cindy Senk

In yoga practice, intentions represent what we aspire to be; goals and wishes we manifest with love, compassion and conviction. Explore your strengths and challenges to develop as a compassionate leader. Use yoga asanas (postures), breathwork and meditation as focal points for self-exploration and self-awareness. Techniques include journaling, and shared collaborative learning.

You'll be able to:

- Identify three strengths that will enable you to be an intentional, compassionate leader.
- Identify and utilize tools and practices that will enhance your leadership style.
- Practice your leadership skills through collaborative learning, using various scenarios and practical situations.



Faculty: Heather Stanton, BA, Director of Resident Services, and Cindy Senk, MEd, Fitness and Wellness Director, Seabury.



| CEUs

Taking your wellness program “to infinity and beyond!”

Stacey Judge & Kristen Grant

Follow steps one organization took to develop a wellness program and take it outside its gates. Peel back layers from design to implementation incorporating seven dimensions of life. Learn key elements for developing programs that promote culture change. Hear how residents and staff worked to make the program the community’s hub. Program development can carry culture through a building and to the stars!

You’ll be able to:

- Use techniques to better engage residents and staff in the design and development of innovative programming.

- Identify the keys to developing wellness programs that involve the broader community.
- Develop tools that will track positive outcomes and provide a return on your investment from social accountability to increased length of stay.

Faculty: Stacey Judge, BS, CG, Wellness Program Director, Springpoint Senior Living; and Kristen Grant, BS, Director of Resident Services, Winchester Gardens, a Springpoint community.



| CEUs

Create a company culture based on people, purpose and performance

Karen Woodard

How happy are people at every level to be a part of your organization? Are your people excited to do more than is expected in their roles? Of course, you have some “rock stars” and likely some “rocks” as well—most organizations do.

Gain tools to assess how the culture of your organization works for or against you and how to improve it with a focus on people, purpose and performance.

You’ll be able to:

- Recognize how organizations create dysfunction and unhappiness, and how to transform them.
- Explain the motivated role for employees.
- Discuss why happy people matter and the importance of values-based agreements.

Faculty: Karen Woodard, President, Premium Performance Training.



| CEUs

Brain Wellness @Home: Cognitive training in the home care setting

Cynthia Green & Deborah Bier

Older adults served by home health-care benefit from cognitive training programs designed to improve brain

THURSDAY sessions

health status, foster intellectual/social engagement, and promote satisfaction with home healthcare experiences. Brain Wellness @Home, developed to meet this population's needs, was piloted across five locations. Learn challenges of implementing such a program and gain a better sense of how to deliver training in this setting.

You'll be able to:

- Restate the brain health science relevant to those served in a home healthcare setting.
- Discuss the detailed outcomes of a cognitive-wellness pilot study in five communities, including research results, user experiences and lessons learned.
- Apply what you've learned to the implementation of cognitive wellness programs for your clients served by personal or home healthcare caregivers.

Faculty: Cynthia Green, PhD, President, Total Brain Health; and Deborah Bier, PhD, Director of Special Populations, ComForCare Health.



| CEUs

The MIND diet: An opportunity for programming collaboration between culinary services and active engagement departments

Connie Dow & Shannon Wilson

Eating well and staying physically/mentally active are key to aging well. Learn about a brief history of diagnosis of Alzheimer's disease, current statistics on prevalence and potential for future numbers. Hear research behind the MIND diet and its potential to reduce risk, plus exercises to improve cognitive function. Explore how culinary services and active engagement departments can collaborate to create a well-rounded presentation.

You'll be able to:

- Identify the 10 foods to include in the MIND diet.
- Identify the five foods to avoid when adhering to the MIND diet.

- Identify three other physical and mental strategies to help improve cognitive function.

Faculty: Connie Dow, RDN, LDN, National Dietitian, and Shannon Wilson, BA, ACC, CDP, Manager of Engage Life Operations, Atria Senior Living.



| CEUs

Out with the old and in with the older!

Lawrence Biscontini & Bernadette O'Brien

This session offers a theoretical and practical application of what it means to train older adults today. Teaching this population, the "chronologically enriched," involves a new mindset and a new toolbox for group and personal trainers. Experience a discussion of "age," new general guidelines, and practical stories of movements, successes and inspiration to take home to your clients.

You'll be able to:

- Restate the five types of ages and what research says about training and reversing four of them.
- Relate the triplanar system for safe, effective warmups based on ACE, SCW and AFAA standards.
- Explain the importance of training anterior tibialis and quadratus lumborum for gait recovery and gait efficiency.

Faculty: Lawrence Biscontini, MA, Mindful Movement Specialist, and Bernadette O'Brien, MA, Mindful Movement Motivator, FG 2000.



| CEUs

Strong & steady—Strategies for preventing falls

Sharlyn Green

Delve into the connection between cognitive and physical decline that can happen with age, and the increased incidence of falls. Explore walking gait and learn to evaluate movement deficiencies to create programs that stabilize and mobilize individuals of varied abilities.

Learn to create strategies that improve factors key to preventing falls (e.g., concentration, balance, core strength, reaction time).

You'll be able to:

- Identify the risk factors that lead to increased risk of falls in older adults.
- Individualize and modify exercise options in order to improve movement efficiencies for those of various skill and fitness levels.
- Implement fall prevention strategies in a variety of fitness class designs.

Faculty: Sharlyn Green, MBA, Campus Resident Programs Director, Freedom Plaza Peoria.



| CEUs

STOTT PILATES® Matwork Programming for Osteoporosis Management

Laureen Dubeau

Clients with osteoporosis face issues when looking for a suitable exercise program. This workout, developed by the Merrithew team, shares programming ideas using a mat and small props, taking into account different forms of the condition and how they affect clients. Use the biomechanical foundation of STOTT PILATES to discover how to create programs that address this population's specific needs.

You'll be able to:

- Comprehend the characteristics of osteoporosis and discuss contraindicated movements in various parts of the body.
- Assess risk and design a program that is appropriate for a variety of levels of exerciser.
- Explore how selected STOTT PILATES Matwork exercises and various light props can aid in exercise programming.

Faculty: Laureen Dubeau, BFA, Master Instructor Trainer, Merrithew.



| CEUs



Sunset wellness walk #Agingadventures #Bedifferent

Tracey Harvey & Bailey Turpin

(Note: This session meets in the Beacon Rotunda.)

Recharge with this approximately two-mile interactive, scenic coastal city walk. Learn how to inspire and explore new ways to engage residents' participation with "old school" games while boosting the physical, intellectual, occupational, spiritual, emotional, environmental and social wellness dimensions. Have fun, explore and adopt new practices for working with active agers.

You'll be able to:

- Ignite current activities and wellness programming by applying fresh ideas that help increase functional mobility, mindfulness and visual scanning skills, to name a few, with "old school" games.
- Delineate and interpret the benefits of how scavenger hunts, pictures and music can positively affect aging adults of all abilities.

- Boost operational success while gaining valuable connections, resources and ideas from fellow attendees. Leave with a fresh innovative outlook that can translate into more compelling activities on your wellness calendar.

Faculty: Tracey Harvey, BS, National Program Director, Wellness Services, EnerG® Wellness by Aegis Therapies; and Bailey Turpin, BS, CWP, Director of Training and Customer Support, EnerG Wellness.



| CEUs

**6:20 p.m.–
7:30 p.m.**

MIX & MINGLE

Before you head out to explore Long Beach's restaurants and nightlife, come and meet other members of the ICAA Conference community. Enjoy light snacks and a drink while you socialize with your team members, industry col-

leagues, corporate partners, and ICAA staff and volunteers. Leave feeling energized by lively conversations with others who are passionate about active aging. This informal networking event will take place in the trade show hall at the Long Beach Convention and Entertainment Center.

This schedule is subject to change.

Tracks



Cognitive & emotional health: programs, activities, methods to support these dimensions



Employee wellness: integrating employees, launching initiative, motivation and tracking results



Leadership & management: partnerships, management, leadership of staff/wellness culture



Physical activity: exercise, activity, balance, how to plan and deliver activities



Programming: multi-dimensional calendars, single programs, development, content



Research: findings with practical application for wellness dimensions or business process



Trends & innovations: innovations in the field, technologies, “big picture” topics



Walkabout: suited to outdoors; techniques for small spaces



Wellness for health: therapists/wellness staff coordination program benefits

6:30 a.m.–
7:45 a.m.

Connections: Reimagining dementia through engagement, empowerment and education

Teresa Sawyer & Angela Bush

Gain a vision of a memory-care wellness program inside an Alzheimer’s Foundation of America-certified community. This innovative, holistic approach for those with dementia includes global partnerships with the community-at-large and shapes dementia care, creating positive changes for those living with dementia plus their families and caregivers. See video demonstration of programs.

You’ll be able to:

- Plan, coordinate and implement programs in your environment (including learning ways to adapt aquatics, writing, and sensory motor dancing experiences to your environment/field of influence).
- Identify keys for success and best practices for creating meaningful resident and caregiver emotional, social and spiritual connections.
- Realize the importance of connection within the three pillars of the program (senior engagement, senior/caregiver empowerment, and global community dementia education) and be able to successfully influence positive change in how senior wellness is approached.

Faculty: Teresa Sawyer, BME, CPT, RYT E-300, Owner, Move, Play, Live, LLC; and Angela Bush, MA, Sales Director, Kisco Senior Living.



| CEUs

Using Go4Life in your exercise programming: A model for implementation

Stephanie Dailey & Rita Altman

Learn key elements necessary to implement a successful Go4Life program in

senior living communities. Go4Life® is the evidence-based exercise and physical activity campaign from the National Institute on Aging (NIA) at National Institutes of Health. Gain a roadmap/guideline to support programming development, and participate in exercise. Includes instructional and motivational videos.

You’ll be able to:

- Describe the evidence-based Go4Life campaign from the National Institute on Aging at NIH, which focuses on promoting exercise and physical activity among older adults; and see how to obtain its many free materials.
- Recount how Sunrise Senior Living, a Go4Life partner, has used five key factors to successfully incorporate Go4Life into its ongoing exercise programming for older residents.
- Use strategies and techniques from this successful model of implementation to adapt and incorporate Go4Life into your physical activity programs for older adults.

Faculty: Stephanie Dailey, MA, Senior Public Affairs Specialist, National Institute on Aging, and Director, Go4Life Campaign; and Rita Altman, MSN, RN, CVM, Senior Vice President of Memory Care and Program Services, Sunrise Senior Living.



| CEUs

Veterans: Honoring all who served, resident-run programming

Julie Schrader & Maranda Trahan

Hear the impact a resident-run veteran committee has for the community and how to engage veterans and/or spouses in programming. Learn key mapping skills on how to design a committee, develop monthly programming, and create a higher ROI with marketing to veterans. Learn strategies for how our community has gone from engaging 23% to 77% of 92 veterans.

You’ll be able to:

- Gather data around key veteran needs and concerns.

- Design and implement a veteran committee.
- Implement veteran programming each month.

Faculty: Julie Schrader, MPH, Wellness Director, and Maranda Trahan, MS, PhD, BCBA®, Wellness Director for Assisted Living, The Fountains of Melbourne, Kisco Senior Living.



| CEUs

Conductorcise: Create a spark through music, motion and laughter that ignites your day

David Dworkin

Experience what an 84-year-old can contribute to the culture of wellness by example and exploring one's own potential. Discover how music, motion and humor can stimulate people at all levels of health and age. Learn how to listen, not only to music, but also to each other. Find out how to bring this experience to your venue and create a program of brain and body stimulation.

You'll be able to:

- Set into action a program of body and brain stimulation through music, motion and research for independent living through memory care in your setting. Support material will be provided.
- Use your knowledge of how to engage aging generations to start a series of classes that will encourage participants to return for more.
- Recognize your own potential for working in the aging community by exciting your imagination.

Faculty: David Dworkin, MA, MEd, President and Creator, Conductorcise, LLC.



| CEUs

Creative movement for brain health **Denise Medved & Dianne Bailey**

We must combine exercise for the body and simultaneous stimulation of the brain for optimal lifelong function and graceful aging, plus practice unfamiliar



movements to create neural pathways. Using this research, traditional tai chi and the Ageless Grace program can be used to help older adults age successfully. Experience movements and learn how they enhance brain health.

You'll be able to:

- Utilize recent brain health research to develop new classes for your clientele.
- Integrate movement with brain stimulation to improve quality of life for your clientele.
- Implement Ageless Grace techniques and tai chi movements into existing classes.

Faculty: Denise Medved, BS, President and Creator, Ageless Grace; and Dianne Bailey, CSCS, FAS, Open the Door to Tai Chi and Functional Aging Institute.



| CEUs

Mixed-level yoga: Bringing ancient wisdom into the present

Allissa Raway

Yoga is an ancient practice that has found its way into modern studios and clinics. With modernization, basic principles are sometimes lost, diminishing yoga's healing effects. Learn basic yogic principles that have stood the test of

time, plus recent research about yoga's benefits, poses for mixed-level classes or personal training, cueing techniques, contraindications and more.

You'll be able to:

- Implement new ideas for intelligent class design for mixed-level older-adult classes and personal training.
- Cue efficiently and effectively, creating a safe environment for mixed-level classes.
- Integrate the ancient wisdom of yogic tradition to maintain a pure, healing approach to the practice.

Faculty: Allissa Raway, BS, Fitness Manager, Friendship Village of Bloomington.



| CEUs

**8:00 a.m.–
9:30 a.m.**

Aging mindfully—Embracing life!

Nanette Tummers

Mindfulness is a current buzzword in sport, business, hospitals and education, to name a few areas. Realizing its profound effect in enhancing wellness is critical. Mindfulness is integral to wellness. For example: physical (mindful eating); emotional (self-regulation);

intellectual (self-awareness); social (mindful communication); and spiritual (practicing loving kindness).

You'll be able to:

- Identify research to support the importance of mindfulness for active aging in all areas of wellness.
- Identify active-aging agencies utilizing mindfulness programs and activities to enhance all areas of wellness.
- Apply relevant mindfulness programs and activities with your peers and active-aging clients to enhance wellness.

Faculty: Nanette Tummers, BS, MS, EdD, Professor of Health Education, Eastern Connecticut State University.



| CEUs

Programming for increased participation: Keys to getting clients more involved

Annie Shaffer

Learn how to plan and implement programs that motivate/empower clients to exercise, try new experiences and live well. Find out motivational challenges and other programs that have inspired clients to pursue whole-body wellness. See survey tools, tracking instruments and other key components. Get guidelines on how to involve clients in the planning and implementation process.

You'll be able to:

- Create pre- and post-survey tools that measure the success of programs.
- Design and utilize various tracking tools that motivate participation.
- Create programs that nurture all dimensions of wellness for whole-person wellness.

Faculty: Annie Shaffer, BS, Director of Wellness, Sunnyside Retirement Community.



| CEUs

Moving from activities to engagement—Helping our residents find purpose

Hollie Fowler

Today's consumers demand more person-centered experiences. It is crucial to provide individualized therapeutic engagement, but current interventions may not match each resident's needs and interests. Receive practical, empirically supported strategies and resources to engage individuals meaningfully to enhance quality of life through nonpharmacological interventions.

You'll be able to:

- Comprehend the concept of therapeutic engagement that is person-centered.
- Review evidence that supports the use of non-drug engagement interventions.
- Describe how life engagement interventions can be introduced and sustained in order to maximize each resident's quality of life.

Faculty: Hollie Fowler, BA, Senior Director, Product and Brand Development, Prestige Care, Inc.



| CEUs

Know what matters most: Advancing person-centered wellness and care to drive outcomes

Jana Decker & Jim Kinsey

In an experience economy, residents/stakeholders are changing the landscape of services and care. Inverness Village, with Planetree, has created systematized programs and services that we share as best practices. Use tested tools and strategies to self-reflect and identify preferences that matter most, helping you to implement programs and integrative wellness strategies.

You'll be able to:

- Identify and acquire personal preferences and values of persons served.
- Use personal preferences and integrative wellness strategies to improve quality indicators.

- Operationalize personal preferences into goals for persons served.

Faculty: Jana Decker, BA, Director of Wellness, Asbury Inverness Village; and Jim Kinsey, CG, CACPF, Director of Member Experience, Planetree.



| CEUs

The future's so bright: The intersection of technology and aging

Jack York & Davis Park

Older adults in senior living, particularly those living with dementia, are left out of the technology revolution. With real-world examples of multimedia technologies delivered through adaptive computer systems, this presentation looks at how to change that reality. Learn best practices to implement person-based technology. Front Porch will give examples of innovations that transform the resident experience.

You'll be able to:

- Discuss the relevance of multiple technologies that are available (and upcoming), as well as how they will change the paradigm of the resident experience in senior living communities.
- Acquire practical strategies for setting up person-based technology programs in your community.
- Learn how the latest research quantifies the benefits of technology-based programs in senior living communities with a focus on programs for people living with dementia.

Faculty: Jack York, BS, President and Cofounder, It's Never 2 Late (iN2L); and Davis Park, BA, MURP, Executive Director—Center for Wellness, Front Porch.



| CEUs

Exercise: Newest medication for Parkinson's disease?

Jackie Russell & David Zid

Learn how exercise can empower the population with Parkinson's disease (PD) by improving functional mobility

and quality of life. Learn about neuroplasticity—the brain’s ability to reorganize, rewire and relearn by forming new nerve connections. Discuss how aerobic exercise enhances the neuroplastic process as it positively impacts the progression of PD symptoms.

You’ll be able to:

- Describe how exercise may enhance the process of neuroplasticity and its importance in retraining, rewiring the brain.
- Identify key components of a successful recipe for a group exercise program for people with Parkinson’s disease.
- Use evidence-based concepts to create fitness recommendations for people with Parkinson’s disease.

Faculty: Jackie Russell, RN, BSN, CNOR, Cofounder and Program Development Coordinator, and David Zid, BA, ACE, APG, Cofounder and Director of Movement Disorder/Musculoskeletal Wellness, OhioHealth Delay the Disease.



| CEUs

Physical re-education: The mission is possible!

Patricia VanGalen

Are we training natural movement out of programming? How do we take stock of an aging body, then train to survive, revive and thrive? And look forward to stimulating and engaging adventures “outside” of routines and patterns? Challenge yourself in this series of movements, skills, abilities and tasks. Rethink the life span of movement, and your perceptions, goals, needs and dreams.

You’ll be able to:

- Comprehend the “movement is life” lifestyle, beyond that of formal exercise; evaluate your personal movement sphere, competencies and capacities.
- Expand your repertoire for programming, facility design and overall vision for active aging.

- Educate and inspire your clients/patients/residents to expand and engage multiple movement environments, and to push outside their comfort zone.

Faculty: Patricia VanGalen, MS, Active & Agile...Maximizing Mobility Through The Ages™.



| CEUs

Walking meditation

Shirley Archer

(Note: This session meets at the Beacon Rotunda.)

Create moving meditation experiences. Transform walking into an integrative mind-body-spirit practice for peace. Walking, combined with mindful meditation, is a “green exercise,” powerful health booster and stress-management tool. “Forest bathing” is a popular, growing practice. Learn the benefits of and techniques for building a connection with nature. Bring walking shoes.

You’ll be able to:

- Define walking meditation, and discuss the mind-body connection, stress and well-being.
- Describe the benefits of “green exercise” and how walking can be a tool to learn mindfulness meditation.
- Adopt mindfulness and walking meditation. Learn how to lead walking meditation with a sample class plan.

Faculty: Shirley Archer, JD, MA, Shirley S. Archer Associates, LLC.



| CEUs

**9:45 a.m.–
10:45 a.m.**

ICAA GENERAL SESSION PANEL

Women leaders igniting healthy aging

Richard Carmona, Susan Docherty, Gloria Caulfield & Susie Ellis

Be inspired by this panel featuring three leading women in health, wellness and aging. Hear how women leaders are

shaping healthy aging today. Discover steps to enhance and preserve cognitive ability as we advance in age. Plus find out how to create your own “Blue Zone,” a concept drawing on what we know about healthy habits in long-lived regions of the world.

You’ll be able to:

- Discuss how women leaders are shaping healthy aging.
- Describe the steps to enhancing and preserving cognitive ability as we age.
- Explain how to create your own “Blue Zone.”

Faculty: Richard Carmona, MD, MPH, FACS, 17th Surgeon General of the United States; Chief of Health Innovations, Canyon Ranch; and Distinguished Professor, Zuckerman College of Public Health, University of Arizona (moderator); Susan E. Docherty, MS, CEO, Canyon Ranch; Susie Ellis, MBA, Chairman and CEO, Global Wellness Institute, and Cofounder, Chairman and CEO, Global Wellness Summit; and Gloria Caulfield, BBA, Vice President of Strategic Alliances, Tavistock Development Company, and Executive Director for Health and Wellness Strategy and Planning, Lake Nona Institute.

CEUs

**11:00 a.m.–
12:30 p.m.**

We have to age, but we don’t have to get old: The science of living longer and younger—A conversation with a Surgeon General

Richard Carmona

Science continues to shape our understanding of the potential to enjoy longer and healthier lives as we age. In this session, you’ll learn about biomarkers—indicators of biological states—for aging, and delve into the science of social connectedness. Also, gain information about options available today for aging well.

You'll be able to:

- Explore biomarkers for aging.
- Discuss the science of social connectedness.
- Describe options for aging well.

Faculty: Richard Carmona, MD, MPH, FACS, 17th Surgeon General of the United States; Chief of Health Innovations, Canyon Ranch; and Distinguished Professor, Zuckerman College of Public Health, University of Arizona.



Lagniappe—Building a hospitality culture through surprise and delight

David Koelling

Delve into how to build a hospitality culture by using the Lagniappe philosophy of offering a “little something extra” to surprise and delight residents. Discussion and breakout groups will explore how departments can engage using Lagniappe. Leave with basics of how to begin the program plus group-discussed examples. You'll be able to communicate benefits to community leaders.

You'll be able to:

- Facilitate the guidelines for developing a Lagniappe program at the community level.
- Describe and measure the benefits of a successful Lagniappe program.
- Provide examples for all departments to get started with the Lagniappe program.

Faculty: David Koelling, BA, President/Founder, Strategic Dining Services.



Ignite your leadership spark

Maureen Hagan

Leaders are expected to be much more than a manager of duties and deadlines. Human beings are at the center of every workplace, and without understanding human behavior and insight into lead-

ership success principles, you cannot move beyond management. Discover principles and success practices that govern successful leaders plus a leadership mindfulness practice.

You'll be able to:

- Engage in interactive discussion around 21st-century leadership vision and principles.
- Discover what drives your leadership performance by evaluating your social motives.
- Receive 15 top leadership success strategies and practices based on Mo Hagan's newest bestselling book, *Think YOURSELF Successful*.

Faculty: Maureen Hagan, PT, Vice President of Program Innovation, GoodLife Fitness and canfitpro.

<LM icon> | CEUs

How music and technology are elevating cognitive care

Andrew Tubman

Music is a powerful therapeutic tool as we age. As providers of care and wellness for people 65+, how do you effectively harness music's power to bring about transformative improvements in the quality and benefits of your services? Go on an interactive journey through the science, theory, protocols and hands-on tools that are turning music into scalable medicine.

You'll be able to:

- Comprehend the science behind how music impacts our neurological, physical and emotional health.
- Articulate at least three best practices when implementing top-tier musical care to colleagues.
- Outline the options available in senior care for implementing and scaling musical care.

Faculty: Andrew Tubman, MT-BC, Co-founder and Chief Clinical Officer, Musical Health Technologies/SingFit.

<CE icon> | CEUs

Making the most of exterior spaces by bringing the fun outdoors

Bryan Warne

Delve into the role that exterior spaces have on mood and various dimensions of wellness for residents and staff. In this session, you'll review planning phases of a project, how to build in flexible programming, and what makes a space usable and attractive.

You'll be able to:

- Engage confidently with exterior space design/ programming.
- Discuss the importance environment has on your well-being.
- Evaluate ways to improve existing spaces to support wellness programming.

Faculty: Bryan Warne, PLA, Director of Landscape Architecture and Planning, Pi Architects.

<P icon> | CEUs

Movement progressions and options for the older adult—In action

Libby Norris & Ruth Parliament

Review foundations of this program that accommodates a full continuum of fitness and movement abilities. This session addresses program planning, logistics and promotion, along with managing for varied and limited equipment. Move into action through a full-body workout, starting with basic exercises and going through regressions options/modifications. Take alone or with foundation session.

You'll be able to:

- Review and apply the principles of progressions/regressions for multi-level exercise and classes.
- Integrate programming and logistics resources and tools for multilevel fitness programming.
- Use the foundation functional workout and experience a full-class format with progressions/regressions. Demonstrate options and variations derived from foundation functional exercise format.

Faculty: Libby Norris, BA, Fitness Manager, City of Mississauga; and Ruth Parliament, BSc, MA, Faculty, Conestoga College.

<PA icon> | CEUs

Team training fundamentals for active older adults and employee wellness

Sarah Robertson

Empower your ability to deliver engaging small-group training sessions for older adults; and to adapt team training sessions that are appropriate for employee wellness programs. Explore areas that impact the success of small-group training programs, such as establishing a vision. Work through steps of the planning process in teams and participate in a small-group training experience.

You'll be able to:

- Identify the benefits of small-group training for active older adults and employee wellness programs.
- Develop small-group training programs by identifying a vision, implementing marketing strategies and enrolling appropriate staffing.
- Coach team-training programs that promote camaraderie and empowerment among participants.

Faculty: Sarah Robertson, BA, CPT, Instructor, Northshore Senior Center.

<P icon> | CEUs

STOTT PILATES® Flexion-Free Workshop

Laureen Dubeau

Fitness and pilates instructors meet a variety of clients who are restricted in their movements. Often, spinal flexion is contraindicated. Learn how to modify pilates exercises in a range of intensity levels to create workouts that achieve the primary goal of limiting spinal flexion while providing a full-body workout. Small hand weights and the Flex-Band® exerciser are used.

You'll be able to:

- Discover how to create a challenging workout without altering spinal alignment.



- Incorporate small hand weights and a resistance band in a full-body flexion-free workout.
- Explore exercise modifications in order to keep the workout safe for those who cannot perform spinal flexion.

Faculty: Laureen Dubeau, BFA, Master Instructor Trainer, Merrithew.



| CEUs

Walk & roll (aka dance walk)

Peggy Buchanan, David Dworkin, Terry Eckmann & Patricia VanGalen

(Note: This session meets in the Beacon Rotunda.)

Join four veteran presenters as they rotate leadership to share their personality, style and expertise to take walking down a new path. Your Pied Pipers will show you how to incorporate mind, body and spirit while walking your way to wellness. Boost your brain experience, add FUN to FUNCTIONAL movement, and elevate your mood while the music moves you. Add some pizzazz to your walking regimen!

You'll be able to:

- Perform simple dance steps while walking to enhance interest in coordination to basic walking programs.

- Integrate FUNction and cognitive stimulation into your walking programs.
- Use free basic balance techniques to decrease fall risk and polish activities of daily living.

Faculty: Peggy Buchanan, MA, Wellness Program Innovator and Director, Pro Active International; David Dworkin, MA, MEd, President and Creator, Conductorcise, LLC; Terry Eckmann, PhD, Professor, Minot State University; and Patricia VanGalen, MS, Owner, Active & Agile...Maximizing Mobility Through the Ages™.



| CEUs

**12:35 p.m.–
3:00 p.m.**

ICAA TRADE SHOW

Join us for the ICAA Trade Show, an expo targeted to the active-aging industry. At previous ICAA Conferences, most attendees have explored the trade show to learn about new products and services that may offer them a competitive advantage in the marketplace or provide better solutions for their clients or organizations. Take this opportunity

FRIDAY sessions

as a wise buyer to do your research, and learn the stories behind the products and services needed for success. More than a trade show, ICAA's expo is your opportunity to discover new possibilities to ignite your wellness efforts.

3:15 p.m.–
4:15 p.m.

ICAA GENERAL SESSION The future of living in the “Longevity Economy”

Joseph F. Coughlin

Dr. Joseph Coughlin is founder and director of the Massachusetts Institute of Technology's AgeLab, and author of the recently released book *The Longevity Economy*, in which he sees longevity as a call to innovate and invent the future of living. The *Wall Street Journal* named Coughlin one of “12 Pioneers Inventing the Future of Retirement.” *Fast Company Magazine* listed the visionary researcher and professor among its “100 Most Creative People In Business.” In his research, he focuses on how demographic change, technology, consumer behavior and trends drive innovations in business and in government.

Faculty: Joseph F. Coughlin, PhD, founder and director, Massachusetts Institute of Technology AgeLab; and author, *The Longevity Economy*.
CEUs

4:30 p.m.–
6:00 p.m.

Change “retirement living” into “inspiration giving” by adding innovative program features

Peggy Buchanan

This active presentation will enlighten, engage and entertain those seeking new program ideas. “Ignite” life enrichment programming for older adults while experiencing ways to enhance activities so they remain popular, playful and

progressive. Explore new ways to spark resident-driven activities and events. Inspire your desire to add more variety, interest and relevance to activities.

You'll be able to:

- Turn a TED Talk into a wellness experience.
- Craft several creative wellness projects.
- Create an atmosphere of what the Danish call “Hygge.”

Faculty: Peggy Buchanan, MA, Wellness Program Innovator and Director, Pro Active International.



| CEUs

Research partnerships in senior living: The AGRI Brain Health Study

Cynthia Green & Theresa Perry

While senior living serves a critical role in furthering aging research, initiating research programs can be daunting. Partnerships offer a successful model. The AGRI Brain Health Study is a collaborative effort between senior living, academic and brain wellness partners. Learn about the initiative, study implementation, outcomes and lessons learned, plus how to build research partnerships.

You'll be able to:

- Discuss issues around research programs from a senior living perspective, including the need for research, the challenges of independent research, and the value of collaborative research partnerships.
- Summarize considerations regarding study design and implementation, integration of staff to the research process, community recruitment, and impact on the communities and company overall.
- Outline how to form a collaborative research partnership with outside organizations, including the benefits of such partnerships for senior living communities.

Faculty: Cynthia Green, PhD, President, Total Brain Health; and Theresa Perry,

BS, MBA, RD, Corporate Director of Wellness Services, Acts Retirement-Life Communities.



| CEUs

Transforming culture to support wellness in both clients and employees

Kim Lehmann

The goal of wellness promotion is to create cultures in which interests in, and information about, living well provides the baseline for growth. Investigate opportunities to transform culture that can mutually affect team members, clients and residents through processes of systematic change in culture and modifications of individual behavior. Also explore how to take advantage of workplace and community networks.

You'll be able to:

- Create a process to change existing wellness culture via a systematic approach.
- Design a program to cultivate an atmosphere that will fuel wellness behaviors by learning how to impact behavior choices.
- Determine how to harness social relationships to promote wellness.

Faculty: Kim Lehmann, MS, CWWP, Director of Health and Fitness Operations, Touchmark.



| CEUs

Learn to document “Lives Well Lived” through film

Sky Bergman

Lives Well Lived is an award-winning documentary film by Sky Bergman that celebrates the wit and wisdom of adults ages 75–100 years old who are living their lives to the fullest. Encompassing over 3,000 years of experience, 40 people share their secrets and insights to living a meaningful life.

You'll be able to:

- Develop an awareness for the importance of storytelling in the lives of

older adults through the lessons of resilience and inspirational stories featured in the documentary film, *Lives Well Lived*.

- Recall simple tips for collecting the stories of older adults, and the power of video over still photography.
- Develop the possibilities to encourage intergenerational conversations and how best to share these stories on social media and develop a social media strategy.

Faculty: Sky Bergman, AA, BS, MFA, Professor of Photography and Video, California Polytechnic State University.



| CEUs

How to help your clinical staff embrace wellness for improved clinical outcomes Carol Cummings

Explore wellness and its potential to impact the clinical outcomes for older-adult residents and clients in your setting. In this session, you'll discover techniques to help your clinical staff approach daily interactions with residents/clients with a wellness mindset. You'll also delve into the pursuit of wellness and how it differs from treating disease, plus look at what research shows about how the dimensions may impact clinical outcomes.

You'll be able to:

- Discuss the difference between treatment of disease and pursuit of wellness.
- Review research in the dimensions to learn how clinicians can impact clinical outcomes through a wellness approach.
- Learn four techniques for helping clinical staff use a wellness approach in their daily interactions with residents.

Faculty: Carol Cummings, BSN, RN, Senior Director of Optimum Life, Brookdale Senior Living.



| CEUs

Joyful movement in community-based fall prevention—A how-to

Celeste Carlucci & Julie Kardachi

Fall Stop...MOVE STRONG™ is an evidence-based, doctor-recommended fitness and education program. Explore fall-risk factors and how they can be minimized by exercise or other strategies. Learn how to implement joyful fall-prevention strategies into 60+ adult programming, and practice targeted exercises to increase strength and balance, improve flexibility and reflexes, and prevent falls. Wear comfortable clothing.

You'll be able to:

- Describe fall-risk factors and how they can be minimized via exercise or other strategies.
- Identify exercises effective in preventing falls.
- Implement exercises and strategies into your 60+ programming.

Faculty: Celeste Carlucci, President and Founder, Fall Stop...MOVE STRONG, and former professional dancer; and Julie Kardachi, MA, OTD, OTR/L, Associate Professor, Occupational Therapy Program, Touro College.



| CEUs

Neuroplasticity 102: Getting practical Lawrence Biscontini & Bernadette O'Brien

Taking off where Neuroplasticity 101 ended: Everyone's concerned with brain health these days, and many articles discuss theoretical approaches. However, little exists for practical approaches. Drawing on cutting-edge research, this session explores practical skills for physical therapists and group exercise leaders to incorporate brain-boosting training with cardiovascular, strength and flexibility training.

You'll be able to:

- Review neuroplasticity and neurogenesis guidelines for group fitness for active aging.

- Incorporate verbal tasks and mental functions with common fitness moves like squats, lunges and seated chair marching.
- Outline sample options for integrating brain spheres including problem-solving and incorporating military time into activities of daily life.

Faculty: Lawrence Biscontini, MA, Mindful Movement Specialist, and Bernadette O'Brien, MA, Mindful Movement Motivator, FG 2000.



| CEUs

Be functionally fit for life Laura Warf

Assist members/clients to work out smarter, not harder. Explore slower functional movement patterns that you can duplicate in private training or group exercise using minimal equipment. Functional fitness exercises stimulate the body and develop fluid myofascial movement patterns. Discover multileveled integrated movements to improve performance of day-to-day activities.

You'll be able to:

- Compose dynamic warm-ups to improve mobility of shoulders, spine and hips.
- Execute a variety of progressive multileveled movement patterns designed for postural improvement.
- Develop vocabulary to teach exercises with a mindful approach for injury prevention and energy enhancement.

Faculty: Laura Warf, BEd, CA-RYT-500, Founder and President, Laura Warf School of Happiness.



| CEUs

This schedule is subject to change.

SATURDAY sessions

Tracks



Cognitive & emotional health: programs, activities, methods to support these dimensions



Employee wellness: integrating employees, launching initiative, motivation and tracking results



Leadership & management: partnerships, management, leadership of staff/wellness culture



Physical activity: exercise, activity, balance, how to plan and deliver activities



Programming: multi-dimensional calendars, single programs, development, content



Research: findings with practical application for wellness dimensions or business process



Trends & innovations: innovations in the field, technologies, “big picture” topics



Walkabout: suited to outdoors; techniques for small spaces



Wellness for health: therapists/wellness staff coordination program benefits

**7:00 a.m.–
8:15 a.m.**

Wellness works! Leverage wellness programming and fortify cross-functional partnerships

Christy Davis & Kristy Yoskey

Research demonstrates that whole-person wellness is key to quality of life and successful aging. Robust wellness programs must include health literacy education and comprehensive training for residents/caregivers that align with services rendered at multiple levels of the care continuum. Clinical metrics are tracked/measured and become powerful tools to support cross-functional partnerships.

You'll be able to:

- Recognize the depth and breadth of a sophisticated cross-functional wellness program that aligns with the Centers for Medicare and Medicaid Services' Triple Aim framework, and aligns with services at other levels of the care continuum (including home health, outpatient and skilled nursing). Examples will be provided.
- Describe which wellness outcome measures are important and how to track and manage them.
- Recognize strategic opportunities to leverage success via marketing initiatives to increase referrals, encourage resident keepage, build “Preferred Partner” networks, etc.

Faculty: Christy Davis, OT, RAC-CT, Vice President of Clinical Strategies, and Kristy Yoskey, MOT, OTR/L, RAC-CT, Senior Vice President of Clinical Strategies, HealthPRO Heritage.



| CEUs

Building community inside out and outside in

Lisa Kiely

Through a case study, learn how to program including multiple disciplines across all ability levels. Understand the

importance of “partner” champions and the need to program for the “journey” as opposed to (a focus on) the destination. Discuss and overcome participation obstacles. These philosophies illustrate how to create a campuswide “conversation” that carries into the greater community.

You'll be able to:

- Identify and articulate opportunities for partnerships with numerous organizations inside and outside your community.
- Discuss critical, innovative elements to create and expand upon partnerships through your existing teams as well as numerous expected and unexpected outside stakeholders. Identify future learning and performance opportunities.
- Recall the “pARTicipate in the ART of Life” philosophy and, through the use of a template, create something similar in your community in time to align with the spirit of Active Aging Week 2019.

Faculty: Lisa Kiely, BFA, Director of Enrichment, Lenbrook Life Plan Community.



| CEUs

The movement professional: Permeating all slices of the wellness pie

Patricia VanGalen

As movement professionals, we have served as catalysts in raising the bar of expectations for the aging adult. On the “front lines” of behavior change, we are the pattern-keepers. Gain tips, tools and recommendations on how to “stay on the cutting-edge of the physical,” but expand your influence into all the dimensions of wellness, further bending the aging curve.

You'll be able to:

- Expand your view of a multitude of movement disciplines, and better understand their carryover value to other dimensions of wellness.
- Expand your services, and network with other allied health and aging

professionals towards enhancing the overall wellness of the aging adult.

- Recognize how people tick, and how to match them with various activity options that transfer to gains in multiple aspects of total wellness.

Faculty: Patricia VanGalen, MS, Active & Agile...Maximizing Mobility Through The Ages™.



| CEUs

Mind-body-spirit fusion

Stacey Judge

Explore development of a multidimensional fitness class. Learn how to bring elements of all seven dimensions of life into a one-hour class format to create an experience for residents beyond their expectations. Understand elements that will provide high-quality programming that helps them reach their goals across several dimensions of life and engage them in the process.

You'll be able to:

- Incorporate elements of other dimensions into fitness programming.
- Identify resident or staff champions to lead programming across the continuum of care.
- Develop classes that will be appropriate for multilevels of ability.

Faculty: Stacey Judge, BS, CG, Wellness Program Director, Springpoint Senior Living.



| CEUs

Train the Brain

Cammy Dennis & Jessica Pinkowski

Discover information and activities to support brain health. Find out what you can do to preserve cognitive function and lifelong engagement. Train the brain by learning how to “wire” and “fire” neurons, then give brain cells a workout with interactive brain activities. Learn basic neuroscience along with brainteasers. Brain training challenges include problem-solving, reasoning skills, and more.



You'll be able to:

- Create and lead a “Train the Brain” class.
- Summarize neuroscience and what it takes to keep the brain healthy.
- Implement a variety of “brain training exercises” and come away with resources to find new ones.

Faculty: Cammy Dennis, BBA, CPT, Fitness Director, and Jessica Pinkowski, CPT, NPI-CPS, Group Fitness Supervisor, On Top of the World Communities, Inc.



| CEUs

**8:30 a.m.–
9:45 a.m.**

Interns and externs: How to use college students in senior living

Maranda Trahan & Julie Schrader

At The Fountains of Melbourne, college students are recruited, trained and utilized in various ways. Students complete internships, where they work or volunteer 50–150 hours/semester and live off campus. Or they complete externships, where they work 35–40 hours per week in exchange for room and board. The most exciting part is projects completed and resident issues solved during their stay.

You'll be able to:

- Create a road map on how to recruit students from different colleges and universities.
- Train students on standards of older adults.
- Recount various student projects completed throughout the years.

Faculty: Maranda Trahan, MS, PhD, BCBA®, Wellness Director for Assisted Living, and Julie Schrader, MPH, Wellness Director, The Fountains of Melbourne, Kisco Senior Living.



| CEUs

What's EQ? Improving your workplace through emotional intelligence

Linda Sasser

Emotions influence the way we act/react, and emotional intelligence (EQ) skills are needed to build sustainable relationships, express compassion, and maintain harmony in the workplace. Understand how the brain processes emotions and learn skills for increasing EQ to help you communicate more effectively, better lead teams, and improve social interactions with peers and clients.

You'll be able to:

- Define emotional intelligence and explain its components.
- Apply strategies for recognizing and managing emotions, reading facial expressions, and identifying your triggers.

SATURDAY sessions

- Employ empathy and nonverbal communication, and use reframing to better handle challenging situations.

Faculty: Linda Sasser, PhD, Owner, Brain and Memory Health.



| CEUs

Laugh your way to better health: Live happily ever laughter Roxy Kline

Some say that laughter is the best medicine. At the least, it is good medicine and it is free! Discover and understand the physical and holistic benefits of laughter. Connect with other attendees as you participate in a group laughter experience with elements from Laughter Yoga. Leave with the tools you need to develop and structure your own laughter session or workshop.

You'll be able to:

- Name basic concepts of laughter yoga.
- Articulate the physical and holistic benefits of laughter.
- Develop and implement a continuous laughter workshop.

Faculty: Roxy Kline, ACE, Director of Healthy Living and Active Aging Expert, YMCA of the Greater Twin Cities.



| CEUs

Get great gait for your clients: Assess, don't guess Kymberly Williams-Evans

Do clients/residents walk in ways that age or support them? Learn to look, listen and assess gait with new eyes that reveal hidden habits. Implement specific, informative and practical gait analysis with your older adults. Get exact cues, tips and teaching "vignettes" to use to improve your clients' stride. This session combines instruction with practical application and discovery.

You'll be able to:

- Identify movement patterns and walking habits that affect longevity

and the ability to move comfortably—yours and your clients'.

- Describe and address at least five factors about walking you've probably never thought about, but that affect every step older adults take.
- Reduce injury and improve your clients' mood, energy and overall fitness via better posture and stride.

Faculty: Kymberly Williams-Evans, MA, fitness professional, writer and presenter, Boom Chicka Boomers.



| CEUs

The power of partner training in classes and personal training Allissa Raway & Julie Schuster

Social connection is a predictor of happiness and longevity as well as an important aspect of brain health. Capitalize on the latest research by providing more opportunities for interaction in classes and 1:1 sessions. Learn the benefits of partner training, safety considerations, and new exercises to incorporate into routines. Standing and seated routines will be explored.

You'll be able to:

- Identify the benefits of partner training in order to enhance your class and 1:1 repertoires.
- Adopt safety guidelines and best cueing for the most effective outcomes.
- Incorporate several exercises (seated and standing) into your routines.

Faculty: Allissa Raway, BS, Fitness Manager, and Julie Schuster, BS, Fitness Instructor, Friendship Village of Bloomington.



| CEUs

Dance like nobody is watching Terry Eckmann

Dance in your seat and on your feet to top hits that will bring energy and joy to your clients' day. You will take home six dances you can do in your seat and on your feet and several circle dances that are sure to encourage movement and

social interaction. Explore how you can change tempo and movement to make these dances work for everyBODY.

You'll be able to:

- Teach six dances clients can perform in their seat or on their feet.
- Incorporate circle dances that will inspire movement and socialization.
- Change tempo and movement for a variety of populations.

Faculty: Terry Eckmann, PhD, Professor, Minot State University.



| CEUs

10:00 a.m.–
11:15 a.m.

Spotlight on active aging: Living well and aging well

Scott Kaiser

Learn how to leverage health promotion experience, the ability to engage older adults and caregivers, along with fitness and wellness expertise to achieve greater impact. Discover engagement strategies, efforts to address "whole person" health, perspectives on community health, the value of partnership across industries, and the power of stories in advancing change.

You'll be able to:

- Refine efforts to promote active aging and deploy population health strategies.
- Access and implement tools to enhance engagement.
- Leverage new insights into healthy aging and cognitive health to refine senior health, wellness and fitness programs.

Faculty: Scott Kaiser, MD, Chief Innovation Officer, MPTF (Motion Picture & Television Fund).



| CEUs

Books for the Bookends: Extending reading by repurposing books Jenny Barlow

What books bring you joy when you remember the story? Besides large print in novels, what tricks/interventions do we

use to keep older adults reading? What role does “story” play in healing and comfort at different ages? A thesis for a graduate degree, *Books for the Bookends* connects the physical and emotional aspects of picture books with older adults’ specific reading needs.

You’ll be able to:

- Explain the physical aspects of picture books and why they support senior reading.
- Discuss which books might work better than others in different levels of living.
- Rally for the importance of good stories in your community.

Faculty: Jenny Barlow, BA, MFA, MA, Program Lead, Friendship Village of Bloomington.



| CEUs

Developing dynamic teams with intention, purpose, mission and spirit

Rita Lopienski & Camilla Saban

How does one motivate staff to desire to create and lead amazing programs, and to motivate older adults to join them and become actively engaged? Examine a case study of a highly effective, dynamic team that evolves through intentional hiring, brainstorming, training, vision and mission-focus. Learn tools to build this type of team, and how to work with “difficult” individuals.

You’ll be able to:

- Examine a model of a creative team that is highly motivated, crosses over to different levels of care, and allows room for advancement and growth.
- Describe the basic concepts of motivation and identify strategies to increase participation for both residents and employees.
- Use unique engagement techniques with residents and staff who can be challenging.

Faculty: Rita Lopienski, RMT, MA, CAC, AC-BC, Life Enrichment Director, and Camilla Saban, AFAA Group Certified and NPTI-CPT, Wellness/Fitness Manager, Plymouth Place Senior Living.



| CEUs

Rhythmic play for memory and mobility: Enhancing quality of life

Marilyn McLaughlin & Mary Knysh

This experiential training workshop offers a sampling of drumming and music-driven movement activities from UCLArts & Healing’s program for older adults that addresses needs for self-expression, mood elevation, mobility, memory enhancement, stress reduction, engagement, social connection, and fall-risk reduction. This program accommodates those with all forms of disability.

You’ll be able to:

- Demonstrate an activity that simultaneously increases mobility, provides a cognitive challenge, and encourages social engagement, and explain how it accomplishes these three things
- Demonstrate an activity that simultaneously coordinates gait balance, provides a cognitive challenge, and encourages social engagement, and explain how it accomplishes these three things.
- Explain how to decrease and increase the challenge of both of the previously described activities.

Faculty: Marilyn McLaughlin, MFA, Adjunct Professor, Loyola Marymount University, and Founder, All Bodies Move!; and Mary Knysh, Founder, Rhythmic Connections, and professional musician and trainer for Music for People Organization.



| CEUs

Adapting your yoga practice from the mat to the chair

Sharlyn Green

Bring the benefits of a yoga practice to individuals of every skill/fitness level. Explore how to adapt traditional yoga poses/sequences for those with chronic conditions, learning to create flowing movement through use of smooth transitions and purposeful movement. Discuss how to avoid injury and honor the body’s

limitations. Experience the strength and balance that yoga can bring.

You’ll be able to:

- Recognize how chronic conditions and injuries can affect movement and yoga practice.
- Develop strategies for adapting yoga poses for people with physical and cognitive limitations.
- Create sequences of yoga poses that can be practiced safely and effectively for the older-adult population.

Faculty: Sharlyn Green, MBA, Campus Resident Programs Director, Freedom Plaza Peoria.



| CEUs

Pathway to happiness

Laura Warf

People from all walks of life share an innate drive for meaning, direction and purpose. Explore the Law of Dharma, positive psychology, wellness wisdom and how to commit to living an authentic meaningful life. Leave with practical tips on how to rewire your brain for happiness, plus hints to create a happiness culture with your clients, in your classes and in wellness programs.

You’ll be able to:

- Discover daily happiness habits to create a more uplifting outlook on life.
- Define how to create a happiness culture in your work and/or home environment.
- Create greater alignment with personal purpose and inspire others do the same.

Faculty: Laura Warf, BEd, Founder and President, Laura Warf School of Happiness.



| CEUs

This schedule is subject to change.

A seaside setting



Entertainment, shopping just steps away

Pedestrian and bike-friendly, Long Beach is ranked by WalkScore.com as one of the “Most Walkable” neighborhoods in America. Conference activities and amenities are all within easy walking distance. Within eight blocks of the Hyatt Regency Long Beach’s central waterfront location are countless shops and **more than 125 quality restaurants** offering international cuisine, plus entertainment, nightlife, attractions and art displays. California culture is well within arm’s reach.

For longer trips, a complimentary shuttle will whisk you to outlet shopping, the East Village Arts District, Shoreline Village, Aquarium of the Pacific, the Queen Mary (a 1930s luxury liner converted into a hotel and attraction), the Metro Blue Line and other downtown hotels.

Hotel

The ICAA Conference and Trade Show 2018 and the ICAA Executive Leadership Summit will take place in a scenic setting designed to inspire an ocean of ideas.

What better place to motivate you and your team members than the warmth of Long Beach, California? ICAA’s educational program will largely be held at the Hyatt Regency Long Beach, with the trade show and keynote sessions taking place mere steps away in the Long Beach Convention & Entertainment Center.

The only 4-Diamond hotel in Long Beach, the Hyatt Regency has 528 guestrooms and suites offering ocean or harbor views. By staying at the conference hotel, you’ll enjoy ample opportunities for entertaining, holding corporate meetings, hosting a reception or simply sharing the day’s learnings with your colleagues and peers.

Your luxurious surroundings will also offer a soothing retreat. The Hyatt Regency boasts rooms featuring ultra-modern décor with a comfortable residential feel, signature beds, plush pillows and down duvets. Amenities include a 24-hour fitness center, heated outdoor pool and whirlpool overlooking the ocean, where you can recharge your energies at day’s end.

In addition, the centrally located hotel offers easy access to three major airports: Los Angeles International, Long Beach Airport and John Wayne Orange County Airport.

Hyatt Regency Long Beach

200 South Pine Avenue
Long Beach, California 90802
Tel: 888-421-1442

Single/double occupancy rooms:
USD\$229

Harbor View rooms: USD\$254

Reservations are now being accepted. Group rates apply during ICAA’s events. Be sure to mention “ICAA 2018 Conference” when booking rooms, and if you need to cancel, notify the hotel at least 3 days/72 hours prior to arrival.

For more information and to make or manage Hyatt Regency reservations, visit www.icaa.cc/conferenceandevents/hotel.htm. If you need a block of rooms, please email info@icaa.cc.

Looking for travel information? Check out the ICAA website at www.icaa.cc/conferenceandevents/travel.htm

Transportation

The Hyatt Regency Long Beach is a waterfront hotel located approximately 21 miles from Los Angeles Airport. Self-parking and valet parking are available at the resort. For directions, maps and other transportation information, view <https://longbeach.regency.hyatt.com/en/hotel/our-hotel/map-and-directions.html>.

Air travel

Delta Airlines offers an exclusive discount on air travel for ICAA Conference 2018 attendees. Discounts range from 2% to 10% depending on ticket class. Reservations and ticketing are available via <http://www.delta.com/meeting>. Select the “Book Your Flight” link to go to this page and complete the information, entering the code NMQ6C in the “Meeting Event Code” box provided. You may also book by calling Delta Meeting reservations toll-free at 800-328-1111 (Monday to Friday, 7:00 a.m.–7:00 p.m. Central).

Air travel/car rental

For air travel (excluding Delta’s “Book Your Flight” special offer above) and rental vehicles, call Burkhalter Travel at 608-833-5218 or 800-556-9286 (Monday to Friday, 8:00 a.m.–5:00 p.m. Central) to receive a quote and to make reservations. Burkhalter will search for the lowest available published rates at your time of booking. A per-person ticketing service fee applies. Ask for Mark Aubey (ext. 232), Laurie Kierna (ext. 233) or Julie Snyder (ext. 214) and refer to the ICAA 2018 Conference. It is suggested that you book no later than 30 days prior to the conference to receive the best rates.

Airport shuttle

SuperShuttle provides ground transportation to and from Los Angeles International Airport (LAX), John Wayne Orange County Airport (SNA) and Long Beach Airport (LGB), providing services to the Hyatt Regency Long Beach and

other city hotels. ICAA Conference attendees will receive a 10% discount off SuperShuttle’s shared ride vans to/from LAX and SNA and private vans to/from LGB.

You may book your rides online for the above airports using the following link: <https://www.supershuttle.com/default.aspx?GC=Q4JQB>. When you click on “Book a ride” on the landing page, the link will generate the discount code (Los Angeles Discount Code Q4JQB) and include the three airports as selections. The SuperShuttle link is also posted on the ICAA website at <http://www.icaa.cc/conferenceandevents/travel.htm>.

A mobile app is available from SuperShuttle as well. This app allows you to book rides using the discount code, track and cancel rides, pay ahead, contact your driver and chat with customer service. You’ll find information about how to access this app when you scroll down SuperShuttle’s landing page.

Reservations are required at least 24 hours in advance of pickup time for rides to the airport. Advance reservations are also required for rides from LGB and “highly encouraged” for rides from the other airports. The 10% discount applies **only** if you use the discount code when you book your ride. For all ADA accessible transfers, please specify when you make your reservations if an accessible vehicle is needed or if a service animal will accompany you. You can change or cancel an existing reservation on SuperShuttle’s website or by calling the company’s Customer Care Center toll-free at 800-258-3826 (US only).

Maps and directions for the Long Beach Convention & Entertainment Center, including parking, are provided at <http://www.longbeachcc.com/about-us/directions-parking>.

Continuing education units

Gain continuing education units (CEUs), also called continuing education credits (CECs), at the ICAA Conference 2018. Sign up for the program for \$30 until October 1; after October 1 or on-site, the fee is \$45. This fee covers costs charged by certifying agencies.

Technology will log your attendance in sessions, simplifying and streamlining participation. When you leave the conference, your completed CEU information will be forwarded to ICAA. Allow three weeks for your CEU transcript to arrive via email.

The key industry providers below will offer credits (if your association does not appear, you may use the certificate of completion to support an application for CEUs):

- ACE (American Council on Exercise)
- ACSM (American College of Sports Medicine)
- AFAA (Aerobics and Fitness Association of America)
- canfitpro
- FAI (Functional Aging Institute)
- NAFC (National Association for Fitness Certification)
- NASM (National Academy of Sports Medicine)
- NSCA-CPT (National Strength & Conditioning Association)

The National Certification Council for Activity Professionals (NCCAP) will also provide CEUs.

The American College of Sports Medicine’s Professional Education Committee certifies that the “International Council on Active Aging” meets the criteria for official ACSM Approved Provider status from (2017–December 2020) Provider # 804840.

Frequently asked questions



Q. Where is the ICAA Conference held?

A. The ICAA Conference will take place October 18–20, 2018, at the Hyatt Regency Long Beach, 200 South Pine Avenue, Long Beach, California 90802. The ICAA Registration Desk will be in the lobby area of the Hyatt Regency dedicated to the conference. ICAA's Trade Show and General Sessions will be held at the Long Beach Convention & Entertainment Center, 300 East Ocean Boulevard.

Q. Will conference busing be available?

A. Other hotels for the ICAA Conference and Trade Show are within a short distance of the Hyatt Regency Long

"A truly wonderful and informative experience, supplemented by a gorgeous location and excellent hosts. If you are not planning to attend this conference, I encourage you to reevaluate!"

Patrick Davitt, ACSM EP-C

Charter House—Mayo Clinic Retirement Living

Beach and Long Beach Convention & Entertainment Center. No conference busing will be provided.

Q. What is included in the ICAA Conference fee?

A. Your registration fee includes the educational seminars, ICAA General Sessions, Mix & Mingle Happy Hour, online conference handouts, and trade show entry.

Q. Do I need to indicate my session choices ahead of time?

A. As in previous years, ICAA offers you the flexibility to attend regular sessions without signing up in advance. Please have alternates in mind, in case your first choice for a seminar block is full. Sessions will take place in theater-style rooms.

Q. Are the full-day ICAA preconference workshops included in the registration fee?

A. No, there is an additional per-person cost of \$95 to participate in a preconference workshop. Space is limited for these educational opportunities. Register early to avoid disappointment.

Q. What options are available if I don't have time to attend the full conference?

A. You may attend the ICAA General Sessions on Thursday, October 18, and Friday, October 19. You can take in one keynote for \$75, or both for \$99. Another option is the ICAA Trade Show, which you may tour at no charge. The trade show is open Thursday and Friday. Feel free to bring your staff and your residents/clients as well, so they can try the show's products and services and give you feedback.

Q. How do I earn continuing education units, also called continuing education credits, for the classes I attend?

A. You can earn these credits by signing up for the CEU program. To cover costs, you'll be charged a \$30 fee if you enroll in this program by October 1, 2018, or \$45 on-site. We recommend that you complete the information needed in your ICAA Conference App as soon as you have finished a session.

When you leave the conference, your completed contact information will be

forwarded to ICAA. Allow three weeks for your CEU transcript to arrive via email. Please check your spam filter if your transcript is overdue.

Q. What will I find at the trade show?

A. You will find new technologies, equipment and services to support multidimensional wellness for older adults from providers committed to active aging.

Q. How do I receive session handouts?

A. In the first week of October, you will receive an email about how to access and use the ICAA Conference app. By downloading the app to your smartphone, tablet or computer, you will have at your fingertips the entire schedule of seminars, list of exhibitors, maps and general show information. You can scroll through the schedule ahead of time to find your desired sessions and determine whether speaker handouts are available. If you will not have the app available on a device at the conference, be sure to download and/or print handouts for your desired sessions before you leave home as there will be no printer stations on-site. All available session handouts will be posted on the ICAA website after the event, with a login number and password provided to you for convenient access. You will also have access to the handouts through the app for six months following the conference.

Q. How do I become an ICAA member?

A. You can become an ICAA member and receive 10% off the one-year ICAA membership dues when you register for the conference by the July 8 early-bird deadline. This is a one-time offer for first-time members only. Fill out the optional membership section on the conference registration form when you go to <http://www.icaa.cc/registration.php>. See <http://www.icaa.cc/membership.htm> for membership options and benefits.

Q. We're sending several people to the conference. How do we register?

A. Sending more than one person to the conference maximizes the impact of your investment. To qualify for a group discount, you must all register for the ICAA Conference at the same time and make one payment for the total fees. Visit <http://www.icaa.cc/registration.php> to complete one online application form per person, then pay by PayPal. Alternatively, download a registration form to copy and complete for each person. Fax all the forms together to 604-708-4464, and indicate payment by check or credit card. Or call us toll-free at 866-335-9777 to register by phone.

Q. Can I register now and pay later?

A. Yes. You can register online or by fax or phone. Your options are to call us with your credit card information, or to pay by check. After September 20, if you plan to pay by check, please indicate on your form that you'll pay by check on-site and fax a copy of the check to 604-708-4464. Payment must be received prior to or at the conference for your registration to remain valid.

Q. I don't have a formal job title, but the form says "required." What should I do?

A. If you don't have a title, please use a description of your job. For example, wellness activity leader or personal trainer or administrator.

Q. When will I receive confirmation of my registration?

A. You'll receive email confirmation of registration within one week of ICAA's receipt of your conference registration. Please contact us if you do not hear from us within an appropriate amount of time.

Q. If I can't attend the conference, can someone else from my company go in my place?

A. If you need to cancel your registration, please submit your request in writ-

ing. A \$125 cancellation fee will apply. After September 16, 2018, no cancellations are permitted, but you can transfer your registration to another delegate or to the 2019 ICAA Conference and Trade Show. For more information, see cancellation and substitution policies on page 48.

Q. Is there a dress code for the ICAA conference?

A. Conference dress is casual. We recommend you wear comfortable walking shoes and bring a sweater or jacket. Meeting rooms are air-conditioned and often chilly.

Q. Will healthy food options be available on-site?

A. There are well over 125 food options within eight blocks of the Hyatt Regency Long Beach and Long Beach Convention & Entertainment Center. However, you may want to bring healthy snacks with you or visit a local store to purchase items. Note: ICAA has no control over food options available on-site.

Q. Will drinking water be provided?

A. Water will be available in session rooms.

Other questions? Please email info@icaa.cc or call 866-335-9777 for information.

A word of thanks

Many thanks to Power Wellness for sponsoring the bags provided to ICAA Conference attendees at check-in, and to Matrix Fitness for sponsoring the water bottles.



Registration

Ask about group rates!

Register now to
SAVE

To register

Call toll-free 866-335-9777

Go to www.icaa.cc

2018 ICAA Conference or Executive Leadership Summit	Before July 8	Before September 5	After September 5
ICAA members			
1st registrant	\$329	\$449	\$549
2nd and 3rd registrants	\$279	\$399	\$499
4th and more registrants	\$199	\$209	\$319
Nonmembers			
1st registrant	\$390	\$459	\$559
2nd and 3rd registrants	\$339	\$409	\$509
4th and more registrants	\$219	\$229	\$329

Note: All registration fees are in US dollars.

Special offer: Take 10% off an Individual or Organizational membership when you join ICAA and register for ICAA's Conference or Summit at the same time before July 8, 2018. Available to first-time members only, this offer cannot be combined with any others.

Two events, one path: Register for this year's ICAA Conference or ICAA Executive Leadership Summit, and

you'll gain full access to the other event.

Registration includes: educational seminars • ICAA General Sessions • Mix & Mingle Happy Hour • handouts • entry to trade show hall.

Additional fees are required for pre-conference workshops (**\$95 each**) and continuing education unit registration (**\$30 before October 1, \$45 on-site**).

Group discount: To receive a group discount, you must register all attendees at the same time and pay with one check or credit card. You can add an attendee to your registered group by calling ICAA at 866-335-9777 or 604-734-4466.

Dress code: Conference dress is casual. Air-conditioned meeting rooms are often chilly, **so be sure to bring a sweater or jacket.** Comfortable walking shoes are also recommended.

Photo release: ICAA occasionally uses photographs and videos of conference attendees in promotional and educational materials. By virtue of your attendance, you automatically agree to usage of your likeness in such materials.

Register today for the ICAA Conference 2018! Call toll-free 866-335-9777 (North America only) or 604-734-4466. Or go to www.icaa.cc/conferenceandevents/rates.htm to register online or download forms to complete and return via fax or mail.

All conference details are subject to change.

Cancellation policies

To cancel your registration and request a refund, you *must* submit a written request to info@icaa.cc.

Cancellations will be processed as follows:

Date of receipt

August 30, 2018: Full refund, less \$100 administrative fee

September 1–15, 2018: 50% refund

No cancellations will be accepted after September 16, 2018. When submitted in writing, post-deadline cancellations may be considered where there are extenuating circumstances. Refunds will be processed to the original payer (credit card refunds: 4–6 weeks after initial request; check refunds: 4–6 weeks after the event).

For additional information about cancellations and refunds, including ICAA's substitution policy, go to www.icaa.cc/conferenceandevents/rates.htm.



International Council on Active Aging®

603-1112 West Pender Street, Vancouver, BC, V6E 2S1 Toll-free: 866-335-9777

Tel: 604-734-4466

www.icaa.cc