

# ICAA Conference 2012

## New Orleans



**many** journeys, **many** destinations

November 29–December 1, 2012  
Ernest N. Morial Convention Center  
New Orleans, Louisiana

Register by  
November 12  
and save  
up to  
**\$100!**



Conference partners





# Advance your wellness journey

What is the value of wellness? For adults ages 50 and older, wellness is a way of living well. An enriched lifestyle provides opportunities for people to learn, to grow, and to engage as fully as possible in all of life's dimensions. For organizations and professionals that serve older adults, wellness can be a philosophy, a culture, a business model, and a way to organize programs and facilities to support active aging.

Because it encompasses so much, wellness has many journeys, many destinations. Goals, paths and preferences differ depending on the individual and the organization; so, too, do needs and interests. The International Council on Active Aging® (ICAA) delivers a unique educational and networking event designed to meet both.

Established in 2001, ICAA leads, defines and connects the active-aging industry. Seminars and workshops at the annual ICAA Conference address the many dimensions, roles and needs in the industry. Whether you're a wellness director, personal trainer or CEO, you'll leave with the cutting-edge information, resources and tools to advance your organization's journey.

As Chinese philosopher Lao-tzu once said: "A journey of a thousand miles begins with a single step." Take your first step—or your next—at the ICAA Conference 2012.

## Access 4 conferences

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

*"The ICAA Conference is like trying to take a sip of water from a firehose. An abundance of great information, ideas and materials that are flowing all week!"*

### Avery Villines

Wellness Director, Brandon Wilde

## Choosing your path

At the Tenth Annual ICAA Conference, you and your staff can tailor your experience to meet your organization's needs and aspirations. Choose from educational sessions on a wide range of topics, presented by top experts and leaders in active aging. Connect with colleagues across the active-aging spectrum and build your knowledge network. The ICAA Conference is *the* active-aging venue for professional development and informal learning.

## Exploring the landscape

ICAA holds its conference in conjunction with Athletic Business (AB), one of the industry's largest conference providers. As ICAA delegates, you and your staff can attend AB's educational sessions at no additional charge, as well as those offered on-site by AB's other partners, the Medical Fitness Association and the National Alliance for Youth Sports.

Through the ICAA-AB partnership, you and your staff also have full access to the AB Expo. At this premier industry event, you can familiarize yourself with the changing landscape of health, wellness and recreation offerings. Explore the ICAA Pavilion for new and existing technologies, products and services that support active aging.

## Moving forward

What is the value in attending the ICAA Conference? A survey of professionals who attended in 2011 found that **92%** were "very satisfied" or "satisfied" overall with the conference, and **98%** would recommend it to a colleague or friend.

For organizations, the value is what attendees contribute to the business as a result of their conference experience. According to the same survey, delegates said they took home:

- 85%** New ideas
- 73%** Feeling inspired and renewed
- 71%** Reinforcement of the value of active aging
- 65%** Programs to implement
- 61%** Information I did not know before
- 49%** New networking contacts
- 35%** Understanding of opportunities in the industry
- 30%** Techniques to overcome challenges
- 5%** Other

The top three things they planned to do with what they learned were: change or update an existing program/activity (69%), inspire their clients (63%), and launch a new program (54%).

## Finding your direction

Whether just beginning or well underway, wellness journeys are all about choices. The ICAA Conference offers a multilevel education and networking event to help you and your staff make choices that take you where you want to go. Start today by making ICAA part of your wellness journey—and fire your imagination!

## Who should attend?

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



*All conference photos: Brian Ebner/Optic Nerve.  
Images courtesy of Athletic Business*

**Check out the ICAA website for more conference information. Visit [www.icaa.cc](http://www.icaa.cc)**



# 6 reasons to attend



*“The ICAA Conference is without a doubt the place to glean the most useful information, network with peers, and come back reenergized to continue leading the charge for our ever-growing community of active, engaged and happy older adults!”*

## **Stacey Judge**

Community Wellness Program Director,  
Springpoint Senior Living

## **1. The education**

The ICAA Conference bases its educational program on member input to ensure it meets both needs and aspirations in the active-aging industry. Seminars and workshops are geared to the different dimensions, roles and solutions in the industry, so you can tailor your learning experiences to maximize the value of attending. Gain ideas, information, resources and tools to optimize your active-aging journey.

Topic areas include:

- Program Design for Wellness
- Balance
- Brain Fitness
- Research
- Management & Leadership
- Marketing & Sales
- Outdoor Programs

## **2. The presenters**

ICAA chooses individuals from diverse backgrounds as conference presenters. These industry leaders and active-aging experts bring top-notch industry experience, knowledge and skills to their lectures and workshops.

## **3. The handouts**

ICAA Conference attendees receive all provided session handouts. These handouts are **available online in advance of the event only**, so you can download and print them before you leave home. Watch for an email from ICAA prior to the conference with the link to access this website. Once at the conference, you'll receive a CD-ROM containing all the session handouts (on-site printing stations will be available to use at no cost). Your hands-on guide during the event, the CD is a valuable reference to share with your colleagues when you return home.

## **4. The networking**

The ICAA Conference is the place to connect with colleagues, old and new, across the active-aging spectrum. Exchange information with others who share your commitment to older-adult health and wellness. And join the fun at the ICAA Networking Reception. Bring your questions—and your business cards—to this engaging interactive event, and leave with new contacts and ideas.

## **5. The credits**

Enhance your professional development at the ICAA Conference by obtaining continuing education units (CEUs), also referred to as continuing education credits (CECs), from numerous organizations. You may be able to receive CEUs from your association even if it is not listed among the providers below. At your request, ICAA will send you a letter confirming your attendance at ICAA Conference sessions, which you can use to support your application for CEUs.

CEU registrants receive a log book when checking in or registering at the conference. This book notes all the sessions that offer credits, along with the certifying organizations. After a session, the room monitor will stamp your book to verify your attendance. When the conference is over, turn in your stamped booklet at the ICAA registration desk, then **allow six to eight weeks** for your CEU transcript to arrive.

Participation in the CEU program requires an additional fee to cover the costs charged by the certifying agencies. Registration costs \$25 if you enroll by **Wednesday, November 21**; after that date, CEU registration is \$40 and takes place on-site only.

Continuing Education Providers include:

- ACE (American Council on Exercise)
- ACSM (American College of Sports Medicine)
- AFAA (Aerobics and Fitness Association of America)
- AIA (American Institute of Architects)\*
- Can-Fit-Pro
- Cooper Institute
- CSCS (National Strength & Conditioning Association)
- IACET (International Association of Continuing Education & Training)\*\*
- NASM (National Academy of Sports Medicine)
- NAYS (National Alliance for Youth Sports)
- NSCA (National Strength & Conditioning Association)
- SCW Fitness Education

\* AIA offers learning units (LUs) for some sessions. \*\* The National Recreation and Park Association (NRPA) accepts IACET CEUs. To find out who else accepts IACET CEUs, go to [www.iacet.org](http://www.iacet.org), click on “Continuing Education Units (CEUs),” and select the link on the drop-down menu.

## 6. The trade show

The ICAA Conference takes place in conjunction with the Athletic Business Conference & Expo, one of the industry’s premier events in North America. Through this partnership, delegates access a showcase of products and services aimed at wellness, exercise and recreation, plus support and educational services. The ICAA Pavilion, located in the exhibit hall, spotlights products and services designed to meet the needs of age 50-plus adults. The Pavilion provides a convenient, “one-stop” venue where you can do the following:

- Stay current with the newest innovations in age-friendly technology, equipment and services.
- Research products or services your company plans to buy.
- Locate new items of interest.
- Do your yearly purchasing.
- Benefit from exhibitor discounts.
- Connect with ICAA Preferred Business Partners and others striving to serve the older-adult market.

The Pavilion’s hub is the ICAA booth. Stop by to speak to ICAA presenters and authors, network with other ICAA delegates, and meet the winners of the annual Innovators Awards. You can also greet association staff and pick up your tickets for the Networking Reception.

## A party to inspire you all year long

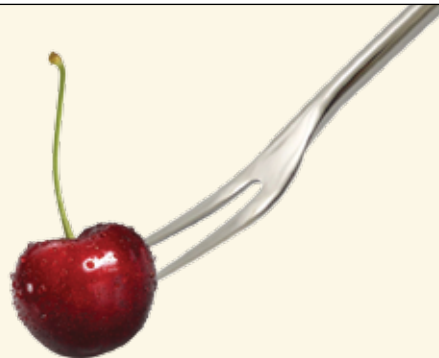
### ICAA Networking Reception

Friday, November 30, 2012

6:30 p.m.–8:30 p.m.

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

Join your active-aging colleagues at the ICAA Networking Reception—and let the good times roll! Always a conference highlight, this lively event is the place where you can connect and socialize with professionals from across the active-aging spectrum. Meet delegates, presenters, exhibitors and staff, all passionate promoters of vibrant, healthy aging. Expand your network, exchange ideas, and enjoy the light refreshments. Come with your questions.



Come with your business cards. You’ll leave inspired by new insights, knowledge and relationships to bolster your wellness journey. **Cash bar.**



**Sponsored by the International Council on Active Aging®**



# Keynote speakers



**Peter Guber**

Peter Guber has had a varied and successful career, serving as studio chief at Columbia Pictures; cochairman of Casablanca Records and Filmworks; CEO of Polygram Entertainment; chairman and CEO of Sony Pictures; and chairman and CEO of his current venture, Mandalay Entertainment Group. Among the award-winning films he has produced or executive produced are *Midnight Express*, *The Color Purple*, *Gorillas in the Mist*, *Batman* and *Rain Man*. Guber is also the owner and coexecutive chairman of the National Basketball Association's Golden State Warriors and oversees one of the largest combinations of professional baseball teams and venues in the United States. Drawing on his success, Guber speaks with decades of firsthand experience in story and how, when applied, purposeful storytelling can be a game changer for anyone on the corporate ladder. He is also a longtime professor at the University of California, Los Angeles; a *Harvard Business Review* contributor; and the author of three books, including *Tell To Win—Connect, Persuade and Triumph with the Hidden Power of Story*.



**Colin Milner**

Colin Milner, founder and CEO of the International Council on Active Aging (ICAA), is a leading authority on the health and well-being of the older adult. For the past four years, the World Economic Forum has invited Milner to serve on its Network of Global Agenda Councils, recognizing him as one of “the most innovative and influential minds” in the world on aging-related topics. An award-winning writer, he has authored more than 250 articles. Milner is a contributing blogger to the US Department of Health and Human Services' *Be Active Your Way Blog*, and has been published in journals such as *Global Policy*. He also contributed a chapter to the book *Global Population Ageing: Peril or Promise?* published by the Forum in 2012. Milner's speeches have stimulated thousands of business and governmental leaders, industry professionals and older adults worldwide, and inspired a broad spectrum of leading-edge publications to seek his insights. He hosts the *Age-friendly BC Community* video series released in spring 2012 by the British Columbia Ministry of Health.

# Preconference presenters



**Ken Baldwin, MEd**

Ken Baldwin is an assistant professor, a Certified Posture Specialist, and the executive director of the National Posture Institute. Former chair for Massachusetts' Senior Fitness Subcommittee and for IDEA's National Personal Trainer Committee, Baldwin has served on national committees with organizations that include the American College of Sports Medicine (ACSM). He is senior editor of *ACSM's Resources for the Personal Trainer Textbook (2nd Edition)* and recipient of IDEA's National Personal Trainer of the Year Award.



**Cathy Maloney-Hills, RPT**

Cathy Maloney-Hills is an aquatic physical therapist working for Courage Center at Summit Place Senior Campus in Eden Prairie,

Minnesota, and Heritage Park Senior Services Center in Minneapolis. Maloney-Hills is coinvestigator/author for the study and program Golden Waves Functional Water Program for Older Adults, University of Nevada, Reno. She is also a coauthor of the book *YMCA Water Fitness for Health*.



**Jan Montague, MGS**

Jan Montague is president of Whole-Person Wellness Solutions, Inc. Montague serves on several national and international advisory boards—including the International Council on Active Aging board—and has authored numerous articles for professional journals focusing on whole-person wellness and optimal aging. Among her career accomplishments, she implemented and directed a state-of-the-art wellness center, and operated Montague, Eippert & Associates, consulting with more than 200 organizations in their efforts toward whole-person wellness.



**Debra Rose, PhD**

Debra Rose is a professor in the Department of Kinesiology and director of the Center for Successful Aging at California State University, Fullerton. Rose also serves as one of two codirectors of the Fall Prevention Center of Excellence, housed at the University of Southern California. Her primary research focus is on the enhancement of mobility and the prevention of falls in later years. Rose is nationally and internationally recognized for her work in fall-risk reduction assessment and programming.



**Mary Sanders, PhD, FACSM, RCEP**

Mary Sanders is an associate professor, School of Medicine, and affiliated faculty at the Sanford Center for Aging at the University of Nevada, Reno. A Registered Clinical Exercise Physiologist, Sanders also directs WaterFit/Golden Waves. She is an associate editor of *ACSM's Health & Fitness Journal*; editor/coauthor of *YMCA Water Fitness for Health*; and developer of the WaterFit and Speedo aquatic fitness systems. Sanders serves on the International Council on Active Aging Advisory Board.





# Preconference programming

Wednesday, November 28, 2012

## **Wellness workshop 9:00 a.m.–4:00 p.m.**

### **Advancing whole-person wellness for optimal aging**

A whole-person wellness approach for optimal aging requires knowledge, understanding, a radical shift in thinking, operational planning and evaluation. This workshop will define the whole-person wellness approach, present research evidence, and discuss behavior-specific language and techniques. Discover ways to support and enhance a culture of whole-person wellness, as related to people, practice and environment. Finally, gain examples of whole-person wellness initiatives that have been successfully implemented in senior living and community settings.

#### ***You'll be able to:***

- Describe the various definitions, models and concepts that support whole-person wellness and discuss the compelling research.
- Identify the foundational pieces that help build a “culture of wellness” related to the people, practices and environments of an organization.
- Identify outcomes, evaluation methods of wellness programs, services, and opportunities, and determine the role of whole-person wellness on an organization’s return on investment.

**Faculty:** **Debra Rose**, PhD, Professor, Kinesiology Department, and Director, Center for Successful Aging, California State University, Fullerton; **Jan Montague**, MGS, President, Whole-Person Wellness Solutions, Inc.

**CEUs awarded**



## Aquatic workshop 9:00 a.m.–4:45 p.m.

### Splash! Upstairs, downstairs and in the middle

Shoulder pain is the third most common musculoskeletal complaint in the general population. Rotator cuff disorders are the most common cause of shoulder pain in older people, with partial rotator cuff tears common. Hip pain, another common complaint, is linked to injury or conditions such as arthritis. The core (middle) guides and stabilizes both shoulder (upstairs) and hip (downstairs) function. In this workshop, you will start in the middle and learn some fun and functional progressions—post-rehabilitation to wellness—to keep your clients' upstairs and downstairs in good health.

#### **You'll be able to:**

- Identify primary muscles and bones associated with shoulder and hip movement.
- Define some possible causes for shoulder and hip pain.
- Design and implement a three-phase post-rehabilitation to fitness program that helps maintain function and health of the shoulder and hips by starting with the core.

**Faculty:** **Mary Sanders**, PhD, FACSM, RCEP, University of Nevada, Reno; **Cathy Maloney-Hills**, RPT, Courage Center at Summit Place Senior Campus, and Heritage Park Senior Services Center.

**CEUs awarded**

(Note: This session takes place at Tulane University. Participants should come ready to get in the pool, and bring water shoes and two bathing suits for the day.)

## Posture workshop 9:00 a.m.– 5:00 p.m.

### Posture analysis and correction for older adults

This workshop teaches allied health/medical and wellness/fitness professionals to assess and educate older adults in all areas of posture and body alignment. The lecture develops a logical flow and sequence to understand, analyze and assess an individual's posture in an easy-to-follow manner. Learn how to perform detailed posture assessments and create exercise programs for clients to correct posture imbalances and alignment issues.

#### **You'll be able to:**

- Implement this essential key assessment into your organization's current health and exercise testing program.

- Comprehend the importance of good posture in the prevention of and fight to keep older adults from losing balance and falling.
- Review how poor posture and body alignment develop, and evaluate the anatomical structures of the vertebral column and other extremities using a posture grid, evaluation documents, and other assessment tools.

**Faculty:** **Ken Baldwin**, MEd, Assistant Professor, State University of New York–Plattsburgh.

**CEUs awarded**

*Fee: \$79 per person for each preconference workshop*



*"The ICAA Conference gave me a host of great ideas that are practical, applicable to community health settings and affordable. I loved every minute—even the 6:30 a.m. sessions!"*

### **Jan Mittleider**

*Professor of Physical Education, College of Southern Idaho*

# Seminars at a glance:

Thursday, November 29, 2012

<p><b>8:15 a.m.–9:45 a.m.</b></p>	<p>■ <b>PDW, L</b>            Criterion fitness standards for maintaining physical independence in later years</p> <p><i>Jessie Jones and Roberta Rikli, California State University, Fullerton</i></p>	<p>■ <b>PDW, L</b>            The audacity of potential: growth beyond physical limitation</p> <p><i>David Gobble and Roger Landry, Masterpiece Living; Kay Van Norman, Brilliant Aging; Jack York, It's Never 2 Late</i></p>	<p>■ <b>PDW, L</b>            Flower power: the people-plant connection</p> <p><i>Elizabeth Diehl, Journal of Therapeutic Horticulture; Lesley Fleming, American Horticultural Therapy Association</i></p>
<p><b>10:00 a.m.–11:30 a.m.</b></p>	<p>■ <b>R, L</b>            Energy balance! A multidisciplinary team approach to weight management</p> <p><i>Mary Sanders and Maureen Molini-Blandford, University of Nevada, Reno</i></p>	<p>■ <b>MS, L</b>            Communication matters</p> <p><i>Richard Ambrosius, Positive Aging; Helen Foster, Foster Strategy, LLC</i></p>	<p>■ <b>BF, L</b>            Brain-friendly environmental design to increase older-adult participation</p> <p><i>Christine Wright, Louisiana State University, Shreveport</i></p>
<p><b>11:45 a.m.–1:00 p.m.</b></p>	<p><b>AB KEYNOTE</b>  <i>Peter Guber</i></p>	<p><b>AB KEYNOTE</b>  <i>Peter Guber</i></p>	<p><b>AB KEYNOTE</b>  <i>Peter Guber</i></p>
<p><b>1:00 p.m.–6:00 p.m.</b></p>	<p><b>TRADE SHOW GRAND OPENING</b></p>	<p><b>TRADE SHOW GRAND OPENING</b></p>	<p><b>TRADE SHOW GRAND OPENING</b></p>
<p><b>4:30 p.m.–6:00 p.m.</b></p>	<p>■ <b>PDW, LI</b>            Real-world scenarios: use program outcomes to tell your wellness story</p> <p><i>Patricia Ryan, International Council on Active Aging; Denise Heimlich, Still Hopes Episcopal Retirement Community</i></p>	<p>■ <b>MS, L</b>            Social media marketing: a retirement community shares the ins and outs</p> <p><i>Erin Read Ruddick, Creating Results, LLC; Janet Hirsch, North Hill</i></p>	<p>■ <b>PDW, LI</b>            Have a ball and get fit with it!</p> <p><i>Brenda Jurich and Darcey Byrne, Rockwood Retirement Communities</i></p>
<p><b>8:00 p.m.–11:00 p.m.</b></p>	<p><b>AB RECEPTION</b></p>	<p><b>AB RECEPTION</b></p>	<p><b>AB RECEPTION</b></p>

*“The unique combination of science, application and business inherent to the ICAA Conference makes it unique in the area of active aging. The conference truly engages the attendees to interact in the multidimensional context necessary to make the concept of active aging a tangible and accessible goal.”*

**Joseph Signorile**

Professor of Exercise Physiology, University of Miami

COLOR  
KEY FOR  
TOPIC  
AREAS

<span style="color: red;">■</span> PDW	Program Design for Wellness	<span style="color: purple;">■</span> ML	Management and Leadership	L Lecture
<span style="color: green;">■</span> B	Balance	<span style="color: teal;">■</span> MS	Marketing and Sales	LI Lecture/ Interactive
<span style="color: blue;">■</span> BF	Brain Fitness	<span style="color: brown;">■</span> OP	Outdoor Programs	
<span style="color: orange;">■</span> R	Research			

<p><span style="color: orange;">■</span> <b>R, LI</b> Beyond busy: why engagement is a metric with meaning</p> <p><i>Sheridan Daniels and Kelly Fogg, Atria Senior Living</i></p>	<p><span style="color: red;">■</span> <b>PDW, L</b> Volunteering: making facilities meaningful homes</p> <p><i>Barbara Resnick, University of Maryland</i></p>	<p><span style="color: green;">■</span> <b>B, L</b> Implementing a fall prevention assessment program</p> <p><i>Ken Baldwin, State University of New York–Plattsburgh</i></p>	
<p><span style="color: purple;">■</span> <b>ML, L</b> Social engagement—team building to foster friendships for older adults</p> <p><i>Stacey Belt, Atria Senior Living</i></p>	<p><span style="color: orange;">■</span> <b>R, L</b> Healthy feet, healthy living: exercise walking really does improve quality of life</p> <p><i>Robert Thompson, Institute for Preventive Foot Health; Tracey Harvey, GenCare Lifestyle</i></p>	<p><span style="color: red;">■</span> <b>PDW, LI</b> Core stability for a healthy back for all levels of function</p> <p><i>Maureen Hagan, GoodLife Fitness Clubs</i></p>	<p><span style="color: brown;">■</span> <b>OP, LI</b> Introduction to “Nordic” pole walking and exercise programs</p> <p><i>Tom Rutlin, Exerstrider Products</i></p>
<p><b>AB KEYNOTE</b> <i>Peter Guber</i></p>	<p><b>AB KEYNOTE</b> <i>Peter Guber</i></p>	<p><b>AB KEYNOTE</b> <i>Peter Guber</i></p>	<p><b>AB KEYNOTE</b> <i>Peter Guber</i></p>
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<p><span style="color: teal;">■</span> <b>MS, L</b> Amazing places, magnetic brands: meeting the mark with today’s 50+ consumer</p> <p><i>Helen Foster, Foster Strategy, LLC; Bob Cardoza, Merit</i></p>	<p><span style="color: red;">■</span> <b>PDW, L</b> FUNdamentally fun! 51 activities for a healthy body, mind and spirit</p> <p><i>Roxy Kline, YMCA of Greater St. Paul</i></p>	<p><span style="color: red;">■</span> <b>PDW, L</b> A solution-focused alternative to the “I can’t” syndrome</p> <p><i>James Huysman, WellMed Charitable Foundation</i></p>	
<p><b>AB RECEPTION</b></p>	<p><b>AB RECEPTION</b></p>	<p><b>AB RECEPTION</b></p>	<p><b>AB RECEPTION</b></p>

# Seminars at a glance:

Friday, November 30, 2012

6:30 a.m.–8:30 a.m.	EARLY-MORNING WORKOUTS	EARLY-MORNING WORKOUTS	EARLY-MORNING WORKOUTS
6:45 a.m.–8:15 a.m.		<p>■ PDW, LI Conductorcise presents “Music Matters”</p> <p><i>David Dworkin, Conductorcise</i></p>	
8:30 a.m.–10:00 a.m.	<p>■ PDW, L A Dash and a Dollop: wellness through reminiscence cooking</p> <p><i>Cynthia Lilly and Ronda Watson, Atria Senior Living</i></p>	<p>■ ML, L Creating a culture of welcome</p> <p><i>Karen Woodard, Premium Performance Training</i></p>	<p>■ PDW, L Motivating older adults to be more active: how to meet this market’s needs and make a difference</p> <p><i>Maureen Hagan, GoodLife Fitness Clubs</i></p>
10:15 a.m.–11:45 a.m.	<p>■ R, L Arthritis outcome-based program: blending service models for community engagement</p> <p><i>Linda Bedard and Linda Hawkins, SunDance Rehabilitation</i></p>	<p>■ B, LI WWW.4Dance: whole-person wellness works for dance</p> <p><i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i></p>	<p>■ R, L Exercise as a countermeasure to age-related disease</p> <p><i>Ben Hurley, University of Maryland</i></p>
12:00 p.m.–4:00 p.m.	TRADE SHOW	TRADE SHOW	TRADE SHOW
2:00 p.m.–3:30 p.m.	<p>■ PDW, L Software technologies for managing fitness assessments of older adults</p> <p><i>Jessie Jones and Roberta Rikli, California State University, Fullerton</i></p>	<p>■ B, LI Instructing independent exercises to improve function and balance</p> <p><i>Deanna Dye and Cindy Seiger, Idaho State University</i></p>	<p>■ PDW, L Trends in physical activity and diet amongst older adults</p> <p><i>Steven Blair, University of South Carolina</i></p>
4:00 p.m.–5:00 p.m.	<p>ICAA KEYNOTE <i>Colin Milner</i></p>	<p>ICAA KEYNOTE <i>Colin Milner</i></p>	<p>ICAA KEYNOTE <i>Colin Milner</i></p>
6:00 p.m.–7:00 p.m.	ICAA POSTER SESSION	ICAA POSTER SESSION	ICAA POSTER SESSION
6:30 p.m.–8:30 p.m.	ICAA NETWORKING RECEPTION	ICAA NETWORKING RECEPTION	ICAA NETWORKING RECEPTION



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EARLY-MORNING WORKOUTS	EARLY-MORNING WORKOUTS	EARLY-MORNING WORKOUTS	EARLY-MORNING WORKOUTS
<p><span style="color: red;">■</span> <b>PDW, LI</b> Functional exercise programs for frail older adults</p> <p><i>Cody Sipe, Harding University</i></p>	<p><span style="color: blue;">■</span> <b>BF, L</b> Brain wellness: how physical activity and nutrition can maximize brain health and decrease the chance of developing dementia</p> <p><i>Rob Winningham, Western Oregon University</i></p>	<p><span style="color: green;">■</span> <b>B, L</b> Assessment beyond the Timed Up and Go Test: recognizing fall risk in various settings</p> <p><i>Deanna Dye, Idaho State University</i></p>	
<p><span style="color: red;">■</span> <b>PDW, L</b> The future's so bright—the intersection of technology and aging</p> <p><i>Jack York, It's Never 2 Late</i></p>	<p><span style="color: red;">■</span> <b>PDW, L</b> A spirituality of hope in aging populations</p> <p><i>Dennis McKee, Friendship Village of Bloomington</i></p>	<p><span style="color: orange;">■</span> <b>R, L</b> Can't face another workday? You may have compassion fatigue</p> <p><i>James Huysman, WellMed Charitable Foundation</i></p>	<p><span style="color: brown;">■</span> <b>OP, LI</b> Impacting all dimensions of wellness through pole walking</p> <p><i>Tom Rutlin, Exerstrider Products</i></p>
TRADE SHOW	TRADE SHOW	TRADE SHOW	TRADE SHOW
<p><span style="color: teal;">■</span> <b>MS, L</b> Don't come live with us; come alive with us!</p> <p><i>David Denton and Cathy Ritter, Asbury Communities</i></p>	<p><span style="color: red;">■</span> <b>PDW, LI</b> Correcting muscle imbalances for the person with osteoarthritis, part one</p> <p><i>Dean Smith, Physical Therapist</i></p>	<p><span style="color: orange;">■</span> <b>R, L</b> Research to practice: exercise and the aging brain</p> <p><i>Terry Eckmann, Minot State University</i></p>	
<p><b>ICAA KEYNOTE</b> <i>Colin Milner</i></p>	<p><b>ICAA KEYNOTE</b> <i>Colin Milner</i></p>	<p><b>ICAA KEYNOTE</b> <i>Colin Milner</i></p>	<p><b>ICAA KEYNOTE</b> <i>Colin Milner</i></p>
<p><b>ICAA POSTER SESSION</b></p>	<p><b>ICAA POSTER SESSION</b></p>	<p><b>ICAA POSTER SESSION</b></p>	<p><b>ICAA POSTER SESSION</b></p>
<p><b>ICAA NETWORKING RECEPTION</b></p>	<p><b>ICAA NETWORKING RECEPTION</b></p>	<p><b>ICAA NETWORKING RECEPTION</b></p>	<p><b>ICAA NETWORKING RECEPTION</b></p>

# Seminars at a glance:

Saturday, December 1, 2012

<p><b>6:45 a.m.– 8:15 a.m.</b></p>		<p><b>■ PDW, LI</b> Walk for life: speed up your stride, improve your health</p> <p><i>Jolene Moore, LifeConnect</i></p>			
<p><b>8:30 a.m.– 10:00 a.m.</b></p>	<p><b>■ BF, L</b> Motivating apathetic and depressed individuals to benefit from available programming</p> <p><i>Rob Winningham, Western Oregon University</i></p>	<p><b>■ PDW, LI</b> Correcting muscle imbalances for the person with osteoarthritis, part two</p> <p><i>Dean Smith, Physical Therapist</i></p>	<p><b>■ PDW, L</b> How choices in middle-age impact life at older ages</p> <p><i>Steven Blair, University of South Carolina; Jane Pottberg Blair, Licensed Psychologist, and Health Educator</i></p>	<p><b>■ B, L</b> Stay Well At Home: a multifactorial fall-risk reduction program</p> <p><i>Debra Rose and Elizabeth White, California State University, Fullerton</i></p>	<p><b>■ PDW, LI</b> Line dancing to chair dancing</p> <p><i>Terry Eckmann, Minot State University</i></p>
<p><b>10:15 a.m.– 11:45 a.m.</b></p>	<p><b>■ MS, L</b> Realize the marketing potential of your community's activity space</p> <p><i>Dawn Sigmen, Life Care Services, LLC; Bethany Garrity, National Institute for Fitness and Sport</i></p>	<p><b>■ BF, L</b> Implementing a successful brain fitness program</p> <p><i>Camri McCormick, Westminster Communities of Florida</i></p>	<p><b>■ PDW, L</b> Successful programs that engage older adults</p> <p><i>Patricia Ryan, International Council on Active Aging</i></p>	<p><b>■ PDW, L</b> Exploring the seven wellness dimensions with community partnerships, staff and residents</p> <p><i>Jill Lund, The Garlands of Barrington</i></p>	<p><b>■ PDW, LI</b> Music as medicine—our innate power to transform and heal</p> <p><i>Carol Daly, Atria Senior Living</i></p>

*This schedule is subject to change.*

COLOR KEY FOR TOPIC AREAS

■ PDW  
■ B  
■ BF  
■ R

Program Design for Wellness  
Balance  
Brain Fitness  
Research

■ ML  
■ MS  
■ OP

Management and Leadership  
Marketing and Sales  
Outdoor Programs

L Lecture  
LI Lecture/  
Interactive

# Schedule at a glance



*"My only complaint about the ICAA Conference is that I can't attend every session that I'd like to because there are so many!"*

## **Lorrie Nagel**

*Parks and Recreation Senior Center Program Supervisor*

Enjoy opportunities to develop your knowledge, enhance your skills, fire your imagination, and build your professional network at the ICAA Conference. Through ICAA's partnership with Athletic Business (AB), you may also attend the educational sessions offered concurrently by AB, the Medical Fitness Association, and the National Alliance for Youth Sports at no additional charge.

### **Tuesday, November 27**

4:00 p.m.–6:00 p.m. Registration

### **Wednesday, November 28**

7:00 a.m.–6:00 p.m. Registration  
 Times vary Preconference workshops  
*Note: See "Preconference programming" on pages 8–9 for details.*

Space is limited, so register early to avoid disappointment. Each preconference workshop costs an additional \$79 per registrant.

### **Thursday, November 29**

7:00 a.m.–5:00 p.m. Registration  
*Note: Trade show-only registration open until 6:00 p.m.*  
 8:15 a.m.–11:30 a.m. Educational seminars  
 11:45 a.m.–1:00 p.m. AB keynote  
 1:00 p.m.–6:00 p.m. Trade show grand opening  
 4:30 p.m.–6:00 p.m. Educational seminars  
 8:00 p.m.–11:00 p.m. AB all-conference welcome reception

*Note: Full-conference attendees receive a \$5 off lunch coupon usable in the exhibit hall on Thursday or Friday during exhibit hours only.*

### **Friday, November 30**

6:30 a.m.–8:30 a.m. Early-morning workouts  
 6:45 a.m.–8:15 a.m. Educational seminar  
 7:30 a.m.–5:00 p.m. Registration  
*Note: Trade show-only registration opens at 6:15 a.m.*  
 8:30 a.m.–11:45 a.m. Educational seminars  
 12:00 p.m.–4:00 p.m. Trade show  
 2:00 p.m.–3:30 p.m. Educational seminars  
 4:00 p.m.–5:00 p.m. ICAA keynote  
 6:00 p.m.–7:00 p.m. ICAA Poster Presentations (at Networking Reception site)  
 6:30 p.m.–8:30 p.m. ICAA Networking Reception  
*Sponsored by the International Council on Active Aging®*

### **Saturday, December 1**

6:45 a.m.–8:15 a.m. Educational seminar  
 7:45 a.m.–12:00 p.m. Registration  
 8:30 a.m.–11:45 a.m. Educational seminars



# Sessions

## COLOR KEY FOR TOPIC AREAS

■ PDW	Program Design for Wellness
■ B	Balance
■ BF	Brain Fitness
■ R	Research
■ ML	Management and Leadership
■ MS	Marketing and Sales
■ OP	Outdoor Programs

L Lecture  
 LI Lecture/  
 Interactive

**Thursday, November 29, 2012**  
**8:15 a.m.–9:45 a.m.**

■ **PDW Criterion fitness standards for maintaining physical independence in later years**

Discover previously unavailable reference points for the Senior Fitness Test battery for evaluating physical capacity relative to physical independence. Learn how the standards were developed and how to use them to identify those “at risk” and plan interventions. *Lecture.*

**You’ll be able to:**

- Distinguish the strengths and limitations of common field tests used to measure physical fitness parameters items.
- Describe the difference between normative and criterion-reference standards.
- Use the newly developed SFT criterion-reference standards to identify older adults (ages 60–90+) at risk for mobility disability, and how to evaluate physical fitness parameters relative to planning exercise interventions that target areas of weakness.

**Faculty:** **Roberta Rikli**, PhD, formerly Professor and Chair of Kinesiology, and Founder of the Center for Successful Aging, California State University, Fullerton; **Jessie Jones**, PhD, Professor and Chair of Health Science, and Director, Fibromyalgia and Chronic Pain Center, California State University, Fullerton.

**CEUs awarded**

■ **PDW The audacity of potential: growth beyond physical limitation**

“This is the best time of my life,” said wheelchair-bound Ed Bue when asked about his aging journey. Examine the opportunities that exist regardless of challenges, strategies to inspire engagement and support resilience, and the role of technology in healthy aging. *Lecture.*

**You’ll be able to:**

- Explore a new view of human potential in any life stage, and define new possibilities and the value of flourishing in late life.
- Identify and utilize meaning and purpose as the activator for well-being, regardless of challenges. Learn to actively support the building blocks of resilience.



- Discover opportunities in intellectual growth, social connectivity and spirituality. Borrow concepts from old world villages, and examine physical and cognitive technologies that promote healthy aging.

**Faculty:** **Roger Landry**, MD, MPH, President, Masterpiece Living; **Kay Van Norman**, MS, President, Brilliant Aging; **David Gobble**, PhD, Director, Masterpiece Living Academy; **Jack York**, BS, Founder, It's Never 2 Late.

**CEUs awarded**

### ■ PDW Flower power: the people-plant connection

What do plant fragrance, the fascination theory, and forest bathing have in common? Come and discover how nature and gardening can influence quality of life, and learn key concepts to enhance active-aging programs. *Lecture.*

**You'll be able to:**

- Recognize the influence plants and nature have on human behavior and wellness.
- Describe the way nature and gardens can support all seven dimensions of wellness.
- Incorporate people-plant interactions into existing programming.

**Faculty:** **Elizabeth Diehl**, RLA, HTM, Editor-in-Chief, *Journal of Therapeutic Horticulture*; **Lesley Fleming**, MA, HTR, American Horticultural Therapy Association.

**CEUs awarded**

### ■ R Beyond busy: why engagement is a metric with meaning

Consistent with the wellness dimensions, Atria offers eight components of whole-person engagement that serve as the foundation of its Engage Life resident programming brand. Learn why programming must go beyond activity theory and keeping busy. *Lecture/Interactive.*

**You'll be able to:**

- Comprehend why resident programming must go beyond keeping people busy to a focus on engagement and the resultant benefits of being actively engaged in life.
- Describe findings of the Butler Breakfast Series consensus conferences held in 2011.
- Describe best practices shared in an interactive programming workshop framed around Atria's eight dimensions of engagement.

**Faculty:** **Kelly Fogg**, BS, Regional Engage Life Innovation Director, and **Sheridan Daniels**, Regional Vice President, Atria Senior Living.

**CEUs awarded**

### ■ PDW Volunteering: making facilities meaningful homes

Volunteers have lower morbidity, longer survival, better physical and mental health, and engage in more physical activity than those who do not volunteer. Gain information and ideas to help your organization increase the number of older individuals who volunteer. *Lecture.*

**You'll be able to:**

- Describe patterns of volunteering among residents of a continuing care retirement community (CCRC).

- List the reasons for volunteering among residents of a CCRC.
- Identify barriers and facilitators to volunteering and describe different interventions to increase volunteer activities in your setting.

**Faculty:** **Barbara Resnick**, PhD, CRNP, Professor, University of Maryland School of Nursing.

**CEUs awarded**

### ■ B Implementing a fall prevention assessment program

Testing and evaluating balance, functional capability, and posture/line of gravity are key for establishing a fall preven-

*Continued on page 18*



*"The ICAA provides us with up-to-date research on aging and, more importantly, how to implement these findings into everyday practice to benefit the [older adults] we serve. Their education programs inspire us to initiate new and exciting programs from the base of knowledge they provide."*

**Gerry Stride**

*Director of Community Life, Medford Leas*

# Sessions

tion assessment program. Learn a process to assess posture, balance, and total functional capacity using a computerized platform, software, and posture grid. *Lecture.*

**You'll be able to:**

- Implement an assessment program that analyzes stability/balance, functional capability, and posture to reduce the chance of reoccurring falls.
- Analyze and evaluate balance using a computerized balance assessment platform that allows for baseline testing, continued monitoring, evaluation and training.
- Establish a true fall prevention assessment program to help prevent falls and increase your organization's marketability.

**Faculty:** Ken Baldwin, MEd, Assistant Professor, State University of New York–Plattsburgh.

**CEUs awarded**

**Thursday, November 29, 2012**  
**10:00 a.m.–11:30 a.m.**

## ■ R Energy balance! A multidisciplinary team approach to weight management

Weight management using lifestyle interventions applies to all ages. Explore how exercise specialists and registered dietitians work as members of an interdisciplinary clinical healthcare team. Gain insights that might help shape your collaborations. *Lecture.*

**You'll be able to:**

- Identify roles of providers (registered dietitians, MDs, exercise specialists) within an integrated team targeting weight management in people ages 50+ years.
- Identify strategies for creating a cost-effective physician-interactive, integrated program in a small clinic that could be offered as a mobile service. Examine outcomes from a team approach, with special focus on weight management and cardiac wellness using lifestyle interventions.
- Discuss business strategies for carving reimbursement agreements with insurance companies and examine ways to strengthen partnerships with medical professionals.

**Faculty:** Mary Sanders, PhD, FACSM, RCEP, University of Nevada, Reno; Maureen Molini-Blandford, MPH, RD,

Faculty Member, University of Nevada School of Medicine.

**CEUs awarded**

## ■ MS Communication matters

Through examples and best practices, you'll discover techniques and approaches to improve marketing communication materials, improve positioning and strengthen brands. Recipients of the 2012 Rebranding Aging Awards will be highlighted and winning submissions used. *Lecture.*

**You'll be able to:**

- Improve the quality and effectiveness of sales and marketing materials by sharing excerpts from winning entries to the 2011 and 2012 Rebranding Aging marketing materials competition.
- Detail why the recommended approaches are likely to improve results and review the state-of-the-art of advertising and marketing communications and positioning strategies.
- Refine product concepts or brand positioning to ensure consumer relevance and appeal.

**Faculty:** Richard Ambrosius, MA, Positive Aging; Helen Foster, Principal, Foster Strategy, LLC.

**CEUs awarded**

## ■ BF Brain-friendly environmental design to increase older-adult participation

Normal age-related changes coupled with poor environmental design exponentially increases the risk of a healthy older adult experiencing a disabling condition. Find out how changes can affect participation, plus scientific principles behind brain-friendly environmental design. *Lecture.*

**You'll be able to:**

- Describe how normal aging affects one's ability to interact with the environment.
- Comprehend the neurophysiology behind brain-friendly environmental design.
- Implement immediate and relatively low-cost changes in your home or work environments to increase safety and participation for clients, residents and yourself.

**Faculty:** Christine Wright, PhD, LOTR, Assistant Professor, Louisiana State University Health–Shreveport.

**CEUs awarded**

## ■ ML Social engagement–team building to foster friendships for older adults

Older adults have added value in being able to connect and foster friendships. Gain inspiring ideas to bring people together. Experience the benefit of team-building programming and how social engagement can be integrated in an adaptable way for all ability levels. *Lecture.*

**You'll be able to:**

- Identify barriers to social engagement and ways to overcome challenges.
- Comprehend how to create and develop an adaptable team-building program that inspires and motivates others to connect.
- Describe how utilizing team-building programming can enhance overall wellness programming for older adults.

**Faculty:** **Stacey Belt**, CTRS, National Engage Life Innovation Director, Atria Senior Living.

**CEUs awarded**

### ■ **R Healthy feet, healthy living: exercise walking really does improve quality of life**

Exercise walking participants may complain that it's no fun and their feet hurt. A program to improve quality of life can succeed and achieve positive results. Learn all about feet; hear the GenCare Lifestyle's Walking Partners case study and explore how you can replicate the experience. *Lecture.*

**You'll be able to:**

- Teach others why "good feet" go bad.
- Design unique, individual-specific solutions to prevent the occurrence of foot soft-tissue injuries and dysfunctions.
- Implement exercise for health and wellness (Walking Partners) programs in communities.

**Faculty:** **Robert Thompson**, Executive Director, Institute for Preventive Foot Health; **Tracey Harvey**, BS, Consumer Relations/Vitality Director, GenCare Lifestyle.

**CEUs awarded**

### ■ **PDW Core stability for a healthy back for all levels of function**

A healthy back gets people of all ages through their daily lives safely and efficiently. For healthy backs, core strength and stability training are where conditioning programs must focus. Learn how to structure and teach a back workout with progressions for all functional levels. *Lecture/Interactive.*

**You'll be able to:**

- Review the anatomy of the inner and outer units that comprise the core, and discuss where traditional exercise training and rehabilitation focus their attention.
- Develop a progressive core-conditioning exercise program that will help build a healthy back and lower risk for pain and injury for any body.
- Discuss the latest trends in programming and equipment utilized in core and back conditioning programs.

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

**CEUs awarded**

### ■ **OP Introduction to "Nordic" pole walking and exercise programs**

Explore the basics of Nordic pole walking and other range of motion, balance, strengthening and stretching exercise programs done with specially designed age-friendly poles. Learn how integrating the use of poles into activities of daily life can improve quality of life. *Lecture/Interactive.*

**You'll be able to:**

- Properly fit and safely adjust users' poles and select the appropriate tip for the needs of each user.
- Teach standard instructional sequences for both fitness walking and "Stability for mobility" pole-walking techniques.
- Lead others in seated and standing range of motion, balance, muscle fitness building, and "pole dancing" activities.

**Faculty:** **Tom Rutlin**, CEO and Founder, Exerstrider Products, Inc.

**CEUs awarded**

**Thursday, November 29, 2012**

**11:45 a.m.–1:00 p.m.**

### **Athletic Business Keynote**

#### **Leading in uncertain times—what's your story?**

In uncertain times, if leaders don't have a story that gives focus to their resources and resourcefulness, someone else will write their future—and it won't turn out well! In this compelling keynote, "StoryMan" Peter Guber empowers, enlightens and exhorts leaders to tap into their innate storytelling ability and to use this skill to persuade others to act toward common goals. Often misperceived as lacking power, many leaders avoid story, employing instead soulless information, data and PowerPoint bullets to motivate their listeners. Yet, when the chips are down, it's the emotional power that counts. Great leaders connect to their listeners emotionally through purposeful storytelling, impassioning them to viral market their stories as if they were their own. Guber shares his methodology of how to use story to overcome the three navigation stakes challenging all leaders during trying times: fear, uncertainty and change.

**Faculty:** **Peter Guber**, Chairman and CEO, Mandalay Entertainment Group; coowner, Golden State Warriors and Los Angeles Dodgers; Oscar-winning movie producer, and bestselling author.

**CEUs awarded**

*(Note: Includes presentation of Athletic Business Facility of Merit awards.)*

**Thursday, November 29, 2012**

**4:30 p.m.–6:00 p.m.**

### ■ **PDW Real-world scenarios: use program outcomes to tell your wellness story**

There are now multiple ways to measure wellness program outcomes. How are the measured outcomes used to support business decisions about the program? Practice applying program outcomes along with property and national benchmarking data to build a business case. *Lecture/Interactive.*

**You'll be able to:**

- Identify types of wellness program outcomes and national benchmarking and survey data that are relevant to business decision-making.
- Apply results of program outcomes along with property and national data to support financial and marketing objectives.
- List formats that are useful to reporting wellness program outcomes in relation to business objectives.

**Faculty:** **Patricia Ryan**, MS, Vice President of Education, International Council on Active Aging; **Denise Heimlich**, MS, Director of Wellness, Still Hopes Episcopal Retirement Community.

**CEUs awarded**

*Continued on page 20*

# Sessions

## ■ MS Social media marketing: a retirement community shares the ins and outs

This case study shows how a leading continuing care retirement community approached social media marketing. Explore the internal and external considerations of social media, as well as how to develop a strategic and integrated social media marketing program. *Lecture.*

### *You'll be able to:*

- Make a thoughtful case to leadership/internal stakeholders for why your organization should/should not pursue social media as part of an integrated marketing program.
- Set realistic goals for social media marketing.
- Understand the five critical components of any social media marketing effort.

**Faculty:** Erin Read Ruddick, BA, Creating Results, LLC; Janet Hirsch, MSW, Director, Community Life, North Hill.  
*CEUs awarded*

## ■ PDW Have a ball and get fit with it!

This workshop uses a 9" inflated rubber ball. Improve your leadership creativity and communication style while integrating body and mind experiences with this ball exercise program. Learn different multidimensional exercises. *Lecture/Interactive.*

### *You'll be able to:*

- Teach multidimensional exercises using the ball that integrate strength, range of motion, balance, and posture to varied functional fitness levels.
- Use creative cuing and visualization to enhance your communication style and improve the level of understanding of body awareness and control in your classes.
- Practice some body-mind techniques for brain stimulation, cognitive enhancement, and fun movement patterns to enhance short-term memory.

**Faculty:** Brenda Jurich, BA, Wellness Director, Rockwood Retirement Communities; Darcey Byrne, Wellness Coordinator, Rockwood at Hawthorne.

*CEUs awarded*

## ■ MS Amazing places, magnetic brands: meeting the mark with today's 50+ consumer

Whether a community developer, seniors center or wellness provider, you are selling an experience. So, what separates a good experience from a great one? Explore best practices in place-making, wellness and development, and reflect on what separates amazing from the rest. *Lecture.*

### *You'll be able to:*

- Indicate consumer preferences as they relate to 50+ wellness and built environments, and hear where you can look for new ideas and inspiration.
- Design and "activate" space for maximum enjoyment, consumer engagement, value and project marketability.
- Discuss new insights into current trends and best practices in 50+ wellness and lifestyle development, including in-depth examples from some top communities.

**Faculty:** Helen Foster, Principal, Foster Strategy, LLC; Bob Cardoza, CCAM, CEO, Merit.

*CEUs awarded*

## ■ PDW FUNDamentally fun! 51 activities for a healthy body, mind and spirit

Tired of your regularly scheduled weekly programs? You can secretly address the issues associated with aging, while creating experiences older adults won't want to miss. Leave this workshop with 51 ideas that do not require a lot of funds and are FUNDamentally fun. *Lecture.*

### *You'll be able to:*

- Identify program goals for each program offered at your community or center (i.e., improve balance, increase lower-body strength, increase socialization, improve memory skills, reduce isolation).
- Develop a promotional plan for new activities and a follow-up tool to effectively measure the results.
- Implement new activities to your monthly calendar of events immediately.

**Faculty:** Roxy Kline, Fitness and Active Older Adult Director, YMCA of Greater St. Paul.

*CEUs awarded*

## ■ PDW A solution-focused alternative to the "I can't" syndrome

Brief Solution-Focused Therapy (BSFT) does not engage a problem, but focuses on the solution. Receive an overview of BSFT and tools to apply it in your setting. Inspire clients to be proactive by cocreating and setting goals that allow positive reinforcement and self-esteem. *Lecture.*

### *You'll be able to:*

- Apply basic BSFT techniques in your wellness modality.
- Save valuable group session and class time by not allowing one person's problems to dominate and bring down the tone of the whole group.
- Integrate a new approach by getting clients to partner in their wellness without shame or stigma.

**Faculty:** James Huysman, PsyD, LCSW, WellMed Charitable Foundation.

*CEUs awarded*



**Friday, November 30, 2012**

**6:45 a.m.–8:15 a.m.**

■ **PDW Conductorcise presents “Music Matters”**

“Music Matters” combines the energy of Conductorcise with insight into the “language of music.” Experience music come alive with a guided tour through two Symphonic masterpieces and learn how to develop this brain-stimulating program in your venue. *Lecture.*

**You’ll be able to:**

- Comprehend basic elements of music and learn how to create new brain cells through a listening experience.
- Develop this program in your venue, stimulating participants and creating brain development.
- Comprehend the basics of this musical language and create an “out of the box” program for participants.

**Faculty:** **David Dworkin**, Owner and Conductor, Conductorcise.

**CEUs awarded**

**Friday, November 30, 2012**

**8:30 a.m.–10:00 a.m.**

■ **PDW A Dash and a Dollop: wellness through reminiscence cooking**

Focusing on family recipes and food traditions, Atria published a cookbook that incorporates food and nutrition as a core component to life stories. Discover how Atria incorporated the Dash and Dollop reminiscence cooking program for residents and families. *Lecture.*

**You’ll be able to:**

- Describe the wellness benefits of a reminiscence cooking program to older people, including those living with Alzheimer’s disease and related dementias.
- Share best practices of how Atria has teamed resident programming and culinary services departments to enhance active-aging lifestyle offerings.
- Share best practices for program implementation including intergenerational applications and enhanced life story work.

**Faculty:** **Ronda Watson**, Vice President of Culinary Services and Active Aging, Atria Senior Living; **Cynthia Lilly**, MSW, National Life Guidance Director, Atria Senior Living Group.

**CEUs awarded**

■ **ML Creating a culture of welcome**

This session gives participants the opportunity to assess how welcoming they truly are with residents/members, guests and staff. Assessment involves discussion of nine key elements that create a culture of welcome in any business. Leave with insight and clarity. *Lecture.*

**You’ll be able to:**

- Define “culture of welcome” so the meaning is clear and not left to individual interpretation. Define how the culture of welcome can create a competitive advantage in the marketplace.
- Create ready acts of kindness that all staff can deliver at any time. Be an advocate not an adversary for the resident/member, the business and each other.

- Recognize that it is not about winning or losing. Define your own contribution to the business and to the world.

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

**CEUs awarded**

■ **PDW Motivating older adults to be more active: how to meet this market’s needs and make a difference**

Less than 20% of North America’s population is physically active enough to reap the benefits, and this number declines with age. Learn how motivating the older population requires a re-look at how you program, market, advertise, sell and serve this market segment. *Lecture.*

*Continued on page 22*



*“What I learned at this conference will revolutionize the way we provide education and training about older adults in our community.”*

**Jill Cadarette, RSW**

*Mental Health Promoter—Gerontology,  
Canadian Mental Health Association*

# Sessions

## **You'll be able to:**

- Describe the seven functional-fitness training components and how to program for older adults based on these principles.
- Discuss the trends in programming and equipment that motivate the age 50+ market based on the latest industry research.
- Discuss how to “age-friendly” your programs, club/community, and business to increase motivation and adherence among older adults.

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

**CEUs awarded**

## ■ **PDW Functional exercise programs for frail older adults**

Frail older adults can be a challenging, yet rewarding group to work with. Examine the frailty syndrome; learn about current and emerging therapeutic approaches; and see assessments and exercises appropriate for frail older adults. *Lecture/Interactive.*

## **You'll be able to:**

- Define the syndrome of frailty and its components.
- Describe exercise interventions useful for the prevention and/or treatment of frailty.
- Perform assessments and exercises appropriate for frail clients.

**Faculty:** **Cody Sipe**, PhD, Associate Professor and Director of Research, Physical Therapy Program, Harding University.

**CEUs awarded**

## ■ **BF Brain wellness: how physical activity and nutrition can maximize brain health and decrease the chance of developing dementia**

Many lifestyle behaviors are associated with a reduced likelihood of developing cognitive impairment or dementia. Discover nutrition research related to brain health, and look at findings about physical exercise as a controllable factor affecting cognitive ability. *Lecture.*

## **You'll be able to:**

- Comprehend the relationship between various types of nutrition and cognitive ability.
- Comprehend the relationship between physical activity and cognitive ability, including the effects of various types of exercise.
- Use strategies to maximize motivation to engage in pro-brain health behavior.

**Faculty:** **Rob Winningham**, PhD, Professor of Psychology, Western Oregon University.

**CEUs awarded**

## ■ **R Assessment beyond the Timed Up and Go Test: recognizing fall risk in various settings**

Recognizing that different living settings present different risk factors, identifying fall risk for older adults in specific settings guides decisions about more specialized and individual care. Learn and apply a battery of tests and measures to help identify a person's functional ability and fall risk. *Lecture.*

## **You'll be able to:**

- Identify exertional ability and tolerance of the older person.
- Identify fall risk of the older person living in a variety of settings.
- Recommend appropriate exercises, activities and services for the older person.

**Faculty:** **Deanna Dye**, PT, PhD, Assistant Professor, Idaho State University.

**CEUs awarded**

**Friday, November 30, 2012**

**10:15 a.m.–11:45 a.m.**

## ■ **R Arthritis outcome-based program: blending service models for community engagement**

Nonprofit and for-profit partnerships are creating arthritis programming that incorporates the wellness dimensions for benefit of client, center and community in senior living. Learn about the value of this blended partnership model, as well as best practice for programming. *Lecture.*

## **You'll be able to:**

- Identify and analyze potential barriers to successful program implementation in your setting and find potential solutions to barriers using the blended partnership model.
- Describe key components of effective programming and explain how outcomes and positive trending can support wellness programming in a center.
- Examine several standard tests and measures that can be utilized pre- and post-intervention to be able to measure success of a wellness program.

**Faculty:** **Linda Bedard**, BS, Director of Clinical Practice and Training, and **Linda Hawkins**, BA, Regional Director of Operations, SunDance Rehabilitation.

**CEUs awarded**

### **B WWW.4Dance: whole-person wellness works for dance**

Learn how to develop and implement creative workouts fusing balls, bands and noodles with basic dance patterns. The motivating music and movement challenge cardio, strength and flexibility, while blending elements of balance and reinforcing motor patterns that support functional training.

*Lecture/Interactive.*

#### **You'll be able to:**

- Incorporate exercise bands, balls and noodles with simple aerobic choreography to challenge cardiovascular and strength movement.
- Incorporate static and dynamic balance exercises that support fall prevention.
- Reinforce motor skills by incorporating specific movement patterns into the dance choreography.

**Faculty:** Cammy Dennis, BBA, Fitness Director, and Jessica Pinkowski, National Posture Specialist, CPT, On Top of the World Communities, Inc.

**CEUs awarded**

### **R Exercise as a countermeasure to age-related disease**

Explore new evidence showing that age might be a modifiable risk factor for chronic disease; how age and physical inactivity compare to other disease risk factors; how age and exercise influence the relationship of muscle/bone/fat to disease; and how exercise can offset some medication side effects. *Lecture.*

#### **You'll be able to:**

- Describe the relationship of age, physical inactivity, and habitual physical activity (exercise) to risk for common age-related diseases.
- Name the exercise modality and characteristics of exercise that should be recommended for reducing risk factors for the metabolic syndrome's four components, based on currently available evidence.
- List the advantages and disadvantages of common medications versus regular exercise for the prevention and treatment of osteoporosis.

**Faculty:** Ben Hurley, PhD, Professor, Department of Kinesiology, School of Public Health, University of Maryland.

**CEUs awarded**

### **PDW The future's so bright—the intersection of technology and aging**

The demographic realities of aging and the virtually unlimited possibilities of technology are on a destiny-driven collision course. In this session, designed for nontechnical individuals, you'll look at technologies available today, and tomorrow, that will radically change the way older adults interact. *Lecture.*

#### **You'll be able to:**

- Demonstrate technologies available today that allow older adults to stay physically and cognitively engaged.
- Present technologies coming in the next two to five years that have dramatic implications for aging.
- Provide outcome-based research showing the benefits of various types of technology for aging.

**Faculty:** Jack York, BS, Founder, It's Never 2 Late.

**CEUs awarded**

### **PDW A spirituality of hope in aging populations**

As we discover meaning and purpose, spirituality is the foundation on which we make decisions concerning other wellness dimensions. Learn to lead an intentional model of reflection in an older-adult community, and gain tools to help individuals become familiar with their life journey. *Lecture.*

#### **You'll be able to:**

- Distinguish the difference between religious practice and spirituality.
- Develop reflective groups within communities/centers to enable spiritual development.
- Enable older adults to connect with how they have made meaning in their lives in the past, to instill hope as they face the changes encountered in the process of aging.

**Faculty:** Dennis McKee, DMin, Chaplain, Friendship Village of Bloomington.

**CEUs awarded**

### **R Can't face another workday? You may have compassion fatigue**

Professional caregivers, who provide service to older adults and their caregivers, are vulnerable to compassion fatigue and caregiver burnout. Find out how to prevent falling victim to this dangerous duo and stay at your best while providing service and care. *Lecture.*

#### **You'll be able to:**

- Define and identify "compassion fatigue," and its triggers and warning signs.
- Apply self-intervention techniques and solutions before reaching the breaking point.
- Adopt a plan for personal self-care.

**Faculty:** James Huysman, PsyD, LCSW, WellMed Charitable Foundation.

**CEUs awarded**

### **OP Impacting all dimensions of wellness through pole walking**

When people think of exercise programs, they generally assume the sole or main effect will be physical. In this session, you'll experience (and learn to lead others in) fun, nonthreatening activities designed to also enhance other wellness dimensions. *Lecture/Interactive.*

#### **You'll be able to:**

- Lead others in activities/games/consciousness challenges and other means of increasing the awareness and experience of multiple wellness dimensions during and resulting from these activities.
- Work together in small groups to create creative activities/games/consciousness challenges and other means of stimulating as many dimensions of wellness as possible.
- Stimulate and encourage ongoing efforts by individuals and groups to regularly cultivate as many dimensions of wellness as possible in all their physical and social activities.

*Continued on page 24*

# Sessions

**Faculty:** Tom Rutlin, CEO and Founder, Exerstrider Products, Inc.

**CEUs awarded**

**Friday, November 30, 2012  
2:00 p.m.–3:30 p.m.**

## ■ PDW Software technologies for managing fitness assessments of older adults

Gain an overview of software technologies used for managing fitness assessments of older adults. More specifically, find out about a newly developed software package for the Senior Fitness Test battery, including how to customize software to meet program needs. *Lecture.*

**You'll be able to:**

- Identify different types of software technologies used for managing fitness assessments of older adults.
- Comprehend the features and benefits of various software packages.
- Use the Senior Fitness Test software to collect fitness data, track client progress, and provide client feedback.

**Faculty:** Roberta Rikli, PhD, formerly Professor and Chair of Kinesiology, and Founder, Center for Successful Aging, California State University, Fullerton; Jessie Jones, PhD, Professor and Chair of Health Science, and Director, Fibromyalgia and Chronic Pain Center, California State University, Fullerton.

**CEUs awarded**

## ■ B Instructing independent exercises to improve function and balance

Learn to instruct older clients in safe, effective independent performance of exercises to improve strength and balance. Recognize major muscle and joint mechanics, and understand how to integrate and challenge balance ability. Strategies for modifying exercises will be discussed. *Lecture/Interactive.*

**You'll be able to:**

- Instruct in proper performance of exercises for strengthening major muscle groups.
- Create exercises that safely challenge a person's balance.

- Cite strategies to increase chances of adherence.

**Faculty:** Deanna Dye, PT, PhD, Assistant Professor, and Cindy Seiger, PT, PhD, Clinical Assistant Professor, Idaho State University.

**CEUs awarded**

## ■ PDW Trends in physical activity and diet amongst older adults

Physical activity is important for people of all ages, sizes and shapes, but for older adults, it is really important. Discover the latest research on energy balance and trends in activity and diet from the National Health and Nutrition Examination Survey (NHANES). Based on the research, how will you develop wellness programs that are up-to-date and effective?

*Lecture.*

**You'll be able to:**

- Identify results of the NHANES survey relative to physical activity and nutrition.
- Relate survey results to typical health behaviors.
- Apply survey results to the older-adult population.

**Faculty:** Steven Blair, PED, Professor, University of South Carolina.

**CEUs awarded**

## ■ MS Don't come live with us; come alive with us!

In senior living, everyone struggles with prospects that aren't ready to move. In this multimedia session, find out how Asbury Methodist Village is positioned as a far superior alternative to staying put through its opportunities for meaningful living, coupled with the security of a CCRC lifestyle. *Lecture.*

**You'll be able to:**

- Discover a fresh perspective on how development of programming can transform a retirement living offering and make it relevant and meaningful to a new generation of prospects.
- Comprehend how to leverage this positioning as a marketing strategy and lead prospects through a change process where they go from "not ready yet" to "ready."
- Identify and develop productive partnerships that are relevant to existing residents and prospects, while creating advocates in the broader community.

**Faculty:** Cathy Ritter, MS, Vice President of Marketing, and David Denton, BS, LNHA, Executive Director, Asbury Methodist Village.

**CEUs awarded**

## ■ PDW Correcting muscle imbalances for the person with osteoarthritis, part one

Arthritis in the neck and shoulder region is common in older people. Causes of osteoarthritis (OA) in this region include trauma and wear and tear. Examine some of the muscle imbalances that can lead to OA, and learn exercises and strategies to correct them. *Lecture/Interactive.*

**You'll be able to:**

- Discuss the causes and interrelationships between the neck, thoracic and shoulder with respect to OA.



- Learn what OA looks like clinically and the common imbalances associated with it.
- Practice corrective exercises for OA of the neck and shoulder.

**Faculty:** Dean Smith, BFA, BScPT, Physical Therapist.  
**CEUs awarded**

### ■ R Research to practice: exercise and the aging brain

Neuroscientists are involved in cutting-edge research that supports the many positive effects of exercise on the brain. Delve into the latest studies regarding the brain and aging. Explore key brain-healthy choices that can enhance performance. Participate in brain energizers. *Lecture.*

#### **You'll be able to:**

- Review the anatomy and physiology of the brain on exercise.
- Explore current research on the impact of exercise on aging.
- Recall a variety of brain energizers great for all ages and stages of life.

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

**CEUs awarded**

### Friday, November 30, 2012

4:00 p.m.–5:00 p.m.

### ICAA Keynote

**The big think: ideas that drive change**

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

### Saturday, December 1, 2012

6:45 a.m.– 8:15 a.m.

### ■ PDW Walk for life: speed up your stride, improve your health

Research shows the association between faster walking and longer life span. In this session, you'll gain racewalking techniques. Take away foundational movements of the stride, dynamics necessary to increase walking speed, and modifications for different physical abilities. *Lecture/Interactive.*

#### **You'll be able to:**

- Explain fundamentals of racewalking and modifications for differing levels of functional ability.
- Demonstrate the dynamics of increasing walking speed.
- Engage participants in hands-on learning sessions.

**Faculty:** Jolene Moore, MEd, Wellness Program Manager, LifeConnect.

**CEUs awarded**

### Saturday, December 1, 2012

8:30 a.m.–10:00 a.m.

### ■ BF Motivating apathetic and depressed individuals to benefit from available programming

Depression and social support are related to the likelihood of developing dementia. Explore risk factors for depression, characteristics of geriatric depression, and why there might be a link with memory impairment. Gain strategies to motivate individuals to engage in programming. *Lecture.*

#### **You'll be able to:**

- Motivate people to participate in therapy and activities that can improve their memory ability and quality of life.

*Continued on page 26*

## Education that engages

### ICAA Poster Presentations

Friday, November 30, 2012

6:00 p.m.–7:00 p.m., prior to the ICAA Networking Reception at New Orleans Marriott Convention Center

Buoyed by the success of last year's inaugural ICAA Poster Presentations, the ICAA Conference program committee is excited to include a poster session again this year. Posters provide the opportunity for more education and sharing in an interactive environment and a less formal setting.

A committee of peer reviewers selects posters about research, programs, and promising and best practices that contribute to the wellness of the aging population. While you review the posters, the presenters will be available to answer questions and discuss their results.

Join the poster presenters and your colleagues on your way to the Networking Reception.

*"I left the ICAA Conference with a perfect blend of art and science. The science to fuse into our fitness programs and the art to inspire older adults to age optimally!"*

### Cammy Dennis

*Fitness Director, On Top of the World Communities, Inc.*

# Sessions

- Identify risk factors for depression in older adulthood and why those risk factors are often risk factors for dementia.
- Describe strategies to enhance social support and decrease loneliness in retirement communities.

**Faculty:** Rob Winningham, PhD, Professor of Psychology, Western Oregon University.

**CEUs awarded**

## ■ PDW Correcting muscle imbalances for the person with osteoarthritis, part two

Arthritis affects a high percentage of the population. Hip osteoarthritis (OA) is extremely common. Review the anatomy and pathology of OA, learn to spot some early indicators, discuss imbalances that may predispose people to OA, and examine corrective exercises. *Lecture/Interactive.*

**You'll be able to:**

- Discuss the causes and mechanics of OA in the hip.
- Learn and observe the common imbalances related to hip OA.
- Practice exercises for the various stages of OA of the hip.

**Faculty:** Dean Smith, BFA, BScPT, Physical Therapist.

**CEUs awarded**

## ■ PDW How choices in middle-age impact life at older ages

Middle age is busy, with competing demands of job and family. It's easier to skip exercise, eat fast food, or smoke to relieve stress. How will these health behaviors affect people as they age? Find out what might happen, the advantage of shifting to healthier behaviors, and how to teach behavior modification strategies that may change the course of a client's life. *Lecture.*

**You'll be able to:**

- Detail results of research studies on long-term outcomes from middle-age health behaviors.
- Describe successful behavior modification strategies.
- List key points that inspire health behavior change.

**Faculty:** Steven Blair, PED, Professor, University of South Carolina; Jane Pottberg Blair, PhD, Licensed Psychologist and Health Educator.

**CEUs awarded**

## ■ B Stay Well At Home: a multifactorial fall-risk reduction program

Find out about Stay Well At Home, a peer-facilitated, multifactorial fall-risk reduction program. The program's four components will be described as well as the associated training program used to prepare program facilitators. Preliminary outcomes will be described, as well as plans for program dissemination. *Lecture.*

**You'll be able to:**

- Describe the core components of an evidence-based multifactorial fall-risk reduction program and the methods used to train lay facilitators to lead the in-home program.
- Identify the characteristics of older adults who would be suitable candidates for inclusion in this type of fall-risk reduction program and the skills required to be an effective facilitator.
- Access resources and programs aimed at reducing falls among older adults at different levels of fall risk.

**Faculty:** Debra Rose, PhD, Professor, Kinesiology Department, and Director, Center for Successful Aging, California State University, Fullerton; Elizabeth White, Master's Degree Candidate, and Teaching and Research Assistant, Center for Successful Aging, California State University, Fullerton.

**CEUs awarded**

## ■ PDW Line dancing to chair dancing

Perform a series of line dances and adapt them to chair dances. Include a multicultural flare with an Irish Jig, Tinikling, and Schottische. Dance a bit of Latin. And dance through the decades with moves from the 1950s, '60s, '70s—and a little hip hop! *Lecture/Interactive.*

**You'll be able to:**

- Perform Tinikling, Irish Jig, and the Schottische upright and in a chair.
- Lead individuals through the decades with line dances they can also perform in a chair.
- Adapt Latin dances to a seated position.

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

**CEUs awarded**

**Saturday December 1, 2012  
10:15 a.m.–11:45 a.m.**

## ■ MS Realize the marketing potential of your community's activity space

Many communities and centers have a dedicated activity space. Yet that space often represents a missed opportunity from a marketing perspective. Explore how to maximize your space using staffing and staff-driven programming as part of your offerings. *Lecture.*

**You'll be able to:**

- Comprehend the potential for staffing and staff-driven programming to build a healthy culture in your setting. Practical examples will be outlined.
- Realize the ROI for an integrated health strategy where all health practitioners (including fitness/wellness center

managers) collaborate about the health of residents/members and healthy programming.

- Apply the key language and strategies needed to maximize the marketing potential of your on-site activity space and related staffing services. Take a new prospective resident tour concept back to your organization.

**Faculty:** Dawn Sigmen, BA, Regional Marketing Manager, Life Care Services, LLC; Bethany Garrity, MS, National Institute for Fitness and Sport.

**CEUs awarded**

### ■ BF Implementing a successful brain fitness program

Winter Park Towers, a Westminster Communities of Florida continuing care retirement community, developed and implemented a successful brain fitness program with its independent living residents. Learn the details, including how the program was executed and evaluated. *Lecture.*

**You'll be able to:**

- Develop a successful brain fitness program at your organization from research through implementation.
- Encourage active and independent residents/clients to participate and stay with the program.
- Evaluate the program's success in both cost and time effectiveness, as well as resident/client feedback and improvement.

**Faculty:** Camri McCormick, BA, Director of Volunteer Services, Westminster Communities of Florida.

**CEUs awarded**

### ■ PDW Successful programs that engage older adults

Join ICAA's Innovators Award winners as they share details of how they conceived, planned and delivered creative programs. Leave with the framework of successful programs that blend together multiple wellness dimensions and meet program goals. Exchange questions and solutions with colleagues. *Lecture.*

**You'll be able to:**

- Identify characteristics of effective programs for older adults.
- Name at least three programs that are successful in increasing participation among older adults.
- List methods of promoting new programs to build participation.

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

**CEUs awarded**

### ■ PDW Exploring the seven wellness dimensions with community partnerships, staff and residents

Discover EngAGE by The Garlands and the importance of whole-person wellness and programming within the seven dimensions of wellness. Learn how to cultivate relationships using community resources, plus encourage staff and residents to use their talents to enhance programming. *Lecture.*

**You'll be able to:**

- Describe the seven dimensions of wellness and the importance of whole-person programming.

- Share the benefits and process of using community resources to enhance programming.
- Use techniques to engage residents and staff in the programming process.

**Faculty:** Jill Lund, BS, Director of Activities, The Garlands of Barrington.

**CEUs awarded**

### ■ PDW Music as medicine—our innate power to transform and heal

Older adults can improve their quality of life by tapping into their creative and musical identity. Examine why the daily experience of creating and listening to music is key to healing and a harmonious, vibrant life. Learn techniques to strengthen and revitalize mind and body. *Lecture/Interactive.*



**You'll be able to:**

- Comprehend and experience the calming, strengthening and health benefits of breath work. Begin a regular practice of effective, simple breathing techniques and teach them to others.
- Conduct and learn the value of improvisation sessions with small groups using the voice and instruments (drumming circles) for the nonmusician.
- Adopt practical ways to implement music in your life, programming and community or center.

**Faculty:** Carol Daly, BA, Engage Life Director, Atria Senior Living.

**CEUs awarded**

# Travel information



*"The ICAA Conference is an infusion of usable information, enthusiasm for our industry and its future, and an opportunity to meet and interact with others that share our goals for an active-aging population. It is inspiring!"*

## **Andi Crews**

*Fitness Specialist, Greenspring Village  
Retirement Community*

## **HOTELS**

The conference takes place at the Ernest N. Morial Convention Center, 900 Convention Center Boulevard, New Orleans, Louisiana. The trade show will be located in Hall D and E.

The following hotels have room blocks for the conference:

### **Hilton New Orleans Riverside**

Address: 2 Poydras Street

Location: one block from convention center

Rate: \$179 per night

### **New Orleans Marriott Convention Center**

Address: 859 Convention Center Boulevard

Location: one block from convention center

Rate: \$171 per night

### **Renaissance Arts Hotel**

Address: 700 Tchoupitoulas Street

Location: one mile from convention center

Rate: \$171 per night

### **Courtyard Convention Center**

Address: 300 Julia Street

Location: two blocks to convention center

Rate: \$135 per night

### **Hampton Inn & Suites Convention Center**

Address: 1201 Convention Center Boulevard

Location: one block from convention center

Rate: \$150 single/\$160 double per night

### **Hilton Garden Inn Convention Center**

Address: 1001 South Peters Street

Location: two blocks from convention center

Rate: \$129 per night



**All reservations need to be made through the official housing provider.**

**Book with the Official Housing Provider: Travel Planners**  
Housing for the conference is handled by Travel Planners, which ICAA and Athletic Business have designated as the official housing provider for the conference for the third year. ICAA and AB selected Travel Planners 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 ICAA or the Athletic Business Conference & Expo. Book with Travel Planners to receive these exclusive benefits:

- 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/convention/hotelinformation.htm](http://www.icaa.cc/convention/hotelinformation.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 can offer special convention airfares for ICAA Conference attendees, plus 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](mailto: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, the Ernest N. Morial Convention Center, and other designated locations. The fare is \$20 per person one way and \$38 per person round trip.

**Maps and directions for the convention center are available at [www.mccno.com/about-us/maps-directions](http://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>.



# Frequently asked questions



**Q. What does the ICAA Conference fee include?**

**A.** Registration fees include educational seminars, ICAA Networking Reception, Athletic Business (AB) all-conference reception, keynote sessions, early-morning workouts, conference CD, and entry to exhibit hall.

**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 delegate, you may attend any educational seminars at the AB and Medical Fitness Association conferences, as well as the National Alliance for Youth Sports Congress, at no additional charge.

**Q. How do I receive session handouts?**

**A.** At the ICAA Conference, you'll receive a CD-ROM containing any handouts provided by presenters. On-site printing stations will be available for your use at no cost. ICAA will also email you a hyperlink prior to the conference that takes you to a website where you can download and print handouts **before** you leave home. Handouts will not be offered online after the event.

**Q. Are the preconference events included in the registration fee?**

**A.** No, there is an additional per-person cost of \$79 to participate in a preconference workshop.

**Q. I want to earn continuing education units for the classes I attend. How do I do this?**

**A.** You can earn credits and save money when you enroll in the CEU program by **Wednesday, November 21**, for an additional \$25 (to cover costs charged by the certifying agencies). CEU registration will take place on-site after that date, and cost \$40. At the conference, you'll receive a log book of sessions that offer credits, along with the certifying organizations. The room monitor will stamp your book after a session to verify your attendance. Turn in your stamped booklet at the ICAA registration desk at the end of the conference, and **allow six to eight weeks** for your CEU transcript to arrive.

**Q. How do I become an ICAA member?**

**A.** You can become an ICAA member when you register and receive 20% off one-year ICAA membership dues when you register by the **July 15** early-bird deadline. This is a one-time offer for first-time members only. Fill out the optional membership section on the conference registration form when you go to [www.icaa.cc/convention/registration.htm](http://www.icaa.cc/convention/registration.htm). Check out 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 is an efficient way to maximize the impact of your investment. To qualify for the group discount, you must all register at the same time and make one payment for the total fees. Visit [www.icaa.cc/convention/registration.htm](http://www.icaa.cc/convention/registration.htm) 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 ICAA 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 9**, if you plan to pay by check, please indicate on your form that you will 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 back 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 12, 2012**, 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 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.



*"A conference where innovation, inspiration and imagination come together. I flew 24 hours to get here!"*

**Isaiah Chng**  
Director, PROAGE Pte Ltd





# Conference registration

Register by November 12 and save up to **\$100!**

## To register

- Call toll-free 866-335-9777
- Visit [www.icaa.cc/convention.htm](http://www.icaa.cc/convention.htm)



3307 Trutch Street, Vancouver, BC V6L 2T3  
**1.866.335.9777** Tel: 604.734.4466 Fax: 604.708.4464  
[www.icaa.cc](http://www.icaa.cc)

## Conference partners



	On or before November 12	After November 12
<b>ICAA members</b>		
1st registrant	\$439	\$539
2nd and 3rd registrants	\$389	\$489
4th and more registrants	\$199	\$299
<b>Nonmembers</b>		
1st registrant	\$439	\$539
2nd and 3rd registrants	\$389	\$489
4th and more registrants	\$199	\$299

*Note: All registration fees are in US dollars.*

**Special offer:** Receive 10% off your Individual or Organizational membership (14 locations or less) when you join ICAA and register for the ICAA Conference at the same time before November 12, 2012. This one-time offer is available to first-time members only, and cannot be combined with any other offers.

**Conference fees include:** educational seminars at the ICAA, Athletic Business (AB), Medical Fitness Association, and National Alliance for Youth Sports events • ICAA Networking Reception • AB all-conference reception • ICAA and AB keynotes • early-morning workouts • conference CD • entry to exhibit hall. **Registration fees do not cover continuing education units (\$25 before November 21; \$40 on-site) or preconference workshops (\$79 each).**

**Cancellation policy:** Please submit your cancellation request in writing. A \$100 fee will apply. No cancellations are permitted after November 12, 2012, but you can transfer your registration to another delegate or to a future year.

**Dress code:** 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.

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

**To register, call ICAA toll-free at 866-335-9777 (North America only) or 604-734-4466.** Go to [www.icaa.cc/convention/registration.htm](http://www.icaa.cc/convention/registration.htm) to register online or to download a form to fill out and fax to 604-708-4464.