

International Council on Active Aging
Conference 2015

Embrace the **possibilities**

Newly
updated ICAA
Conference
brochure



November 19–21, 2015
Ernest N. Morial
Convention Center
New Orleans, Louisiana

Conference partners



Embrace the transformation



Conference photos by Brian Ebner/Optic Nerve. Images courtesy of Athletic Business

Access 4 conferences for the price of one

- ICAA Conference
- Athletic Business Conference & Expo
- Medical Fitness Association Conference
- National Alliance for Youth Sports Congress

“The ICAA Conference connects you with peers, professors and personnel in the industry. I always come back to work with fresh ideas and more education. The conference is my support tool to get energized, educated and reconnected with my life’s work.”

Mary Ann Mack

Residents Services Manager, The Village at Unity

Life at every stage presents us with challenges and possibilities. Where we focus will influence how we live. So it is with aging today. As individuals, professionals, organizations and societies, we can choose whether to embrace the possibilities of aging or to focus on the challenges.

Embracing possibilities doesn’t mean ignoring challenges. In fact, to maximize the possibilities of aging, we must strive to minimize its challenges. As the Reverend Billy Graham said, “The best way to meet the challenges of old age is to prepare for them now, before they arrive.”

Physical inactivity, for example, is a significant challenge. For far too many adults 50 years of age or older, life contains little physical activity, raising the risk for health, cognitive and functional declines, early retirement from the workforce, limited involvement in the community, and poorer overall quality of life. Active older adults, on the other

hand, lower their risks for health, functional and cognitive declines, and are able to work longer and stay involved in community life. The end result is often better quality of life.

By responding to both the possibilities and challenges of aging, we will ensure—at all levels—an environment transformed by the benefits of active aging.

In 2015, the International Council on Active Aging® (ICAA) brings you and your colleagues a conference designed to advance your knowledge and help you embrace the possibilities for your clients, your organization and yourself.

Embrace the experience

The ICAA Conference 2015 offers a dynamic educational and networking experience for professionals with a unique focus—older-adult quality of life. Created with ICAA member input, this year’s educational program features more than 60 lectures and workshops to inspire you and your team and expand your horizons.

Learn from industry leaders and experts in sessions that:

- *target different roles, settings and solutions in active aging*—from program development to program delivery, partnership to leadership, marketing to management, and beyond
- *explore special focus areas*—for example, supporting wellness and physical activity in people with cognitive decline, movement disorders or chronic pain
- *offer creative takes on established approaches*—such as walking programs that include meditation, brain games, strength training or walking poles, or several of these elements combined

The ICAA Conference offers a wealth of educational opportunities on key topics in the industry, plus additional programming to enhance your learning. You'll want to stay until the very end!

Connect with colleagues who embrace the possibilities of aging. ICAA's multilevel conference attracts like-minded professionals—including conference faculty, exhibitors and volunteer staff—who are devoted to the well-being of older adults. This warm environment fosters camaraderie across the active-aging spectrum and supports informal learning.

Grow your knowledge and resources to support your role in promoting quality of life for older adults. At the ICAA Conference, you'll gain the ideas, research, best practices, case studies, and practical tools and methods to develop or refresh your practices, programs and environments. Tailor your experience to support your organization's needs and aspirations, plus expand the possibilities in your career. You'll also build your professional network.

Active aging promotes living as fully and actively as possible in all areas of life and at any age, regardless of health conditions. You encourage your clients to learn, connect and grow. Now it's your turn.

Revitalize your passion: Learn, connect and grow at the ICAA Conference 2015. Join us in embracing the possibilities.



"Like" the ICAA Conference 2015 on Facebook! You'll find information, updates, videos and more at facebook.com/icaaconference2015

6 reasons to attend

1. Targeted education

Select from a multitude of educational seminars and workshops targeted to the many dimensions, roles and solutions in active aging.

2. Top-notch presenters

Learn from industry leaders and experts who reflect the diverse backgrounds in active aging—all with first-rate skills, knowledge and experience.

3. Helpful handouts

Access available session handouts online on your computer or electronic device prior to the conference, plus download archived handouts from the ICAA website after the event.

4. Great networking

Connect with like-minded colleagues from across the active-aging spectrum and expand your professional network.

5. Educational credits

Enhance your professional development by registering for continuing education units (CEUs) offered by key providers.

6. Premier expo

Gain entry to the Athletic Business Expo, a showcase of products and services for wellness, exercise and recreation. Visit ICAA's Pavilion for offerings designed especially for older-adult wellness.



Keep up to date and stay connected! Use #icaaneworleans to follow ICAA Conference news on Twitter, Facebook and Google+.

Who should attend?

Executive directors	Wellness directors
Administrators	Program directors
Board members	Activities directors
Sales and marketing personnel	Fitness instructors
Developers and architects	Personal trainers
Resident life executives	Health educators
Researchers	Social workers
Professors	Nutritionists/dietitians
Physicians	Therapists

Visit www.icaa.cc for conference information.

ICAA General Session

Five visionary industry leaders, five levels of function, five transformative ideas.

“Embrace the possibilities” in the ways you impact the level of function, independence and quality of life of your residents and/or members, now and in the future.

MOVE 2.0 follows the format—and tremendous success—of THINK 2.0, last year’s inaugural ICAA General Session. MOVE’s fast-paced presentations are guaranteed to inspire your thinking, challenge your perceptions, and transform your programs. Whether focused on limiting, managing or reversing functional loss, or improving independence and quality of life, each presenter will inspire you with ways for your customers to engage or re-engage in life.

Don’t miss this opportunity to think about new ways to move your residents/members and your organization into the future.

Move 2.0



Debra Rose, PhD

Debra Rose, a professor in the Kinesiology Department at California State University, Fullerton, directs the university’s Institute of Gerontology and award-winning Center for Successful Aging. Rose is one of two codirectors of the Fall Prevention Center of Excellence.



Maureen Hagan, BSc, PT

Maureen Hagan, a licensed physiotherapist and physical health educator, is vice president of operations at GoodLife Fitness, and education director for canfitpro (Canadian Fitness Professionals). An award-winning fitness instructor and program director, Hagan holds several certifications.



Martha Schram, BSc, PT

Martha Schram has been president of Aegis Therapies since 2004. Schram is responsible for the overall leadership and direction of Aegis, including management of rehabilitation services provided in Golden LivingCenters, and oversight of contract rehabilitation services.



Peggy Buchanan, MA

Peggy Buchanan is director of fitness, aquatics & physical therapy at Front Porch’s Vista del Monte Retirement Community in Santa Barbara, California. Buchanan has more than 35 years of experience in the health and fitness industry.



Colin Milner

Colin Milner, CEO of the International Council on Active Aging, is an award-winning author, public speaker, and leading expert on older-adult health and well-being. Milner served six years on the World Economic Forum’s Network of Global Agenda Councils.



Transforming Lives[®]

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Keynote speaker



Shawn Achor

Shawn Achor is the winner of over a dozen distinguished teaching awards at Harvard University, where he delivered lectures on positive psychology in the university's most popular class. Achor is among the world's leading experts on the connection between happiness and success. His research made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time, and his lecture airing on PBS has been seen by millions. He is also the author of two *New York Times*' best-sellers, *The Happiness Advantage* (2010) and *Before Happiness* (2013).

In 2007, Achor founded GoodThinkInc to share his research with the world. Subsequently, he has lectured or researched in more than 50 countries, and worked with the US Department of Health to promote happiness.

Achor graduated magna cum laude from Harvard and earned a master's degree from Harvard Divinity School. For seven years, he also served as an officer of Harvard, living in Harvard Yard and counseling students through the stresses of their first year. Today, Achor teaches for the Advanced Management Program at Wharton Business School, and collaborates on research with Yale and Columbia University.

Spotlight on ...

Continuing education units

Gain continuing education units (CEUs), also called continuing education credits (CECs), at the ICAA Conference. Here's how:

- Sign up for CEUs to enhance your professional development.
- Pick up your logbook at the ICAA Registration Desk. This booklet shows sessions with credits and certifying organizations.
- Add your name and contact details to the back page to avoid having to purchase another booklet if it is lost. (ICAA reunites logbooks with identified owners when possible.)
- Obtain stamps from room monitors to verify attendance at sessions. (In a 90-minute session, you must stay at least 60 minutes to qualify for credits.)
- Return your logbook to the Registration Desk when you leave for home.
- Allow **eight weeks** for your transcript to arrive by email. (Remember to check your spam folder if the transcript is late.)

Sign up for the CEU program for \$25 if you enroll by **Monday, November 2**, or register on-site for \$40. This fee covers costs charged by certifying agencies.

Your association does not appear as a provider? Ask ICAA to send you a letter to confirm your attendance at this year's conference sessions. Use

this letter to support your application for CEUs to your association.

Continuing Education Providers

- ACE (American Council on Exercise)
- ACSM (American College of Sports Medicine)
- AFAA (Aerobics and Fitness Association of America)
- canfitpro
- Cooper Institute
- COPSKT (Council on Professional Standards for Kinesiotherapy)
- IACET (International Association of Continuing Education & Training)*
- IFPA (International Fitness Professionals Association)
- NAYS (National Alliance for Youth Sports)
- NSCA-CPT (National Strength & Conditioning Association)
- SCW Fitness Education

** The National Recreation and Park Association (NRPA) accepts IACET CEUs. To find out what other organizations accept IACET CEUs, visit www.iacet.org, click on "Continuing Education Units (CEUs)," and select the link on the drop-down menu.*

*** Learning units (LUs) from the American Institute of Architects will not be offered. AIA members may self-report credits as part of the institute's Structured Self-Reported Program. Refer to www.aia.org to learn more.*

Symposium for marketers



Save \$20 when you register for ICAA's Marketing Symposium by September 13.

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

ICAA MARKETING SYMPOSIUM 2015: REBRANDING YOUR SERVICES TO EMBRACE THE POSSIBILITIES

Wednesday, November 18, 2015
9:00 a.m.–4:00 p.m.

The older consumer demands more from organizations. These demands drive the need to rethink the way we brand our products and services for older adults. If you are rethinking your brand, you'll need to better understand how these changing expectations will impact your marketing efforts—from what you say, to where and how you say it.

By attending the ICAA Marketing Symposium 2015, you'll learn:

- How the older consumer is shifting the way marketers think.
- What changes to make to your marketing strategies and tools

to address the older consumer's expectations.

- How to develop a strategy for success.
- Why your brand is more important than ever.

CEUs awarded

Symposium agenda

9:00 a.m.–10:15 a.m.

Keynote: The opportunities of an aging world

The older population affects virtually every area of society today. Build a foundation for your marketing and branding efforts by understanding both the opportunities and the expectations of consumers.

Faculty: Colin Milner, Founder and CEO, International Council on Active Aging®

10:15 a.m.–10:30 a.m.

Networking break

10:30 a.m.–12:00 p.m.

Presentation: Achieving 'Real Brand Health' with the older-adult consumer

Want to maximize the return on your marketing efforts? Understanding and learning how to correctly and effectively use branding, marketing, advertising and selling principles will help. Find out what these terms really mean and how they make your business more successful, plus how they work together and how they don't.

Faculty: Craig Lerner, President, Involve, LLC, and Involve Media

12:00 p.m.–1:15 p.m.

Lunch break (lunch on your own)

1:15 p.m.–2:45 p.m.

Presentation: How to maintain your brand integrity when the going gets tough

With 24/7 global communications today, companies are under more

scrutiny than ever from traditional media and "content generators". A communications issue can occur at any time. Learn how to meet these challenges in a way that strengthens rather than erodes brand identity and integrity.

Faculty: Michelle Moore, Partner, Involve, LLC

2:45 p.m.–3:00 p.m.

Networking break

3:00 p.m.–4:00 p.m.

Presentation: Tools for success and implementation strategies

Learn about implementable tools you can use to achieve a stronger brand identity while meeting the changing expectations of adults 50 and older. This informative panel presentation will close a day that's sure to provoke thought and promote a shift in how organizations communicate with the older consumer.

Faculty: Robin Craig, Corporate Director of Marketing, MBK Senior Living; **Stacey Elicker**, Director, Digital Strategy, Involve, LLC; **Craig Lerner**, President, Involve, LLC, and Involve Media; **Colin Milner**, Founder and CEO, International Council on Active Aging; **Michelle Moore**, Partner, Involve, LLC.

For more details, visit www.icaa.cc/conferenceandevents/icaa-marketing-symposium.htm

Symposium rates

On or before Sept. 13	
1st registrant	\$179.00
2nd & 3rd	\$169.00
4th or more	\$159.00
After Sept. 13	
1st registrant	\$199.00
2nd & 3rd	\$189.00
4th or more	\$179.00

Symposium presenters



Robin Craig

Robin Craig is recognized as a creative, intuitive marketing professional who translates strategy into practical actions that produce powerful results. As corporate director of marketing for MBK Living, Craig is responsible for design and direction of brand identity and effective marketing and communications strategies for all 17 MBK Senior Living communities throughout the western United States. Previously, she was marketing team leader for national owner, operator and developer Kisco Senior Living. A member of the ICAA Marketing Advisory Board, Craig has a master's degree in clinical/community psychology from California State University, Northridge.



Stacey Elicker

Stacey Elicker is director, digital strategy, for Involve LLC. Elicker has 15 years of experience in the interactive and advertising fields, with a primary focus on digital marketing and consumer experience. She has overseen digital strategy and execution for clients within the healthcare, medical, real estate and technology sectors, among others. In past years, Elicker has been nominated for the American Marketing Association's Marketer of the Year. Her work has won numerous awards.



Craig Lerner

Craig Lerner, president of Involve and Involve Media (Columbus, Ohio & Chicago, Illinois) has more than 30 years of branding and integrated marketing experience as agency owner, agency

director and brand-side marketer. Lerner focused on advertising and promotion for pharmaceutical and healthcare companies before building a practice with emphasis on sports and sports marketing. In 2005, he became vice president of marketing at SPRI Products, a Chicago-based fitness products manufacturer. With Lerner's growing relationships with wellness and fitness brands and industry associations, many brands in these categories have leaned on Lerner and the Involve team to chart courses toward success.



Colin Milner

Colin Milner, CEO of the International Council on Active Aging, is an award-winning author, public speaker, and leading expert on older-adult health and well-being. Recognizing Milner as one of the "most innovative and influential minds" on aging-related topics, the World Economic Forum invited him to serve on its Network of Global Agenda Councils for six years. He has delivered speeches to business and government leaders, industry professionals and older adults worldwide, and authored more than 250 articles.



Michelle Moore

Michelle Moore, a partner at brand activation firm Involve LLC, specializes in strategic marketing communications, public relations, crisis management and social media campaign development. She brings more than 25 years of industry-related experience to the table. A media relations specialist, she has placed clients on the *Today Show*, *20/20*, *Good Morning America*, CNN and CNBC as well as in major daily newspapers and newsstand publications. She also works as a media and crisis media trainer.

Spotlight on ...

Products and services expo

ICAA partners with leading conference provider Athletic Business (AB) to provide you with access to the AB Conference & Expo. This premier event for the industry showcases the changing landscape of health, wellness and recreation offerings across the levels of function. The Expo takes place in Exhibit Halls B-C of the Ernest N. Morial Convention Center.

Visit the ICAA Pavilion in the exhibit hall to stay current with the newest innovations in technology, equipment and services targeted specifically to age 50-plus adults. This "one-stop" venue is where you can research products or services, locate new items of interest, and do your yearly purchasing.

Be sure to stop by the ICAA booth (Booth 721) to say hello! ICAA's booth is also the place to pick up your ticket for the ICAA Networking Reception and your conference T-shirt, sponsored by Precor.

A word of thanks

ICAA appreciates the following contributions from sponsors for ICAA Conference attendees:

ICAA Conference 2015 T-shirts
Sponsored by Precor

Water bottles
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Preconference workshops

Attend a
preconference
workshop for \$79
per person

Wednesday, November 18, 2015

8:30 a.m.–4:30 p.m.

Splash! Big wave workouts

Dive into this practical post-rehab to wellness session that's packed with ready-to-go fun and creative moves. Explore a number of workout lesson plans that target a wide variety of fitness levels while applying progressions and modifications. You'll leave with easy poolside notes so you'll be equipped to teach class when you return home. Practice leadership skills that include visual and auditory sensory cueing methods for safe and effective teaching. In this session, you'll also practice skills and drills for fluid pilates, HIT training, stretch and strengthen and sports-inspired moves that blend the essence of land exercise with water.

You'll be able to:

- Apply cues using both visual and auditory signals.
- Perform a wide variety of exercises through progression for fun and fitness.
- Lead a class using a number of different formats with the poolside notes provided as your guide.

Faculty: **Mary Sanders**, PhD, RCEP, CDE, University of Nevada, Reno; **Cathy Maloney-Hills**, PT, DPT, Courage Kenny Rehabilitation Institute/Allina Health; **Christine Shidla**, BS, Director of Wellness, Summit Place Senior Campus.

CEUS awarded

(**Note: This session will be hosted at Lambeth House. Participants should come ready to get in the pool, and bring water shoes and two bathing suits for the day. Transportation, lunch and handouts are sponsored by HydroWorx.**)



Sponsored by HydroWorx®

9:00 a.m.–5:00 p.m.

The Stay Well At Home Program: A multifactorial fall-risk reduction program

At this one-day train-the-trainer workshop, you'll gain the knowledge, skills and resources needed to train lay or peer leaders to successfully implement a one-to-one or small group-based multifactorial fall-risk reduction program in senior living and community environments. Also discover the theoretical framework and research evidence guiding the program's development. You'll have online access to all program training and implementation materials needed to train potential facilitators following the successful completion of this workshop.

You'll be able to:

- Recall the theoretical framework and research evidence guiding the development of this multifactorial fall-risk reduction program.
- Train lay facilitators to lead an individual (home-based) or group-based (senior living environments; community) version of the program.
- Evaluate the efficacy and fidelity of the multifactorial fall-risk reduction program.

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

CEUS awarded

"ICAA's conference stands out in its unique focus on active aging. It's the best opportunity each year to learn from, interact with, and become motivated by like-minded professionals."

Betty Price

Owner/CEO, Fifty+Fitness, and member of a CCRC Board of Directors

Workshop presenters



Cathy Maloney-Hills, PT, DPT

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 at California State University, Fullerton. An International Council on Active Aging Advisory Board Member, Rose also directs the university's Institute of Gerontology and award-winning Center for Successful Aging. In addition, she serves as one of two codirectors of the Fall Prevention Center of Excellence established in 2005.



Mary E. Sanders, PhD, RCEP, CDE

Mary E. Sanders is a registered clinical exercise physiologist in the School of Medicine, University of Nevada, Reno, and a Certified Diabetes Educator®. An International Council on Active Aging Advisory Board Member, Sanders is also an associate editor, *ACSM's Health & Fitness Journal*®; contributor, *Journal on Active Aging*®; director, *WaterFit*®/ *Golden Waves*®; and an international trainer and researcher.



Christine Shidla, BS

Christine Shidla is the director of wellness at Summit Place Senior Campus in Eden Prairie, Minnesota. She is also a speaker for the Arthritis Foundation on exercise and active aging. Shidla received her bachelor of science degree in kinesiology, with emphasis in sports medicine, from the University of Minnesota.

Spotlight on ...

ICAA Education Center

ICAA sessions will take place in the ICAA Education Center, an area of the Ernest N. Morial Convention Center with a dedicated focus on the ICAA Conference. You'll mix with colleagues throughout the day, with spaces provided for you to sit and talk.

You'll receive a water bottle provided by Keiser, an ICAA Preferred Business Partner, when you check in or register on-site for the conference. No water will be available in the Education Center's session rooms during the day. Plan ahead to stay hydrated! Fill your water bottle before you come to the convention center in the morning and refill as needed from the water fountains and washroom taps in the Education Center.

In this dedicated area, ICAA has a dedicated focus: Providing you with an educational and networking experience that inspires you to embrace the possibilities—with dedicated results.

Seminars at a glance

Thursday, November 19, 2015

7:00 a.m.– 8:15 a.m.	<p>■ WP, L Getting the attention of inactive older adults</p> <p><i>Debra Atkinson, Voice For Fitness</i></p>	<p>■ MM, L Understanding your core customer: The female buyer</p> <p><i>Traci Bild, Bild & Company</i></p>	<p>■ BH, LI Collaborate to create activity and wellness programming for individuals with cognitive deficits</p> <p><i>Angela Edney and Susan Almon-Matangos, Aegis Therapies</i></p>	<p>■ IP, L Comprehensive wellness—It's about partnering and participation, NOT perfection</p> <p><i>Lisa Kiely, Lenbrook CCRC</i></p>
8:30 a.m.– 10:00 a.m.	<p>■ IP, L Imagine the program possibilities! Unleash your creative potential</p> <p><i>Roxy Kline, YMCA of the Greater Twin Cities</i></p>	<p>■ MM, L Trends and possibilities for active aging</p> <p><i>Colin Milner, International Council on Active Aging</i></p>	<p>■ BH, L “Just help me remember better!” Memory training in 50+ communities</p> <p><i>Cynthia Green, Total Brain Health</i></p>	<p>■ IP, L Effects of co-dependency/co-addictions on the seven dimensions of wellness</p> <p><i>Jamie Huysman, WellMed Medical Management</i></p>
10:15 a.m.– 11:45 a.m.	<p>■ WP, LI Meet your feet: Everything you need to help your clients</p> <p><i>Robert Thompson, Institute for Preventive Foot Health (IPFH); Marilyn Larkin, IPFH, and PosturAbility®</i></p>	<p>■ MM, L Beyond YouTube: Engaging, educating and capturing leads through online video</p> <p><i>Erin Read, Creating Results; Christopher Wilson, Late Living/SeniorSearch.com</i></p>	<p>■ BH, L A supportive approach to emotional wellness and activity engagement in cognitively impaired adults</p> <p><i>Carolyn Tinglin, University of the Fraser Valley</i></p>	<p>■ WP, L Putting the “WE” in wellness, getting the support you need</p> <p><i>Mark Gray and Jana Scavona, Inverness Village</i></p>
12:00 p.m.– 4:30 p.m.	<p>TRADE SHOW GRAND OPENING Exhibit Halls B-C</p>	<p>TRADE SHOW GRAND OPENING Exhibit Halls B-C</p>	<p>TRADE SHOW GRAND OPENING Exhibit Halls B-C</p>	<p>TRADE SHOW GRAND OPENING Exhibit Halls B-C</p>
3:00 p.m.– 4:00 p.m.	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>
4:30 p.m.– 5:30 p.m.	<p>ICAA GENERAL SESSION <i>Multiple presenters</i></p>	<p>ICAA GENERAL SESSION <i>Multiple presenters</i></p>	<p>ICAA GENERAL SESSION <i>Multiple presenters</i></p>	<p>ICAA GENERAL SESSION <i>Multiple presenters</i></p>
8:00 p.m.– 11:00 p.m.	<p>AB RECEPTION Generations Hall</p>	<p>AB RECEPTION Generations Hall</p>	<p>AB RECEPTION Generations Hall</p>	<p>AB RECEPTION Generations Hall</p>

COLOR KEY FOR TOPIC AREAS	■ BH Brain health	■ MM Management & marketing	L Lecture LI Lecture/Interactive
	■ FF Functional fitness	■ OP Outdoor programs	
	■ IP Increasing participation	■ WP Wellness programming	

<p>WP, L Intervening in sleep deprivation and sleep interruption for elders</p> <p><i>Leah Klusch, The Alliance Training Center</i></p>	<p>WP, LI Conductorcise and beyond: A journey to the reality of aging well</p> <p><i>David Dworkin, Conductorcise, LLC</i></p>	<p>FF, LI Optimizing stability and ability through pole walking and pole exercise</p> <p><i>Tom Rutlin, Exerstrider Products, Inc.</i></p>	
<p>WP, LI Sing for life</p> <p><i>Robert Bergner, Seabury</i></p>	<p>FF, LI BOSU® Balance basics and beyond—Keys to active aging</p> <p><i>Erika Quest, Studio Q Pilates Conditioning; Bernadette O'Brien, YMCA Wayne, New Jersey</i></p>	<p>FF, LI Fab-5 moves to enhance function</p> <p><i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i></p>	<p>OP, LI Happy Hour Walking Lab +</p> <p><i>Tracey Harvey, EnerG® by Aegis; Sarah Robertson, Aegis Therapies</i></p>
<p>BH, LI Meditation, mindfulness and healthy aging: Training the brain</p> <p><i>Shirley Archer, Shirley S. Archer Associates, LLC</i></p>	<p>FF, L Functional fitness and dementia: Meaningful approaches with frail older adults</p> <p><i>Phil Booth and Kylie Booth, Senior Wellness Consultants, Inc.</i></p>	<p>FF, LI Agility: The champion of neuromotor abilities</p> <p><i>Patricia VanGalen, Active and Agile</i></p>	<p>OP, LI Body Bar FLEX TREK Walking Program</p> <p><i>June Kahn, June Kahn's Bodyworks, LLC</i></p>
<p>TRADE SHOW GRAND OPENING Exhibit Halls B-C</p>	<p>TRADE SHOW GRAND OPENING Exhibit Halls B-C</p>	<p>TRADE SHOW GRAND OPENING Exhibit Halls B-C</p>	<p>TRADE SHOW GRAND OPENING Exhibit Halls B-C</p>
<p>ICAA IDEA EXCHANGE Exhibit Hall</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>
<p>ICAA GENERAL SESSION <i>Multiple presenters</i></p>	<p>ICAA GENERAL SESSION <i>Multiple presenters</i></p>	<p>ICAA GENERAL SESSION <i>Multiple presenters</i></p>	<p>ICAA GENERAL SESSION <i>Multiple presenters</i></p>
<p>AB RECEPTION Generations Hall</p>	<p>AB RECEPTION Generations Hall</p>	<p>AB RECEPTION Generations Hall</p>	<p>AB RECEPTION Generations Hall</p>

Seminars at a glance

Friday, November 20, 2015

6:30 a.m.– 7:45 a.m.			■ FF, LI Boot camp gold <i>Libby Norris, City of Mississauga; Ruth Parliament, Conestoga College</i>	■ FF, LI BOSU® Mobility and stability for active aging <i>Erika Quest, Studio Q Pilates Conditioning; Bernadette O'Brien, YMCA Wayne, New Jersey</i>
6:30 a.m.– 8:00 a.m.	EARLY-MORNING WORKOUT Exhibit Halls B-C	EARLY-MORNING WORKOUT Exhibit Halls B-C	EARLY-MORNING WORKOUT Exhibit Halls B-C	EARLY-MORNING WORKOUT Exhibit Halls B-C
8:00 a.m.– 9:30 a.m.	■ WP, LI Turning music into medicine for people 55+ <i>Andy Tubman, Musical Health Technologies</i>	■ FF, L Reducing hospital readmissions—Theory into practice with strength training <i>Kay Van Norman, Brilliant Aging; Jim Milani, BAYADA Home Health Care</i>	■ BH, L Dementia care: A holistic focus on environment, communication, activity and nutrition <i>Ellen Belk, Keep in Mind, Inc.</i>	■ MM, L 3 Rs of volunteer management: Keys to success <i>Tia Hovatter, Health Consultants Plus, Inc.</i>
9:45 a.m.– 11:15 a.m.	■ WP, L Let it go! Understanding program life-cycle <i>Roxy Kline, YMCA of the Greater Twin Cities</i>	■ WP, L The TRY model: Toward renewing youthfulness <i>Michael Mantell, Michael R. Mantell, PhD, Inc.</i>	■ MM, L 6 Keys to aligning “smarketing” to grow your occupancy or business <i>Patty Cisco, Marketing Essentials, LLC</i>	■ MM, L How to give and receive feedback <i>Karen Woodard, Premium Performance Training</i>
11:30 a.m.– 12:30 p.m.	AB KEYNOTE <i>Shawn Achor</i>	AB KEYNOTE <i>Shawn Achor</i>	AB KEYNOTE <i>Shawn Achor</i>	AB KEYNOTE <i>Shawn Achor</i>
12:30 p.m.– 4:30 p.m.	TRADE SHOW Exhibit Halls B-C	TRADE SHOW Exhibit Halls B-C	TRADE SHOW Exhibit Halls B-C	TRADE SHOW Exhibit Halls B-C
4:00 p.m.– 5:30 p.m.	■ WP, LI A “WELL”-derness journey: Rehab for residents and revenue <i>Andrew Lenick, Summit Therapy Group; Peggy Buchanan, Vista del Monte</i>	■ WP, L Successful programs that engage older adults <i>Patricia Ryan, International Council on Active Aging (moderator)</i>	■ BH, LI 20 Brain booster minute movers and minute minders <i>Terry Eckmann, Minot State University</i>	■ MM, L Use community partnerships to enhance your wellness programs <i>Leslie Keen, Peoples Health</i>
6:30 p.m.– 7:30 p.m.	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>
7:00 p.m.– 9:00 p.m.	ICAA NETWORKING RECEPTION	ICAA NETWORKING RECEPTION	ICAA NETWORKING RECEPTION	ICAA NETWORKING RECEPTION

COLOR KEY FOR TOPIC AREAS	■ BH Brain health	■ MM Management & marketing	L Lecture LI Lecture/Interactive
	■ FF Functional fitness	■ OP Outdoor programs	
	■ IP Increasing participation	■ WP Wellness programming	

EARLY-MORNING WORKOUT Exhibit Halls B-C	EARLY-MORNING WORKOUT Exhibit Halls B-C	EARLY-MORNING WORKOUT Exhibit Halls B-C	EARLY-MORNING WORKOUT Exhibit Halls B-C
■ WP, LI How to use your space creatively <i>Kim Eichinger, Country Meadows Retirement Communities</i>	■ FF, LI Stronger for longer—Seated strengthening for the aging population <i>Maureen Hagan, GoodLife Fitness and canfitpro</i>	■ FF, LI The Big Balance Theory and how to teach it—in class and in the classroom <i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i>	■ OP, LI Touching earth: Mindful walking meditation <i>Shirley Archer, Shirley S. Archer Associates, LLC</i>
■ WP, L When pain gets in the way: Overcoming barriers to physical activity <i>Julie Keysor, Boston University; Lori Schrodt, Western Carolina University</i>	■ FF, LI Tai chi for strength and balance <i>Troyce Thome and Faith Overton, Tai Chi for Health</i>	■ FF, LI Early mobility disability: Counter with a dynamic dozen approach <i>Patricia VanGalen, Active and Agile</i>	■ OP, LI Beyond walking: Elevate your walking class “to infinity and beyond” <i>Rotha Crump, Farmers Branch Senior Center</i>
AB KEYNOTE <i>Shawn Achor</i>	AB KEYNOTE <i>Shawn Achor</i>	AB KEYNOTE <i>Shawn Achor</i>	AB KEYNOTE <i>Shawn Achor</i>
TRADE SHOW Exhibit Halls B-C	TRADE SHOW Exhibit Halls B-C	TRADE SHOW Exhibit Halls B-C	TRADE SHOW Exhibit Halls B-C
■ WP, L Health meets social: A national initiative to support healthy aging <i>Terrence Roche, Matt Longjohn and Bert Ruiz, YMCA of the USA</i>	■ WP, L Let’s talk about sex and dementia <i>Sharon Nichols, Atria Senior Living</i>	■ FF, LI Core conditioning for better backs <i>Maureen Hagan, GoodLife Fitness and canfitpro</i>	
POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>
ICAA NETWORKING RECEPTION	ICAA NETWORKING RECEPTION	ICAA NETWORKING RECEPTION	ICAA NETWORKING RECEPTION

Seminars at a glance

Saturday, November 21, 2015

<p>7:00 a.m.– 8:15 a.m.</p>			<p>■ FF, LI Nordic pole walking–“The smarter way to walk”</p> <p><i>Greg Bellamy, Nordixx Pole Walking Canada</i></p>	<p>■ WP, LI Tai chi for caregivers</p> <p><i>Troyce Thome and Faith Overton, Tai Chi for Health</i></p>		
<p>8:30 a.m.– 9:45 a.m.</p>	<p>■ MM, L Marketing secrets are in your programs</p> <p><i>Debra Atkinson, Voice For Fitness</i></p>	<p>■ MM, L Build a fitness partnership with your parks and recreation department</p> <p><i>Arnie Biondo, Centerville-Washington Park District; Maryfran Leno, Itasca Park District</i></p>	<p>■ MM, L The strategic leader: Checkup for success</p> <p><i>Karen Woodard, Premium Performance Training</i></p>	<p>■ FF, LI Let’s get moving– Fitness for residents with movement disorders</p> <p><i>Lauren Kriz and Staci Freudiger, RehabCare</i></p>	<p>■ FF, LI Circle dances on your feet and in your seat</p> <p><i>Terry Eckmann, Minot State University</i></p>	<p>■ WP, LI Movement and musical patterns</p> <p><i>Christine Shidla and Dan Andersen, Summit Place Senior Campus</i></p>
<p>10:00 a.m.– 11:15 a.m.</p>	<p>■ BH, L The connection between cognition and fall risk and prevention</p> <p><i>Victor Arellano and Thomas Sattler, Alliance Rehab</i></p>	<p>■ IP, LI It isn’t rocket science– Create, engage and grow your programs</p> <p><i>Liz Gade-Schara and Christa Iverson, Oakwood Village</i></p>	<p>■ FF, LI Pelvic fitness for bladder control</p> <p><i>Rozena McCabe, Fitness for Brain, Body & Balance</i></p>	<p>■ FF, LI A body balance class demonstrating the power of posture</p> <p><i>Dayna Stoddart, Ballantrae Golf and Country Club</i></p>	<p>■ FF, LI Cover your “BASES” from head to toes with walking poles</p> <p><i>Peggy Buchanan, Vista del Monte</i></p>	

This schedule is subject to change.

<p>COLOR KEY FOR TOPIC AREAS</p>	<p>■ BH Brain health</p> <p>■ FF Functional fitness</p> <p>■ IP Increasing participation</p>	<p>■ MM Management & marketing</p> <p>■ OP Outdoor programs</p> <p>■ WP Wellness programming</p>	<p>L Lecture</p> <p>LI Lecture/Interactive</p>
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Schedule at a glance

Choose from more than 60 ICAA educational opportunities. You may also attend educational sessions offered concurrently by Athletic Business (AB), the Medical Fitness Association, and the National Alliance for Youth Sports at no additional charge.

All ICAA/AB conference hotels are located within a short walk of the Ernest N. Morial Convention Center. Busing will be provided for the AB All-Conference Welcome Reception only.

Tuesday, November 17

4:00 p.m.–6:00 p.m. Registration (Lobby area, Exhibit Halls B-C)

Wednesday, November 18

7:00 a.m.–6:00 p.m. Registration (Lobby area, Exhibit Halls B-C)
Times vary Preconference workshops
See “Preconference workshops” for details.

Space is limited, so register early to avoid disappointment. Each preconference workshop costs an additional \$79 per registrant. *Aquatics workshop sponsored by HydroWorx®*

Thursday, November 19

6:00 a.m.–6:00 p.m. Registration (Lobby area, Exhibit Halls B-C)
Trade show-only registration open until 6:00 p.m.
7:00 a.m.–11:45 a.m. Educational seminars
12:00 p.m.–4:30 p.m. Trade show grand opening
3:00 p.m.–4:00 p.m. ICAA Idea Exchange
4:30 p.m.–5:30 p.m. ICAA General Session
8:00 p.m.–11:00 p.m. AB All-Conference Welcome Reception

Note: Full-conference registrants may attend the AB reception free of charge; a \$25 per-person fee applies to trade-show only attendees or guests.

Friday, November 20

6:15 a.m.–5:00 p.m. Registration (Lobby area, Exhibit Halls B-C)
Trade show-only registration opens at 6:15 a.m.
6:30 a.m.–7:45 a.m. Educational seminars
6:30 a.m.–8:00 a.m. Early-morning workouts in Exhibit Halls B-C
8:00 a.m.–11:15 a.m. Educational seminars
11:30 a.m.–12:30 p.m. AB Keynote: Shawn Achor
12:30 p.m.–4:30 p.m. Trade show
4:00 p.m.–5:30 p.m. Educational seminars
6:30 p.m.–7:30 p.m. ICAA Poster Presentations (at Networking Reception site)
7:00 p.m.–9:00 p.m. ICAA Networking Reception *Sponsored by NuStep, Inc.*

Note: ICAA’s reception takes place at the New Orleans Downtown Marriott across from the convention center. ICAA Conference registrants may attend free of charge. A \$25 per-person fee applies to guests.

Saturday, November 21

7:00 a.m.–8:15 a.m. Educational seminars
7:45 a.m.–12:00 p.m. Registration (Lobby area, Exhibit Halls B-C)
8:30 a.m.–11:15 a.m. Educational seminars

Roundtable discussions

ICAA Idea Exchange
Thursday, November 19
3:00 p.m.–4:00 p.m.
(at the back of the Exhibit Hall)

Join your colleagues for idea-sharing at roundtable discussions. Meet new people, relay your experiences, and walk away with lots of ideas plus continuing education units. Three roundtable discussions will take place, each focused on a specific topic. These include:

- **Lifetime learning programs** (*Terry Fay, facilitator*)
- **Intergenerational programs** (*Stacey Judge, facilitator*)
- **Creative expression programs** (*facilitator TBA*)

Faculty: **Jill L. Ross, MS**, CTRS, Lifestyle Director, Sarasota Bay Club (lead facilitator); **Terry Fay, BA**, Corporate Director of Resident Programs, Senior Lifestyle Corporation; **Stacey Judge**, Community Wellness Program Director, Springpoint Senior Living.

CEUs awarded

Sessions

COLOR KEY FOR TOPIC AREAS

■ BH	Brain health
■ FF	Functional fitness
■ IP	Increasing participation
■ MM	Management & marketing
■ OP	Outdoor programs
■ WP	Wellness programming

"ICAA continues to lead and demonstrate excellence! This conference brought together the 'big-thinkers' that inspire, engage and challenge 'what it is,' so that you want to make it 'what it should be!'"

Luanne Whitmarsh
CEO, Kerby Centre

Thursday, November 19, 2015 7:00 a.m.–8:15 a.m.

■ WP Getting the attention of inactive older adults

Have past programs failed to attract more sedentary prospects? This session returns to the roots of the behavior change model to challenge how we program and market. Consider stages of change together with client/resident mindset, program content delivery types, and optimal ways to ensure the desired market's mindset and readiness and ability levels are addressed. *Lecture.*

You'll be able to:

- Assess current programming as it meets the needs of prospective clients in each stage of change.
- Identify characteristics of two mindsets and the messages that will appeal to each.
- Construct a variety of delivery methods for each set of program content.

Faculty: Debra Atkinson, MS, CSCS, COE (CEO of Everything), Voice For Fitness.

CEUs awarded

■ MM Understanding your core customer: The female buyer

Never has it been more important to learn how women process information and make buying decisions, particularly with the care of their loved ones. Learn specific steps to sell to women and leverage their ability to send valuable referrals (which close four times faster on average), while reducing marketing spend and drastically improving the sales experience. *Lecture.*

You'll be able to:

- Comprehend the power of emotional connection; learn how to create it over the phone or in person and move

female buyers to the next step in the sales process, 90% of the time.

- Comprehend how to extract undiscovered wants and needs, build value, and create sales that otherwise would not have occurred.
- Implement a follow-up system designed to cut the sales cycle in half and create very satisfied customers that go out of their way to refer others to you.

Faculty: Traci Bild, Founder, Bild & Company.

CEUs awarded

■ BH Collaborate to create activity and wellness programming for individuals with cognitive deficits

Explore a collaborative approach that facilitates individuals with impaired cognition in living an active, full life. Learn about tools, principles and strategies for developing failure-free programs for clients with mild, moderate and severe cognitive impairment. This session includes activities that allow you to use the information presented. *Lecture/Interactive.*

You'll be able to:

- Articulate how team members can work together to develop wellness programs for individuals with cognitive impairment.
- Identify various tools that can help develop optimal wellness programs for individuals with cognitive impairment.
- State the various options/strategies for failure-free programming and anticipated outcomes.

Faculty: Angela Edney, MSA, OTR/L, Director of Clinical Services, and Susan Almon-Matangos, MS/CCC-SLP, National Director of Clinical Services, Aegis Therapies.

CEUs awarded

■ IP Comprehensive wellness—It's about partnering and participation, NOT perfection

The philosophy of community includes partnering with outside organizations



Equipment at the ICAA Conference
2015 is brought to you by SPRI.



to create environments that advocate and support active aging. Gain examples of how to assess your community's strengths and how best to position these strengths for growth, plus steps to begin the journey of comprehensive wellness and unfolding creative partnerships. *Lecture.*

You'll be able to:

- Comprehend the altruistic philosophy of engagement.
- Use simple methods for one program to flow throughout the community—staff and residents as well as family members—in “Community Conversations.”
- Maximize one program to prepare for the next.

Faculty: Lisa Kiely, Director of Enrichment, Lenbrook CCRC.

CEUs awarded

WP Intervening in sleep deprivation and sleep interruption for elders

A significant number of older adults suffer from sleep deprivation or sleep interruption that diminishes their ability to function and heal. A major cause is nocturnal incontinence or urgency. Learn

from a primary investigator about new research that identified the issues and causation of poor sleep patterns and introduced high-impact solutions. *Lecture.*

You'll be able to:

- Review the impact of and prevalence of sleep deprivation and interruption in older-adult populations.
- Identify the impact that nocturnal incontinence and urgency have on sleep patterns.
- Describe the interventions that can improve interrupted sleep to enhance cognitive, functional and psychosocial performance; and discuss tools and processes to implement programs to improve sleep patterns and improve outcomes.

Faculty: Leah Klusch, BSN, Executive Director, The Alliance Training Center.

CEUs awarded

WP Conductorcise and beyond: A journey to the reality of aging well

Turn negativity into positivity through world music and uninhibited motion. Discover how to engage older adults, through fun and joy, in discovering themselves and to stimulate brains

and bodies. Create the beauty of joy, music, listening and exercise, all rolled into one program. All are welcome in this full participation session. No music background necessary. *Lecture/Interactive.*

You'll be able to:

- Recall how music and motion positively affect body and brain.
- Engage and create an energy that promotes joy and wellness and stimulates the brain, all at the same time.
- Change negative responses into positive action, plus influence older adults to understand they have choices in making decisions in their lives, no matter what age or level of health.

Faculty: David Dworkin, President and Conductor, Conductorcise, LLC.

CEUs awarded

FF Optimizing stability and ability through pole walking and pole exercise

Learn and experience how using specific pole-exercise techniques according to individual needs can improve stability, and over time optimize the ability of individuals to perform activities of daily quality living (ADQLs). Discover how to fit poles properly, assess and apply appropriate techniques of use, and provide basic instruction. *Lecture/Interactive.*

You'll be able to:

- Assess the quality, safety, ergonomics and functional performance of walking pole options, as well as properly fit and select appropriate tip design according to the user's needs.
- Launch, grow and sustain pole walking and pole exercise programs; and provide competent instruction in several techniques of pole walking and a variety of pole exercise programs.
- Describe the need to offer simple, synergistic, holistic exercise programs that can optimize the functional quality of life as well as all dimensions of wellness for individuals you serve.

Faculty: Tom Rutlin, CEO, Exerstrider Products, Inc.

CEUs awarded

Sessions

Maximize your experience

The ICAA Conference 2015 includes inspiring educational sessions every day. With shorter seminar blocks on Saturday, the event wraps up at 11:15 a.m. on November 21. Now you can enjoy every moment—and still catch your flight home.

Thursday, November 19, 2015
8:30 a.m.–10:00 a.m.

■ IP Imagine the program possibilities! Unleash your creative potential

Unleash your inner creative genius and dare to dream of ways to transform existing programs as well as launch exciting new opportunities for your customers. Inspiration and ideas can lead to initiatives that keep you on the cutting edge of your industry. Dig in to the details of what it takes to create and innovate. *Lecture.*

You'll be able to:

- Investigate how creating new programs can help generate new sales, build customer base and respond to customer needs.
- Conquer the challenges that come with creating new programs.
- Map out the steps needed to create new programs or refresh existing ones.

Faculty: Roxy Kline, Director of Healthy Living and Active Older Adult Expert Team Leader, YMCA of the Greater Twin Cities.

CEUs awarded

■ MM Trends and possibilities for active aging

The older adult continues to change the way the world is responding to population aging, demanding new models in areas such as healthcare, workplace, recreation, active aging, retirement and long-term care. Are you ready to embrace these possibilities? Learn about

current and future trends in health and aging and what these may mean for your future. *Lecture.*

You'll be able to:

- Describe the current state of the active-aging industry.
- Indicate current and future trends and how they may impact your organization to embrace the possibilities.
- Recall unique products and services that are changing the face of aging services.

Faculty: Colin Milner, CEO, International Council on Active Aging.

CEUs awarded

■ BH “Just help me remember better!” Memory training in 50+ communities

Forgetting is hugely frustrating at every age, but especially for people over 50 who may experience an increase in memory lapses, as well as more anxiety about them. Improving memory truly requires the use of specific strategies that rev up retention and recall. This workshop provides a hands-on education for those who want to better understand memory wellness. *Lecture.*

You'll be able to:

- Speak knowledgeably about the science of memory training.
- Use simple strategies to boost attention and recall for specific information such as passwords, conversations and names.
- Teach memory wellness and simple strategies to active-aging clients.

Faculty: Cynthia Green, PhD, President, Total Brain Health.

CEUs awarded

■ IP Effects of co-dependency/co-addictions on the seven dimensions of wellness

Growing numbers of Boomers and older adults are prescribed pharmaceutical cocktails, whose side effects can become problematic. Co-dependency and co-addictions are subtle foes. Explore the affects and effects of co-dependency and co-addictions on each of the seven di-

mensions of wellness, and gain solutions to getting clients back on track. *Lecture.*

You'll be able to:

- Assess a client's risk for addiction to prescription medications or alcohol.
- Implement tools to assist in restoring the client to health by working with adjunct programs and treatment resources.
- Reintegrate clients into active-aging activities.

Faculty: James Huysman, PsyD, LCSW, CFT, Consultant, WellMed Medical Management.

CEUs awarded

■ WP Sing for life

In this singing session, gain strategies to advocate for development and implementation of singing programs in your setting, and tools for leading simple group-singing events. Practice, and learn to communicate, the principles of effective vocalization. Also consider how to apply lessons learned to myriad group endeavors. Most importantly, sing! (Listeners are welcome, too.) *Lecture/Interactive.*

You'll be able to:

- Lead simple exercises to improve vocal clarity, expressiveness, ease and confidence.
- Incorporate group singing in your work with those aging actively.
- Implement methods for catalyzing community building, self-esteem and social connection through shared song.

Faculty: Robert Bergner, MDiv, Chaplain, Seabury.

CEUs awarded

■ FF BOSU® Balance basics and beyond—Keys to active aging

Balance training and functional strength are key to improved performance and successful activities of daily life. Explore how the BOSU® Balance Trainer can enhance balance training with games and sequences that build strength, challenge proprioception, and promote efficient movement through the kinetic chain.



Gain workout ideas to make balance training fun. *Lecture/Interactive.*

You'll be able to:

- Explain the purpose and methodology for working one-on-one and in groups with the active-aging population.
- Show the uses of the BOSU Balance Trainer for this population, which include assistance, resistance, cushioning, stimulus and fall-prevention drills.
- Explain how to progress and regress over 25 games, exercises and drills for this population.

Faculty: **Erika Quest**, Owner, Studio Q Pilates Conditioning; **Bernadette O'Brien**, MA, Mindful Movement Motivator, YMCA Wayne, New Jersey.

CEUs awarded

■ **FF Fab-5 moves to enhance function**

Discover how integrating five essential movements into your older-adult wellness classes can enhance function. This chair class progresses from seated to standing to functional movement. It demonstrates how to translate strength

and flexibility gained from traditional older-adult exercises into movement that supports fall prevention, improved function, and independence. *Lecture/Interactive.*

You'll be able to:

- Integrate five essential movements that support activities of daily living into older-adult chair classes—namely, squat, push, pull, hip hinge, and loaded carry.
- Develop a class plan that enables exercise progression utilizing seated, standing and functional movement patterns.
- Incorporate four simple training tools (hula-hoops, Frisbees, noodles and shopping bags) into an older-adult chair class.

Faculty: **Cammy Dennis**, BS, CPT, Fitness Director, and **Jessica Pinkowski**, CPT, Group Fitness Supervisor, On Top of the World Communities, Inc.

CEUs awarded

■ **OP Happy hour walking lab +**

(Note: This session will meet at the ICAA Registration Desk and take place outdoors.)

Discover five core strategies to incorporate into your program design for implementing walking programs. Literally, walk away with business-boosting tips as we explore historic New Orleans, incorporating cognitive fitness tactics that inspire all populations. Increase participation and participant engagement as exemplified by the “WALK! with Aegis Therapies.” Bring your walking shoes.

Lecture/Interactive.

You'll be able to:

- Become “Change Champions,” leaving with a trainer toolkit to reboot and/or execute, implement and sustain any new program. (Kit includes customizable eight-week program design templates, marketing tools, and tracking and measure resources.)
- Perform Active Mind Strategies to demonstrate the physical and intellectual connection to healthy aging. (Presenters provide a Healthy Aging Quiz and answers handout, plus demonstrate practical application on a walk of historic New Orleans.)
- Identify ICAA’s five functional levels in fitness format, and learn cueing strategies to motivate all levels.

Faculty: **Tracey Harvey**, National Program Director, Wellness Services, EnerG® by Aegis; **Sarah Robertson**, BA, Wellness Coordinator, Aegis Therapies.

CEUs awarded

**Thursday, November 19, 2015
10:15 a.m.–11:45 a.m.**

■ **WP Meet your feet: Everything you need to help your clients**

This train-the-trainer workshop raises awareness about the role of feet in function, dynamic posture, and leisure activities. Learn to do a visual and tactile mini-foot exam; recognize existing/potential foot conditions; understand connections between foot conditions and systemic conditions; and more. Dress comfortably for light movement.

Lecture/Interactive.

You'll be able to:

Sessions



- Comprehend connections between foot conditions, systemic conditions and overall health.
- Recall best foot-health practices to help prevent foot conditions and falls.
- Perform a visual/tactile mini-foot exam.

Faculty: **Robert Thompson**, CPed, Executive Director, Institute for Preventive Foot Health (IPFH); **Marilynn Larkin**, MA, Consultant, IPFH, and Founder, PosturAbility®.

CEUs awarded

■ MM Beyond YouTube: Engaging, educating and capturing leads through online video

Social, Silver Surfers watch and share online video at increasing rates. Studies show that video has the power to motivate consumers to act or buy. Gain best practices and tips for creating two video types—product and lifestyle—and using them to attract more, younger and healthier residents. Engage, educate and capture leads more effectively with on-line video. *Lecture.*

You'll be able to:

- Identify the types of video that can/should be used in marketing to older adults, and the pros and cons of lifestyle versus product video.
- Recall best practices in creating a video, including how to address privacy concerns, costs, and calls to action.

- State how video functions as part of an integrated marketing and sales plan, influencing leads at various stages of the decision-making journey, and various ways to measure the results of video.

Faculty: **Erin Read**, BA, Director of Strategic Planning, Creating Results; **Christopher Wilson**, Founder and CEO, Late Living/SeniorSearch.com.

CEUs awarded

■ BH A supportive approach to emotional wellness and activity engagement in cognitively impaired adults

Learn about trauma-informed practice and how it relates to emotional wellness, as well as how to use this approach to achieve activity engagement among older adults with cognitive impairment (the mind-body connection). Gain deeper insights about the trauma of cognitive impairment. Develop strategies to avoid triggers and engage individuals in active, healthy activities. *Lecture.*

You'll be able to:

- Identify trauma triggers that negatively impact interactions with clients/residents living with mild-to-moderate cognitive impairment.
- Develop three trauma-informed strategies (toolbox) that staff can use to enhance communication and encourage resident/client participation in activities.
- Integrate the principles of trauma-informed practice in current physical activity and recreation programs.

Faculty: **Carolyn C. Tinglin**, MSc, RN, Assistant Professor, Department of Nursing, University of the Fraser Valley, and Healthy Aging Consultant.

CEUs awarded

■ WP Putting the “WE” in wellness, getting the support you need

To create a culture of wellness, programs, experiences and opportunities must permeate the community. In order to sustain and support it, this culture must be intentionally integrated into

everything an organization does. Weaving wellness into the framework and foundation of everything at Inverness Village has generated results that can be quantified and shared as best practices.

Lecture.

You'll be able to:

- Create a “WE” culture.
- Integrate wellness into every part of your business.
- Employ programmatic takeaways.

Faculty: **Mark A. Gray**, MPH, Executive Director/President, and **Jana Scavona**, BA, Director of Wellness, Inverness Village.

CEUs awarded

■ BH Meditation, mindfulness and healthy aging: Training the brain

Recent research shows meditation can play a role in promoting brain health. Discover how to start your personal practice and how to introduce older adults to meditation in group classes or individual training sessions. Learn about different meditation styles and benefits—from stress reduction, improved memory and sleep, to a stronger immune system and more positive mood.

Lecture/Interactive.

You'll be able to:

- Explain evidence-based information on benefits of a meditation practice.
- Start a personal meditation practice.
- Introduce clients to meditation.

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

CEUs awarded

■ FF Functional fitness and dementia: Meaningful approaches with frail older adults

It can be difficult to engage frail older adults with dementia in meaningful exercise that improves their functional mobility and safety. Traditional systems often rely on cognitive retraining of skills, or group exercise, both of which can be challenging. See how to enhance functional mobility and quality of life through unique approaches to one-on-one functional fitness. *Lecture.*

You'll be able to:

- Assess limitations in the functional mobility of frail older adults with dementia.
- Use training methods specific to frail older adults with dementia related to lower-extremity strength and endurance, core/trunk stability, and mobility, balance and gait.
- Utilize methods and techniques to engage and motivate older adults with challenging behaviors related to their dementia.

Faculty: **Phil Booth**, BPRM, DipTRM, Co-Owner, and **Kylie Booth**, BS, MA, Co-Owner, Senior Wellness Consultants, Inc.

CEUs awarded

■ **FF Agility: The champion of neuro-motor abilities**

Agility, the ability to react and adjust automatically, combines dynamic balance, coordination, power, reaction and speed. Discover the latest agility research, and a time-efficient, no-frills training approach. Rehearse movements that prepare individuals to live, work and play in their environments of choice, whether home, garden, field or golf course. *Lecture/Interactive.*

You'll be able to:

- Recognize the insidious behavior patterns that squelch agility.
- Comprehend the importance of including agility training/activities in aging-adult programming.
- Adjust existing training plans, classes and activities to foster agility through the ages.

Faculty: **Patricia VanGalen**, MS, Owner, Active and Agile.

CEUs awarded

■ **OP Body Bar FLEX TREK walking program**

(Note: This session will meet at the ICAA Registration Desk and take place outdoors.)

FLEX TREK is a walking program designed to help participants achieve cardio walking goals and increase cardio fitness. Learn how using Body Bar's hand bars can add variety and efficiency, while

incorporating techniques that teach proper posture, enhance core strength and improve upper-body muscular endurance. *Lecture/Interactive.*

You'll be able to:

- Review and address the benefits of a consistent walking program.
- Practice and experience proper walking drills that enhance proper technique and alignment.
- Relate how to design and implement a successful walking program that promotes exercise adherence and promotes a healthier lifestyle.

Faculty: **June Kahn**, Founder, June Kahn's Bodyworks, LLC.

CEUs awarded

**Thursday, November 19, 2015
3:00 p.m.–4:00 p.m.**

ICAA Idea Exchange

Join your colleagues for idea-sharing at roundtable discussions. Sit at the table with the topic that interests you, and share your own knowledge as well as learn from peers. Meet new people in an informal setting, relay your experiences and walk away with lots of ideas. Topics include lifetime learning programs, intergenerational programs, and creative expression programs.

You'll be able to:

- Identify components of program design appropriate for the target population.
- List key considerations for increasing participation in programs.
- Develop approaches that are appropriate for people at all places along the functional continuum.

Faculty: **Jill L. Ross**, MS, CTRS, Lifestyle Director, Sarasota Bay Club (lead facilitator); **Terry Fay**, BA, Corporate Director of Resident Programs, Senior Lifestyle Corporation; **Stacey Judge**, Community Wellness Program Director, Springpoint Senior Living.

CEUs awarded

**Thursday, November 19, 2015
4:30 p.m.–5:30 p.m.**

ICAA General Session MOVE 2.0

Five visionary industry leaders, five transformative ideas. Embrace the possibilities of ways to impact the level of function, independence and quality of life of your residents and/or members, now and in the future. MOVE 2.0 follows on the success and format of last year's general session, THINK 2.0. These fast-paced presentations are guaranteed to inspire thought, challenge perceptions, and transform programs you design and deliver. Whether focused on limiting, managing or reversing functional loss, or improving independence and quality of life, each presenter will inspire you with ways for your customers to engage or re-engage in life. Don't miss this opportunity to think about new ways to move your resident/member and organization into the future.

You'll be able to:

- Utilize trends, shifts and ideas that will help you embrace the possibilities.
- Create new models to support these changes.
- Inspire clients with new ideas of how to improve their independence and quality of life, benefitting your organization.

Faculty: **Peggy Buchanan**, MA, Director of Fitness, Aquatics & Physical Therapy, Vista del Monte; **Maureen Hagan**, BSc, PT, Vice President of Operations, GoodLife Fitness, and Education Director, canfitpro; **Colin Milner**, CEO, International Council on Active Aging; **Debra Rose**, PhD, Professor, Kinesiology Department, Director, Institute of Gerontology, Director, Center for Successful Aging, California State University, Fullerton; and Co-Director, Fall Prevention Center of Excellence; **Martha Schram**, BSc, PT, President, Aegis Therapies.

CEUs awarded

Sessions

Friday, November 20, 2015
6:30 a.m.–7:45 a.m.

■ FF Boot camp gold

This Boomer-based boot camp focuses on function, with a healthy dose of modifications and motivation. Experience a workout heavy on strength, agility, balance and core. Leave with imaginative exercises with layers/options to accommodate and appeal to a broad range of abilities. A design schematic helps you organize classes that offer inspiration, purpose and progression. *Lecture/Interactive.*

You'll be able to:

- Use creative exercise and activity ideas for inclusion in boot camp-style programs specific to older adults.
- Use a layering principle to provide options and modifications to multilevel older-adult participants.
- Plan balanced class plans with an easily applied schematic to ensure challenge using sound training principles and modifications in a dynamic format.

Faculty: **Libby Norris**, Manager, Fitness, City of Mississauga (oversees Fitness and Therapeutic programs); **Ruth Parliament**, Faculty, Conestoga College. **CEUs awarded**

■ FF BOSU® Mobility and stability for active aging

Learn exercises, sequences, drills and skills for the active-aging market. Explore how BOSU® Balance Trainer provides assistance, resistance, cushioning and stimulus to amplify effects for these exercisers. Help clients face fear of falling with gait training, learn ways to get up/down, move efficiently through the kinetic chain, and make daily movements easier. *Lecture/Interactive.*

You'll be able to:

- Define the five types of aging, and discuss the four types that are changeable.
- Demonstrate ways to incorporate neuroplasticity training with games that use the BOSU Balance Trainer.

- Comprehend how to effectively use floor positions for this population that will have functional application for activities of daily life.

Faculty: **Erika Quest**, Owner, Studio Q Pilates Conditioning; **Bernadette O'Brien**, MA, Mindful Movement Motivator, YMCA Wayne, New Jersey. **CEUs awarded**

Maximize your experience

The ICAA Conference 2015 includes inspiring educational sessions every day. With shorter seminar blocks on Saturday, the event wraps up at 11:15 a.m. on November 21. Now you can enjoy every moment—and still catch your flight home.

Friday, November 20, 2015
8:00 a.m.–9:30 a.m.

■ WP Turning music into medicine for people 55+

Music is a powerful therapeutic tool as we age. How can providers of care for adults 55 and older harness music's power to bring about transformative improvements in the quality and benefits of their services? Take an interactive journey through the science, theory, protocols and hands-on tools that turn music into scalable medicine that kicks off with a song. *Lecture/Interactive.*

You'll be able to:

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

Faculty: **Andrew Tubman**, MT-BC, Co-Founder, Musical Health Technologies. **CEUs awarded**

■ FF Reducing hospital readmissions—Theory into practice with strength training

Accountable Care legislation has substantially impacted hospital systems and care providers. Hear about collaboration between BAYADA and senior living organizations to assess outcomes of a strength-training program to improve physical function and reduce hospital admissions/readmissions. Learn outcomes, implementation successes and challenges, and recommendations. *Lecture.*

You'll be able to:

- Describe specific ways the senior living industry can thrive in the Accountable Care environment.
- Discuss specifics of the Growing Stronger pilot project assessing a strength and power training intervention for functional decline.
- Outline elements required for a successful Accountable Care exercise intervention.

Faculty: **Kay Van Norman**, MS, President, Brilliant Aging; **Jim Milani**, PT, DPT, GCS, Director of Area Senior Living, BAYADA Home Health Care.

CEUs awarded

■ BH Dementia care: A holistic focus on environment, communication, activity and nutrition

Discover the value of utilizing holistic dementia care solutions as a first option when developing programs, creating a living environment or delivering services to/for those with dementia. Gain real-life examples that focus on Environment, Communication, Nutrition and Activity, and leave with an understanding of how impactful it is to manage those four criteria. *Lecture.*

You'll be able to:

- Assess the care environment and identify potential triggers that may hinder success.
- Use successful “dementia friendly” communication techniques.
- Utilize an individual's personal history to develop person-centered

activity opportunities for those with dementia.

Faculty: Ellen Belk, BA, CDP, President, Keep In Mind, Inc.

CEUs awarded

■ MM 3 Rs of volunteer management:

Keys to success

It is more difficult at times to recruit and manage volunteers than employees. Delve into the key components of volunteer management and how to develop, implement and maintain a successful program despite having a busy schedule. The initial time investment in program development will pay back twofold with a strong volunteer force. *Lecture.*

You'll be able to:

- Recruit, retain and recognize volunteers effectively in a budget-friendly manner.
- Employ proven tools and skills to recruit and keep volunteers, plus calculate a volunteer cost-savings analysis.
- Create, implement, manage and maintain a volunteer program and volunteer personnel files.

Faculty: Tia Hovatter, BEd, MPH, Director of Education, Health Consultants Plus, Inc.

CEUs awarded

■ WP How to use your space creatively

With clever use of space, making the most of the resources available and possessing a positive attitude, you can create a successful exercise experience anytime, anywhere. This interactive session allows you the opportunity to participate in a variety of activities. The content is intended for anyone who is challenged by four walls or no walls! *Lecture/Interactive.*

You'll be able to:

- Scope out possible locations and consider what type of physical activity could be conducted there. Look at your surroundings differently. Furnishings such as tables, armrests on chairs, handrails, steps and utility carts have features that you can incorporate into opportunities for exercise and work to your advantage.



- Think beyond the typical exercise-class structure to explore new approaches for delivering physical activity to older adults, especially those with physical and cognitive decline.
- Discover tools for exercise that can easily be packed up and transported to allow you to take physical activities “on the go” and transform any space into a space for exercise.

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

CEUs awarded

■ FF Stronger for longer—Seated strengthening for the aging population

Individuals will need effective strength-training programs to live stronger, vibrant and independent lives for longer, while lowering the risk for injury and immobility. Gain a total-body, seated strengthening class designed to increase muscle strength, bone density, joint mobility and core stability; minimize risk for falling and injury; and slow the aging process. *Lecture/Interactive.*

You'll be able to:

- Identify the health and fitness needs of the aging Boomer market.
- Design a 30-minute seated-based strength-training program with the functional and fitness needs of older adults in mind.
- Perform a chair-based strength-training session that will help clients become functionally stronger for longer.

Faculty: Maureen Hagan, PT, Vice President of Operations, GoodLife Fitness, and Education Director, canfitpro.

CEUs awarded

■ FF The Big Balance Theory and how to teach it—in class and in the classroom

The “Big Balance Theory” is this: The fear of falling can be conquered; the risk of falling can be reduced. Explore risk factors and how to create a fall-prevention class or community outreach program. Learn how to generate an empowering presentation paired with seated and standing exercises for class or at home to keep older adults strong, capable and less likely to fall. *Lecture/Interactive.*

Sessions

You'll be able to:

- Prepare a 30–45 minute educational presentation on internal and external fall-risk factors.
- Create a class plan that incorporates 10 specific fall-prevention exercises addressing both static and dynamic balance.
- Develop a community fall-prevention program.

Faculty: **Cammy Dennis**, BS, CPT, Fitness Director, and **Jessica Pinkowski**, CPT, Group Fitness Supervisor, On Top of the World Communities, Inc.

CEUs awarded

■ **OP Touching earth: Mindful walking meditation**

(Note: This session will meet at the ICAA Registration Desk and take place outdoors.)

Create moving meditation experiences. Transform walking into an integrative mind-body-spirit pathway to peace. Walking, combined with mindful meditation, is a “green exercise” and a powerful stress-management tool. Learn why it’s important to teach clients about the benefits of relaxation and its relationship to weight management. Bring your walking shoes. *Lecture/Interactive.*

You'll be able to:

- Lead walking meditation groups.
- Explain to clients about the mind-body connection and why stress management is essential to mental and physical well-being and weight management.
- Explain to clients the benefits of mindfulness and “green exercise” and comprehend how walking can be a tool to learn mindfulness.

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

CEUs awarded

Friday, November 20, 2015 9:45 a.m.–11:15 a.m.

■ **WP Let it go! Understanding program life-cycle**

All good things must come to an end. Thorough program evaluation and un-

derstanding program life-cycle are keys to making the right decision at the right time. Gain a brief overview of program life-cycle theory to help with your decisions. Effective management of your program schedule includes knowing what needs replacing, refocusing or reenergizing. *Lecture.*

You'll be able to:

- Evaluate existing programs through the program life-cycle lens to better measure for resource allocation.
- Turn your attention to the “winners” to increase your income and profitability.
- Let go of programs whose time has come to an end.

Faculty: **Roxy Kline**, Director of Healthy Living and Active Older Adult Expert Team Leader, YMCA of the Greater Twin Cities.

CEUs awarded

■ **WP The TRY Model: Toward renewing youthfulness**

“Fairy tales can come true, it can happen to you, if you’re young at heart,” the 1953 song promised. Explore the most advanced and proven coaching methods available for you to assist your clients to remain young at heart, reprogramming their self-talk not for the way they are, but for the healthy, fit and strong ways they want “to” and “can” become.

Lecture.

You'll be able to:

- Identify the key tools of cognitive behavioral coaching for behavior change.
- Develop facility in using the most widely researched, time-limited, goal-directed, present-focused, cognitive-based behavior change tools to help clients Select problems, Target solutions, Implement solutions and Review outcomes.
- Demonstrate increased confidence in communicating with clients in a way that helps them increase their self-awareness of thinking, mood and emotion, leading to sustained behavior change.

Faculty: **Michael Mantell**, PhD, Behavioral Coach, Michael R. Mantell, PhD, Inc.

CEUs awarded

■ **MM 6 keys to aligning “smarketing” to grow your occupancy or business**

If your leadership and sales teams are constantly at each other’s throats over occupancy or business development, consider a solution to help automate lead qualification, take the tedium out of lead nurturing, and improve reporting. Align your smarketing (sales and marketing) process by using Internet marketing effectively to reach your goals. *Lecture.*

You'll be able to:

- Gain insight into the six smarketing alignment keys imperative for effective online lead generation.
- Discover the hidden benefits of sales and marketing alignment (team cohesiveness).
- Explore the essential tools of smarketing automation to keep your pipeline full.

Faculty: **Patty Cisco**, MBA, Founder and Principal, Marketing Essentials, LLC.

CEUs awarded

■ **MM How to give and receive feedback**

Sometimes we are “on eggshells” when we need to give or receive feedback. Explore why that is and ways to eliminate the eggshells; the differences and detriments of a “culture of nice” versus a culture of feedback; and how to give and receive feedback so it is helpful and not perceived as a personal attack. Breathe new life into professional and personal conversations. *Lecture.*

You'll be able to:

- Utilize the tools of discerning feedback from criticism to have personal and professional breakthroughs.
- Utilize the tools of H.E.A.R. for better understanding of all messages.



- Recognize when you perpetuate a culture of “nice” versus a more functional culture of feedback.

Faculty: **Karen D. Woodard**, President, Premium Performance Training.

CEUs awarded

■ WP When pain gets in the way: Overcoming barriers to physical activity

It is critically important, yet challenging, to help older adults with arthritis and comorbidities (such as obesity, diabetes or a history of falls) initiate and sustain physically active lifestyles. How do we begin the “let’s move” conversation, and what do we say and how do we say it? Discover well-established principles of behavior change and apply them to physical activity promotion. *Lecture.*

You’ll be able to:

- Identify key evidence-based principles in physical-activity behavior change for people with arthritis and complex comorbidity conditions.
- Apply evidence-based principles of individual behavior change to promoting exercise among older adults.
- Develop strategies that could be used within individual areas of practice that apply the theoretical concepts in a meaningful way to a target audience.

Faculty: **Julie J. Keysor**, PT, PhD, Associate Professor, Director of the Center for Enhancing Activity and Participation among Persons with Arthritis (ENACT), Boston University; **Lori A. Schrodt**, PT, PhD, Associate Professor, Department of Physical Therapy, Western Carolina University.

CEUs awarded

■ FF Tai chi for strength and balance

Discover how to recognize the critical events of the gait cycle, how the aging process can lead to deficiencies in the gait cycle, and how strengthening those critical events can help reduce the risk of falling. Learn tai chi-based exercises that stabilize the gait cycle and improve balance. *Lecture/Interactive.*

You’ll be able to:

- Recognize common gait deficiencies in older adults.
- Apply appropriate tai chi-based exercises to address common gait deficiencies.
- Lead tai chi-based exercise programs.

Faculty: **Troyce Thome**, Owner, and **Faith Overton**, PTA, Director of Professional Learning, Tai Chi for Health.

CEUs awarded

■ FF Early mobility disability: Counter with a dynamic dozen approach

Review and perform 12 key physical skills/abilities (not necessarily exercises or stretches) to incorporate into daily habits and regular workouts/activities. These skills/abilities are derived from manual labor, sports performance, recreation, rehabilitation, mind-body, functional fitness, research and common-sense practical application. Challenge clients to expand or preserve their movement sphere. *Lecture/Interactive.*

You’ll be able to:

- Identify 12 skills and abilities that, if achieved and maintained for as long as possible, will help preserve physical independence, self-efficacy, and the expansion of the living-working-playing environment.
- Adjust the living environment plus existing training plans, classes and activities to incorporate the “dynamic dozen.”
- Utilize regressions and progressions as indicated in executing these skills and abilities.

Faculty: **Patricia VanGalen**, MS, Owner, Active and Agile.

CEUs awarded

■ OP Beyond walking: Elevate your walking class “to infinity and beyond”

(*Note: This session will meet at the ICAA Registration Desk and take place outdoors.*)

Take your walking class into “Infinity and Beyond” to produce even greater benefits for participants. By adding movements for posture, strength, balance and brain plasticity, you will elevate your walking classes to new heights. *Lecture/Interactive.*

You’ll be able to:

- Demonstrate power-walking elements.
- Practice a walking class that incorporates balance, strength and posture improvement, as well as brain plasticity.
- Plan a walking class to benefit yourself and your clients.

Sessions



Faculty: **Rotha Crump**, MS, Senior Programmer, Farmers Branch Senior Center.

CEUs awarded

Friday, November 20, 2015
11:30 a.m.–12:30 p.m.

Athletic Business Keynote

The Happiness Advantage: linking positive brains to performance

(Note: Includes presentation of AB Facility of Merit Awards.)

Most companies and schools follow this formula: If you work harder, you will be more successful, and then you will be happy. This formula is scientifically backward. A decade of research shows that training your brain to be positive at work first actually fuels greater success second. In fact, 75% of our job success is predicted not by intelligence, but by our optimism, social support network, and ability to manage energy and stress in a positive way. By researching top performers at Harvard, the world's largest banks, and Fortune 500 companies,

Shawn Achor discovered patterns that create a happiness advantage for positive outliers—the highest performers at the company. Based on his book *The Happiness Advantage* (2010, Random House), Achor explains what positive psychology is, how much we can change, and practical applications for reaping the Happiness Advantage in the midst of change and challenge.

Faculty: **Shawn Achor**, Harvard researcher and positive psychology expert; best-selling author of *The Happiness Advantage* and *Before Happiness*.

CEUs awarded

Friday, November 20, 2015
4:00 p.m.–5:30 p.m.

WP A “WELL”-derness journey: Rehab for residents and revenue

Examine the cost benefits of a wellness-based therapy program by learning about key areas and specific needs associated with those areas. This case management program is interfaced with a community's clinical operations. Learn

about continued efforts to provide levels of service needed to age in place, and how the “WELL”ness program is key to supporting those services. *Lecture/Interactive.*

You'll be able to:

- Recognize the need to closely tie the relationship between clinical services and a wellness program.
- Describe the financial significance of the ancillary clinical services tied into wellness.
- Comprehend the relationship of therapy services and the ability to further develop the wellness program.

Faculty: **Andrew Lenick**, President/CEO, Summit Therapy Group; **Peggy Buchanan**, MA, Director of Fitness, Aquatics & Physical Therapy, Vista del Monte.

CEUs awarded

WP Successful programs that engage older adults

Join the ICAA Innovators Award winners as they share the details of how they conceived, planned and delivered creative programs. Walk away with the framework of successful programs that blend together multiple wellness dimensions and meet program goals. Gain lots of ideas for new activities, or small twists on a regular program that can yield big results. *Lecture.*

You'll be able to:

- Identify types of programs that attract the interest of older adults.
- Identify characteristics of effective programs for older adults.
- Name at least three programs that are successful in increasing participation among older adults.

Faculty: **Patricia Ryan**, MS, Vice President of Education, International Council on Active Aging (moderator).

CEUs awarded

BH 20 Brain booster minute movers and minute minders

Energize residents with 20 engaging brain-booster activities. Minute movers are simple activities that challenge

body and brain. Each minute mover is followed by a healthy brain fact (minute minder) that educates and inspires individuals to embrace brain healthy living. Use minute movers/minders as weekly focus activities or brain booster activity classes. *Lecture/Interactive.*

You'll be able to:

- Lead 20 brain booster minute mover activities.
- Inspire residents with 20 brain booster minute minders.
- Comprehend ways to implement brain boosters to boost brain health.

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

CEUs awarded

■ **MM Use community partnerships to enhance your wellness programs**

Organizations can enhance wellness programming through community partnerships. As an example, the current model implemented between a not-for-profit, municipality and for-profit organization to deliver programming to a local senior center. Give a board perspective to use local community partners to cut costs, enhance programs, and track and improve quality of life. *Lecture.*

You'll be able to:

- Target prospective community organizations that can enhance wellness programs.
- Cultivate relationships with community partners by learning their goals and creating a win-win solution for all parties involved.
- Implement information to continue building partnerships, increase networking opportunities to expand on programming, and market programs through grassroots marketing efforts to increase awareness and exposure.

Faculty: Leslie Keen, Director of Community Relations, Peoples Health.

CEUs awarded

■ **WP Health meets social: A national initiative to support healthy aging**

YMCA of the USA is launching a 10-year “healthy aging initiative” that is guided by a strategy based on four “Ps” (principles, programs, partnerships, policies) designed to deepen social and health impact. Learn about early efforts. Gain insight into a methodical approach to developing a national program portfolio that has supported thousands in improving health and well-being. *Lecture.*

You'll be able to:

- Use a framework to assess your organization's approach to serving older adults.
- Explain the process by which a community-based organization with a nationwide network can serve as an adjunct provider of services traditionally delivered by healthcare providers.

Spotlight on ...

ICAA Networking Reception

“Embrace the possibilities” at a dynamic event that connects you with colleagues who share your passion for active aging. Mix with ICAA Conference attendees, presenters, exhibitors and staff at ICAA's Networking Reception—two hours of energy-filled fun and inspiration.

Experience the camaraderie as you interact with like-minded professionals at all levels of the industry. You'll have opportunities to meet researchers, practitioners, educators and executives who embrace older-adult quality of life across diverse settings.

Share ideas. Discuss challenges and solutions. Learn about resources. And be sure to bring your business cards! You'll leave the Networking Reception with insights aplenty, revitalized enthusiasm, and an expanded knowledge network to support you in taking things to the next level. Great programs and partnerships have come out of past years' events.

Tasty light refreshments will be served. **Cash bar.**

ICAA Networking Reception

Friday, November 20, 2015

7:00 p.m.–9:00 p.m.

Blaine Kern Ballroom, New Orleans Downtown
Marriott at the Convention Center
859 Convention Center Boulevard
New Orleans, Louisiana



Transforming Lives®

Sponsored by NuStep, Inc.



Sessions



- Discuss the various organizational and community components that need to be considered when implementing programs for aging adults that address both health and social needs.

Faculty: **Terrence Roche**, MS, Director, Program Development and Quality Improvement, **Matt Longjohn**, MD, MPH, National Health Officer, and **Bert Ruiz**, MS, Senior Manager, Chronic Disease Prevention Programs, YMCA of the USA.

CEUs awarded

■ WP Let's talk about sex and dementia

We have resources for dealing with challenging behaviors or providing interventions based upon levels of ability as people progress in their dementia journey. It is not as easy to find information about sexuality. Explore how people with dementia may express themselves sexually and how to develop approaches to understand and support residents.

Lecture.

You'll be able to:

- Identify ways in which dementia impacts sexuality.

- Describe residents' rights related to sex and sexuality, and discuss strategies to support these rights.
- Determine respectful, supportive strategies to respond to sexual behaviors of residents.

Faculty: **Sharon Nichols**, CTRS/L, Divisional Engage Life Innovation Director, Atria Senior Living.

CEUs awarded

■ FF Core conditioning for better backs

Back pain/injury risk increases with age. Learn to minimize the risk by understanding common postural types and muscle imbalances that occur due to daily stresses of immobility and a sedentary lifestyle. Discover "Top 10" exercises for a healthy back program, and correct common postural faults and muscular imbalances, plus improve mobility, stability and functional strength. *Lecture/Interactive.*

You'll be able to:

- Describe the most common age-related risk factors that lead to chronic back pain and injury, and review the four common postural types and muscle imbalances associated with each.

- Utilize 10 effective core-conditioning exercises that help build a healthy back.
- Explain ways to integrate the 10 core-conditioning exercises into your clients' exercise program or therapy session.

Faculty: **Maureen Hagan**, PT, Vice President of Operations, GoodLife Fitness, and Education Director, canfitpro.

CEUs awarded

Friday, November 20, 2015
6:30 p.m.–7:30 p.m.

Poster session: programs, best practices and research

(Note: This session takes place outside the Blaine Kern Ballroom in the New Orleans Downtown Marriott hotel, located across from the Convention Center.)

The posters in this session present an excellent opportunity for you to see a visual representation of successful programs and best practices, as well as applied research. Meet and talk with presenters, ask questions, and join others with similar interests. Mix education and networking in an informal environment, and leave with a bag full of good ideas.

You'll be able to:

- Outline key elements of collaborative partnerships.
- Identify characteristics of programs that achieve program goals.
- Review how outcomes measures are used to identify target populations.

Faculty: Multiple presenters.

CEUs awarded

Saturday, November 21, 2015
7:00 a.m.–8:15 a.m.

■ FF Nordic pole walking—"The smarter way to walk"

Examine Nordic pole walking (NPW) benefits for people of all ages and fitness levels. Learn how the body works and what effects NPW has on chronic disease such as diabetes, high blood pressure, arthritis and osteoporosis, as well

as for rehab, neck/back/shoulder pain, and more. The key is active muscles.

Lecture/Interactive.

You'll be able to:

- Relate all benefits of Nordic pole walking for people with chronic diseases.
- Recall how the body's muscles work and why they need constant activity.
- Explain how the body burns fat and what process ignites the muscles into action through moderate, regular cardio training and muscle strengthening.

Faculty: **Greg Bellamy**, BSc, General Manager, Nordixx Pole Walking Canada.

CEUs awarded

■ WP Tai chi for caregivers

This session will provide support for the caregiver through tai chi-based exercise programs. Learn tai chi-based exercises that will help reduce stress and anxiety in the workplace, while strengthening the mechanics needed when assisting others. Take away techniques to share in tai chi-based support groups that benefit your workplace/community. *Lecture/Interactive.*

You'll be able to:

- Use tai chi exercises to support proper body mechanics when assisting others.
- Use tai chi to reduce stress and anxiety in the workplace.
- Share the techniques learned in this session with coworkers and other caregivers.

Faculty: **Troyce Thome**, Owner, and **Faith Overton**, PTA, Director of Professional Learning, Tai Chi for Health.

CEUs awarded

Saturday, November 21, 2015
8:30 a.m.–9:45 a.m.

■ MM Marketing secrets are in your programs

Are your programs full? Are your flyers getting response? Packaging what clients/residents need in a way they want is the answer to “full” in-demand services. Abandon random acts of marketing and create a program platform for launching a

successful program every time. Get your creative juices flowing with new program ideas and CPR for old ones. *Lecture.*

You'll be able to:

- Critique marketing materials objectively—including website, flyers, newsletters and social media—for effectiveness based on your goal.
- Identify images and copy and create headlines that attract desired response.
- Create a plan of action for the “next step” upon return home, so each program has a platform for success.

Faculty: **Debra Atkinson**, MS, CSCS, COE (CEO of Everything), Voice For Fitness.

CEUs awarded

■ MM Build a fitness partnership with your parks and recreation department

Parks and recreation departments want to partner with you. Start, expand and/or enhance your fitness and wellness programming by partnering with your local parks and recreation department. This session will show you how to do it quickly and successfully. Walk away with a compelling case, program ideas, and ways to measure success. *Lecture.*

You'll be able to:

- Build a compelling case to partner with your local parks and recreation department.
- Expand fitness, wellness and sport programming.
- Measure the success of your partnership.

Faculty: **Arnie Biondo**, MA, Executive Director, Centerville-Washington Park District; **Maryfran Leno**, Executive Director, Itasca Park District.

CEUs awarded

■ MM The strategic leader: Check up for success

Are you leading senior staff, department heads and frontline staff so they have the clarity to deliver intentional consistent excellence in a sustainable manner? Gain 10 checkpoints to assess yourself as a leader, as well as all leaders in your

organization. Determine where you excel as well as what to do differently to achieve intentional consistent excellence throughout your organization. *Lecture.*

You'll be able to:

- Clarify the use of your time between leading, managing and operating.
- Balance working “in” versus “on” the business.
- Practice tools for gaining shared perspective; utilize the concept of s-curves, ennoblement, declarative leadership, and functional versus dysfunctional consensus.

Faculty: **Karen D. Woodard**, President, Premium Performance Training.

CEUs awarded

■ FF Let's get moving—Fitness for residents with movement disorders

Do you have residents/clients with an unsteady gait, Parkinson's disease, or other movement disorder? Learn the evidence surrounding the most effective methods of providing exercises for these individuals. Offer fun, evidence-based options to keep people healthy and engaged. Begin with principles of tai chi, LSVT LOUD, and more. Learn seated and standing versions of movements. *Lecture/Interactive.*

You'll be able to:

- Create a movement disorder class based on evidence-based principles.
- Provide modifications for each movement taught during the presentation.
- Progress group-fitness class participants from seated to standing exercises.

Faculty: **Lauren Kriz**, SPT, MA, LMT, National Wellness Director, and **Staci Freudiger**, PT, MBA, Clinical Performance Specialist, RehabCare.

CEUs awarded

■ FF Circle dances on your feet and in your seat

Dancing boosts brain health, improves muscle strength and endurance, boosts mood, and promotes social engagement. Take home eight dances you can teach your clients on their feet or in their seat. Incorporate folk and country dances into

Sessions



a group exercise class or teach dances in one class to make this a cardio workout. Leave with simple choreography and a music list. *Lecture/Interactive.*

You'll be able to:

- Lead eight Dances in a Seat.
- Lead eight Dances on Your Feet.
- Identify music for each dance.

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

CEUs awarded

■ **WP Movement and musical patterns**

Discover how live piano playing can pair with instructor-led exercises to increase client participation and therapeutic outcome. Explore music and exercise techniques based on research for neurological disorders such as Alzheimer's and stroke, which may be applied for all older adults. Also, learn how to find local resources. No-piano-required options will be given. *Lecture/Interactive.*

You'll be able to:

- Advocate within your community/organization for innovative programming.
- Use the four elements of music to maximize various movements, including activities of daily living.
- Find local resources to implement live music into a group exercise class.

Faculty: **Christine Shidla**, BS, Director of Wellness, and **Dan Andersen**, MT-BC, Music Therapist and Program Coordinator, Summit Place Senior Campus.

CEUs awarded

Saturday, November 21, 2015
10:00 a.m.–11:15 a.m.

■ **BH The connection between cognition and fall risk and prevention**

Consider the connection between cognitive decline often associated with aging and the increased risk for falls among

aging adults. Put research to practice in this session that outlines critical brain-related factors that increase fall risk combined with both therapeutic and wellness interventions related to fall reduction and fall prevention. *Lecture.*

You'll be able to:

- Comprehend the physiological implications of age-related cognitive decline, including dementia, as outlined in the latest research as it relates to increased risk of falls.
- Apply strategies through an integrated approach and clinical best practices related to physical and cognitive interventions throughout the continuum of care.
- Put research to practice with specific functional training and cognitive exercises that can reduce fall risk and improve fall prevention at any level of care.

Faculty: **Victor Arellano**, MS, Vice President, and **Thomas Sattler**, EdD, Education Director, Alliance Rehab.

CEUs awarded

■ **IP It isn't rocket science—Create, engage and grow your programs**

Experience life-enriching techniques used by the Oakwood Village team. Provide innovative programs and events that will impact those you serve and contribute to a fuller life. Explore essential program and event basics, including the wellness dimensions, assessment of individual life routines and creative wishes, space configuration, organizational needs, and staffing. *Lecture/Interactive.*

You'll be able to:

- Recall essential program and event basics, including dimensions of wellness definitions and examples, individual life routines, and creative wish assessment.
- Recognize and overcome hurdles to programming and individual engagement utilizing available resources.
- Describe successful programs and events.

Faculty: **Liz Gade-Schara**, OT, Life Enrichment Coordinator, and **Christa**

Iverson, BS, Life Enrichment Coordinator, Oakwood Village.

CEUs awarded

■ FF Pelvic fitness for bladder control

By incorporating pelvic exercises into a fitness class, you can significantly improve quality of life for individuals who suffer with bladder control. This presentation is about much more than “Kegels,” however. Gain exercises to incorporate into a fitness class and exercises for your clients to avoid. Also learn about dietary tips, treatment options, and behavior modifications. *Lecture/Interactive.*

You'll be able to:

- List five types of incontinence and identify which type of incontinence is most prevalent within various age groups.
- Perform three different exercises, which will strengthen the pelvic floor and support the organs within the pelvis.
- Perform the Knack, also known as the “Squeeze before you Sneeze” technique, which can reduce the risk of falls associated with trying to rush to a bathroom.

Faculty: **Rozena McCabe**, PhD, Owner/CEO, Fitness for Brain, Body & Balance.

CEUs awarded

■ FF A body balance class demonstrating the power of posture

Learn many exercises/exercise variations that safely, effectively encourage improved posture, as well as appropriate cueing. Discover how to use various exercise equipment to support alignment, challenge balance, and encourage improved posture. Creating an awareness of where the body is in space and its alignment are key foundations to this class.

Lecture/Interactive.

You'll be able to:

- Implement new exercises and variations into existing classes to promote improved posture.
- Comprehend movements that encourage improved posture safely and effectively.
- Use appropriate cueing effectively.

Faculty: **Dayna Stoddart**, BScPT, Wellness Director, Ballantrae Golf and Country Club.

CEUs awarded

Spotlight on ...

Poster session

ICAA Poster Presentations: programs, best practices and research

Friday, November 20, 2015

6:30 p.m.–7:30 p.m.

New Orleans Downtown Marriott at the Convention Center
(at the site of the ICAA Networking Reception)
859 Convention Center Boulevard,
New Orleans

Visit the poster session for a visual look at programs and research, plus speak with the program managers and researchers. Combine education and networking in an informal environment, and leave with plenty of good ideas.

Selected by a committee of peer reviewers, featured posters include:

- A 10 Week Study to Determine the Effects of Live Vs. Virtual Delivery of Transitions Program on Fitness
- A 10 Week Study to Determine the Effects of Live Vs. Virtual Delivery of WELLBEATS Transitions Program on Body Image
- Beats for the Brain: Cardio-Drumming for Individuals with

Dementia Improves Attention After the Intervention

- Break Free! Effectiveness of an Integrative Wellness Program on Bone Health and Restoration
- Cooking Matters at the Store: A Case Study of Three Rural Missouri Counties
- Health Behaviors Compared Between Intergenerational and Same-Aged Wellness Program Participants
- Kin Availability, Living Arrangements, and the Health of Older Persons in Rural Malawi
- New Orleans Musician Exercise and Pain Survey to Validate a Pain Monitor for Older Musicians
- Participation in Wellness Programs Leads to Resident Satisfaction in Retirement Communities
- The Effectiveness of Balance Assessment and Training Using a Wii Gaming System
- The Relationship Between Exercise and Cognitive Stimulation Therapy
- Wellness on Wheels
- Wellness Redesigned: Building New Programming for a CCRC
- Connect4Life: A Triple Aim Approach to Integrated Care in Senior Living

■ FF Cover your “BASES” from head to toes with walking poles

Turn pole walking into a successful group or individual functional fitness program. Learn how to keep walking programs safe, effective, interesting and motivating. Experience innovative ways to use walking poles for all ages and ability levels; and comprehend how to develop options for all ability levels and interests. Also, learn how to use walking poles for stability and mobility. *Lecture/Interactive.*

You'll be able to:

- Create functional fitness programs addressing balance, agility, strength, endurance and serenity using walking poles.
- Incorporate the different dimensions of wellness into a walking program.
- Offer walking programs that include the basic elements of dance, yoga, pilates, balance and brain fitness.

Faculty: **Peggy Buchanan**, MA, Director of Fitness, Aquatics & Physical Therapy, Vista del Monte.

CEUs awarded

CONFERENCE

Travel information



New Orleans Downtown Marriott at the Convention Center

Address: 859 Convention Center Boulevard

Walking time: 45 seconds to event

Rate: \$187 per night

Renaissance Arts Hotel, A Marriott Hotel

Address: 700 Tchoupitoulas Street

Walking time: 6 minutes to event

Rate: \$187 per night

Hyatt Place New Orleans Convention Center

Address: 881 Convention Center Boulevard

Walking time: 45 seconds to event

Rate: \$175 per night

No longer available

Springhill Suites New Orleans Convention Center by Marriott

Address: 301 St. Joseph Street

Walking time: 1.5 minutes to event

Rate: \$167 per night

ICAA Conference 2015: New Orleans

Ernest N. Morial Convention Center

Register: Lobby, Exhibit Halls B-C

HOTELS

The conference takes place at the Ernest N. Morial Convention Center, 900 Convention Center Boulevard, New Orleans, Louisiana. All designated conference hotels are within a short walk of the venue. **No conference busing will be provided.**

To receive the conference rate, all reservations need to be made through onPeak (formerly Travel Planners), the official housing provider.

The following hotels have room blocks for the conference:

Hilton New Orleans Riverside

Address: 2 Poydras Street

Walking time: 7 minutes to event

Rate: \$199 per night

Hilton Garden Inn Convention Center

Address: 1001 South Peters Street

Walking time: 4.5 minutes to event

Rate: \$159 per night

Hampton Inn & Suites Convention Center New Orleans

Address: 1201 Convention Center Boulevard

Walking time: 3.5 minutes to event

Rate: \$157 single/\$162 double per night

Book with onPeak (formerly Travel Planners)

For the seventh year, ICAA has designated onPeak as the official housing provider for the conference. OnPeak has a great reputation and works with several hundred conventions and events per year. ICAA selected onPeak because many of our conference exhibitors and attendees have received faxes, emails and phone calls from companies offering hotel rooms for the

event—and these outside travel agencies are not endorsed by or in any way affiliated with the ICAA Conference.

Book with onPeak to receive these exclusive benefits:

- OnPeaks' low rates beat those you'll find on the Internet or by calling the hotel directly.
- No prepayment! Book today, then pay the hotel directly upon your departure.
- Update or even cancel hotel reservations with no fees or penalties.
- Receive immediate confirmations—no waiting or wondering.
- There are no service fees to make your reservations.

Go to www.icaa.cc/conferenceandevents/hotel.htm to book your room.

Prefer to book via telephone? Agents are ready to take your calls Monday through Friday, 9 a.m.–7 p.m. ET, at 800-221-3531 or 212-532-1660. **Your reservations are rate-assured!**

TRANSPORTATION

Air travel/car rental

HB Travel does not book hotels for the ICAA Conference. HB offers special convention airfares for ICAA Conference attendees, and will check at the time of reservations for any special sales that may provide lower fares. Corporate car rental rates are also available through the agency. For details, contact Laura Whiteman toll-free at 800-668-4112 (8 a.m.–5:30 p.m. PDT, Monday to Friday) or email laura@hbtravel.com. Please mention ICAA in your communication.

Shuttle buses

Airport Shuttle, Inc., is the official ground transportation for Louis Armstrong New Orleans International Airport, providing service to and from the city's hotels and other designated locations. The fare is \$20 per person one



way and a discounted \$35 per person round trip.

Advance reservations **are required via the online portal**, and these must be made **at least 24 hours** prior to your flight arrival time. The group discount applies **only** if you use the portal linked to at www.icaa.cc/conferenceandevents/travel.htm. For all ADA accessible transfers, please make your online reservations at least 48 hours in advance. Changes to an existing reservation can be made by calling 866-596-2699.

Maps and directions for the Ernest N. Morial Convention Center, including available parking, are available at www.mccno.com/about-us/maps-directions.

INTERNATIONAL TRAVELERS

The ICAA Conference and the Athletic Business Conference & Expo are registered with the Visa Services Office and are now listed under the United

States Department of State–Intranet Listing for Conferences in the United States. This list does not expedite or waive visa procedures, but serves as a communication tool for Department of State Embassies and Consulates Worldwide. More information for international travelers is available at <http://athleticbusinessconference.com/hotel-travel/international.aspx>.

Maximize your experience

The ICAA Conference 2015 includes inspiring educational sessions every day. With shorter seminar blocks on Saturday, the event wraps up at 11:15 a.m. on November 21. Now you can enjoy every moment—and still catch your flight home.

Frequently asked questions



"The [ICAA Conference] was the best I've attended for refreshing my thinking about both the big picture and more immediately implementable ideas in all the dimensions of wellness for older adults."

Donna Spars

Vice President, Saint John's On The Lake

Q. Where is the ICAA Conference held?

A. The ICAA Conference takes place November 19–21, 2015, at the Ernest N. Morial Convention Center, 900 Convention Center Boulevard, New Orleans, Louisiana. You'll find the ICAA Registration Desk in the Lobby of Exhibit Halls B–C, beside that of conference partner Athletic Business (AB). All ICAA sessions will be held in an area of the convention center dedicated to the ICAA Conference.

Q. Will conference busing be available?

A. Designated hotels for the ICAA and AB conferences are within a short walk of the convention center. No conference busing will be provided except for the AB All-Conference Reception, which takes place at Generations Hall.

Q. What is included in the ICAA Conference fee?

A. Your registration fee includes the educational seminars, ICAA Net-

working Reception, Athletic Business All-Conference Welcome Reception, AB Keynote and ICAA General Session, early-morning workout, conference handouts, and exhibit hall entry.

Q. Can I attend sessions offered at the AB Conference & Expo and the other meetings that take place in partnership with AB?

A. As an ICAA registrant, feel free to attend educational seminars at the AB Conference, as well as at the Medical Fitness Association Conference and the National Alliance for Youth Sports Congress, at no extra charge. You can access four conferences for the price of one.

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

A. No, there is an additional per-person cost of \$79 to participate in a preconference workshop. A separate fee applies to the stand-alone marketing symposium. Space is limited for these educational opportunities. Register early to avoid disappointment.

Q. How do I earn continuing education units for the classes I attend?

A. You can earn credits by signing up for the CEU program. To cover costs, you'll be charged a \$25 fee if you enroll in this program by **Monday, November 2**, or \$40 on-site. At the conference, you'll receive a logbook that shows certifying organizations and sessions that offer credits. (A list of CEU providers appears in this brochure.) We recommend that you complete the contact information on the logbook's back page as soon as you receive this booklet to minimize the possibility of having to purchase another should you misplace it. Conference staff will reunite found logbooks with identified owners wherever possible.

The room monitor will stamp your book to verify your attendance at a session. You must stay for at least 60 minutes in a 90-minute session to qualify for credits. When you leave the conference,

return your stamped booklet with completed contact information to the ICAA Registration Desk. **Allow eight 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. A premier trade show for the industry, the AB Expo showcases products and services aimed at wellness, sports, exercise and recreation, as well as support and educational services. You'll find options for physical activity and exercise across the levels of function. Explore offerings created specifically with age 50-plus adults in mind at the ICAA Pavilion, also located in the exhibit hall. Our "one-stop" venue is where you can research new technologies, equipment and services to support multidimensional wellness for older adults from providers committed to active aging.

In addition, the exhibit hall includes the ICAA /Athletic Business Conference-SCW workout stage, which features demonstrations and classes by ICAA Conference presenters, among others. Classes are free. You can watch—or give them a try! The demo stage is located at Booth 1100. Visit the ICAA website for the schedule.

Q. How do I receive session handouts?

A. You'll be able to access all available session handouts prior to the ICAA Conference using a software application ("app") on your desktop, laptop or mobile device. A few weeks before the conference, we will email you a link to the app, which is hosted by Athletic Business. You can scroll through the schedule to find your desired sessions and determine whether speaker handouts are available. Be sure to download and/or print handouts **before** you leave home. All available ICAA session handouts will be permanently posted on the ICAA website after the conference, with a login number and password provided to you for convenient access.

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 **November 2** 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 www.icaa.cc/registrationForm.asp. See the ICAA website 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 www.icaa.cc/registrationForm.asp 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, with payment to follow. Your options are to call us with your credit card information, or to mail a check. If payment does not arrive within 30 days, your registration will be cancelled. After **November 2**, if you plan to pay by check, please indicate on your form that you'll pay by check on-site. 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 writing. A \$100 cancellation fee will apply. After **November 2**, no cancellations are permitted, but you can transfer your registration to another delegate or to a future year.

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. Convention centers usually do not have many food choices, particularly healthy food choices (ICAA has no control over food options available on-site). You may want to bring healthy snacks with you or visit a local store to purchase items. Ask the hotel concierge for the nearest grocery or corner store. Also, the Outlet Collection at Riverwalk features dining options, some of which offer limited healthier alternatives. This food court is a 5–6 minute walk from ICAA's educational area at the convention center. See www.riverwalkneworleans.com/dine for details.

Q. Will drinking water be provided?

A. Water will not be available in session rooms in the dedicated ICAA Education Center. However, you'll receive a Keiser-sponsored water bottle when you check in or register at the conference, which you may fill at the water fountains and wash-room taps in this area.

Conference registration

Ask about our group rate!

To register

- Call toll-free 866-335-9777
- Visit www.icaa.cc

	On or before November 2	After November 2
ICAA members		
1st registrant	\$449	\$549
2nd and 3rd registrants	\$399	\$499
4th and more registrants	\$199	\$299
Nonmembers		
1st registrant	\$449	\$549
2nd and 3rd registrants	\$399	\$499
4th and more registrants	\$199	\$299

Note: All registration fees are in US dollars.

Special offer: Receive 10% off an Individual or Organizational membership (14 locations or less) when you join ICAA and register for the ICAA Conference at the same time before November 2, 2015. This offer is available to first-time members only, and cannot be combined with any other offers.

Conference registration includes:

educational seminars at four conferences
 • two receptions • keynote session • general session • conference handouts • early-morning workouts • entry to expo in Exhibit Halls B–C

Additional fees are required for pre-conference workshops (\$79 each) and continuing education unit registration (\$25 before November 2, \$40 on-site). There is a separate fee to participate in the stand-alone marketing symposium.

Cancellation policy: Please submit your request in writing. A \$100 fee will apply. No cancellations are permitted after November 2, 2015, but you may transfer your registration to another attendee or a future year.

Group discount: To receive a group discount, your organization must register all attendees at the same time and pay with one check or credit card. To add an attendee if your group has already registered, call ICAA at 866-335-9777 or 604-734-4466.

Dress code: Conference dress is casual. **Be sure to pack a sweater or jacket**, as air-conditioned meeting rooms are often chilly. 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 2015! Call toll-free 866-335-9777 (North America only) or 604-734-4466. Or refer to www.icaa.cc/conferenceandevents/rates.htm to register online or download PDF forms to complete and return via fax or mail.

"The ICAA conference is always fun, energizing, and a tremendous educational value!"

Maggie Cooper, LMT
 Regional Director, Health and Wellness, Asbury Place



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 3307 Trutch Street
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 Toll-free: 866-335-9777
 Tel: 604-734-4466
 Fax: 604-708-4464
www.icaa.cc

Conference partners

