



International Council on Active Aging  
Conference 2013

transforming  
**ideas** into action

Register by  
July 15  
and save  
more than  
\$200

November 21–23, 2013  
San Diego Convention Center  
San Diego, California

**Conference partners**



**Three  
inspiring  
keynotes**



Dr. Henry Lodge



Ken Dychtwald



Magic Johnson



# Transform your business

Population aging is transforming societies around the world in fundamental ways, and this wave of change will only accelerate in months and years to come. A more inclusive society is key to successfully managing this global phenomenon. Active aging, increasingly, is seen as vital to this framework. To fulfill this role, organizations and professionals dedicated to active aging need new implementable models to address the challenges and opportunities of population aging. That's why the International Council on Active Aging® (ICAA) has introduced the Nine Principles of Active Aging.

## **Build a solid foundation**

ICAA's Nine Principles model guides implementation of active-aging strategies. Areas of focus include: Populations, People, Perceptions, Potential, Products, Promotions, Places, Policies, and Programs. Integrated with the seven dimensions of wellness, it can help active-aging advocates build a solid foundation for their efforts—and transform the industry.

Using the Nine Principles drives the transformation process in individual organizations as well. Consider, for example, how your products and services, marketing approaches, and environments might change to enhance your organization's culture, programming, and engagement with older adults. Envision the changes that would optimize success.

All change starts with a vision. An idea. Yet, it's only when you transform ideas


into action that possibilities come alive. ICAA offers a multilevel education and networking event to help you do just that.

## **Focus on application**

Every year, professionals who support older-adult quality of life gather at the ICAA Conference to learn, grow and connect with their colleagues in an inspiring, supportive atmosphere. Attendees reflect the diverse roles, professions and settings found in active aging. Individuals come for the professional development—a full schedule of seminars presented by top experts and leaders in the industry. And they come for the informal learning—the opportunities to meet with their peers to share knowledge and solutions.

When you and your team attend the ICAA Conference 2013, you will expand your knowledge of key topics such as wellness programming for older adults and staff, management and marketing, increasing participation, and programming without walls. You will also expand your frame of reference with best practices and case studies.

ICAA's 2013 conference differs from past years' events with its focus on providing you with the practical tools and methods to transform ideas into action. Examples include practical information to use immediately in your work; and forward-thinking perspectives for use in planning and development.

It's never been more important to be able to apply information and research in your organization. The active-aging industry is in transition. Population aging provides opportunities and challenges—plus a vital new role—for organizations, professionals and the industry as a whole. To thrive in the years to come, the industry dedicated to “Changing the way we age” also needs to change. Join us for the ICAA Conference 2013—and start the transformation. 

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## **Access 4 conferences for the price of one**

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

Learn more at [www.icaa.cc](http://www.icaa.cc)

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*"I know I can count on the ICAA Conference to bring passionate and charismatic speakers who are trailblazers and who are interested in sharing what they have learned with others in an authentic and accessible way. I always come away with great ideas and renewed energy."*

**Lisa Kiely**

Director of Integrated Wellness and  
Community Culture/Park Springs  
Community Life Services Corporate  
Resource Consultant, Life Care Services

**SOME HIGHLIGHTS FOR ATTENDEES**

**Stimulating keynotes.** This year's event features a trio of keynotes that are sure to inspire you. Don't miss this opportunity to hear Dr. Henry S. Lodge, coauthor of *Younger Next Year*; Dr. Ken Dychtwald, *Age Wave* visionary; and Earvin "Magic" Johnson, CEO, National Basketball Association legend, and Dodgers owner.

**Full-day workshops by expert presenters.** Additional programming options offer you education and practical information to take back to your organization. Check out full-day workshops on balance, aquatics, cognitive health, and pole walking, presented by some of ICAA's most popular presenters. For details, see "Additional programming" on pages 10–11.

**Products and services expo.** ICAA partners with leading conference provider Athletic Business (AB) to provide you with access to the AB Conference & Expo. This premier event for the health and fitness industry showcases the changing landscape of health, wellness and recreation offerings across the levels of function. Visit the ICAA Pavilion, located in the exhibit hall, to stay current with the newest innovations in technology, equipment and services targeted specifically to age 50-plus adults. This "one-stop" venue is where you can research products or services, locate new items of interest, and do your yearly purchasing. Be sure to stop by the ICAA booth!



*All conference photos by Brian Ebner/Optic Nerve, except where noted. Images courtesy of Athletic Business*

**Who should attend?**

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

**Visit ICAA online at [www.icaa.cc](http://www.icaa.cc) for conference information**





# reasons to attend

## **1. The education**

Member input informs the educational program at the ICAA Conference. Seminars and workshops target the varied dimensions, roles and solutions in active aging, aiming to meet industry needs and transform ideas into action.

## **2. The presenters**

ICAA recruits active-aging industry leaders and experts from diverse backgrounds as conference presenters. These individuals bring first-rate industry experience, knowledge and skills to their sessions.

## **3. The handouts**

Attendees are provided with all session handouts available. At the conference, you'll receive a CD-ROM containing these handouts, which you may print at any of the free printing stations on-site. The CD is also a valuable reference to take home and share with your colleagues. If you want to print session handouts in advance, you can access them online **before** the event; ICAA will email you a link to this site.

## **4. The networking**

The ICAA Conference brings together professionals across the active-aging spectrum. Learn from others who support older-adult wellness and quality of life. Meet or reconnect with professional allies and build your knowledge network. And enjoy an evening of social time and learning at the Poster Session and ICAA Networking Reception.

## **5. The credits**

Attendees can register to obtain continuing education units (CEUs), also called continuing education credits (CECs), at the ICAA Conference. As a CEU registrant, you'll receive a log book at the conference, which you must turn in at the ICAA registration desk once the event is over. Six to eight weeks later your CEU transcripts will arrive. To cover costs, the fee for the CEU program is \$25 until **Wednesday, November 10**; then \$40 on-site.

## **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, you can access a showcase of products and services designed to support wellness, exercise and recreation across functional levels. The ICAA Pavilion spotlights offerings created specifically for age 50-plus adults.

*"I believe ICAA membership and attendance of [the ICAA Conference] is the best annual expense your organization can justify for the educational rewards and networking opportunities you are exposed to."*

### **Kenneth R. Paulovich, RN**

Director, Willis Knighton Fitness and Wellness Centers

# Spotlight on...

## CONTINUING EDUCATION UNITS

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. Turn in your stamped booklet at the ICAA registration desk when you leave the conference, then allow up to eight weeks for your CEU transcript to arrive.

The CEU program requires an additional fee to cover the costs charged by certifying agencies. Enroll by **Wednesday, November 10**, for \$25, or register on-site for \$40.

### Continuing Education Providers

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

\* *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.*

\*\* *Learning units (LUs) from the American Institute of Architects will not be offered this year. AIA members may self-report credits as part of the institute’s Structured Self-Reported Program. Visit [www.aia.org/education/providers/AIAB093368](http://www.aia.org/education/providers/AIAB093368) and choose “Self-Reports” to learn how.*

*“I left the ICAA Conference inspired and more confident about what we were providing for residents in our community. I felt like I had a better grasp of wellness promotion, for both our residents and staff, and was able to refine our mission a bit more. It was incredibly encouraging to spend several days with others in the senior living world, and felt a renewed sense of passion and excitement about the days to come. Thank you!”*

### Rachel Ostrow

*Director of Wellness Programs,  
Crista Senior Living—Crista Shores  
Community*

# Keynote speakers



## **Henry S. Lodge, MD, FACP**

Dr. Henry S. Lodge is an associate clinical professor of medicine at Columbia University Medical Center in New York and a board certified internist practicing in Manhattan. Ranked as one of the Best Doctors in America by Best Doctors, Inc., Lodge is listed in *Who's Who in Medicine and Healthcare*, *Who's Who in Science and Engineering*, and *Who's Who in the World*. He is the coauthor of the *New York Times*' best-seller *Younger Next Year*, and *Younger Next Year for Women*, which have not only sold more than a million copies in the United States, but also been published in 20 languages around the world. In addition, Lodge hosts the PBS show *Younger Next Year: The New Science of Aging*, and serves as a contributing medical editor for *SELF* magazine and on the Medical Advisory Board of the *Dr. Oz Show*.



**Brought to you by Atria Senior Living**



### **Ken Dychtwald, PhD**

Over the past 35-plus years, Ken Dychtwald has emerged as North America's foremost visionary and original thinker regarding the lifestyle, marketing, healthcare and workforce implications of the longevity revolution. He is a psychologist, gerontologist, documentary filmmaker, entrepreneur and best-selling author of 16 books on health, wellness and aging-related issues, including *Age Wave: The Challenges and Opportunities of an Aging Society*. In 2007, he had his debut as a documentary filmmaker and host with the PBS special *The Boomer Century: 1946–2046*. Since 1986, Dychtwald has been the founding president and CEO of Age Wave, a firm created to guide Fortune 500 companies and government groups in product/service development for Boomers and mature adults. He has addressed more than two million people worldwide in speeches to corporate, association, social service, and government groups. In addition, Dychtwald's predictions and ideas are regularly featured in leading print and electronic media worldwide.



### **Earvin "Magic" Johnson**

Earvin "Magic" Johnson is a Major League Baseball owner, a National Basketball Association Legend, a two-time Hall of Famer, an entrepreneur, a philanthropist and a motivational speaker. The business mogul has successfully parlayed his skills and tenacity on the court into the business world, propelling his company to the status of #1 Brand in Urban America. He is chairman and CEO of Magic Johnson Enterprises (MJE), which provides high-quality products and services that focus primarily on ethnically diverse and underserved urban communities through strategic alliances, investments, consulting and endorsements. Johnson also serves as chairman and founder of the Magic Johnson Foundation, where his unwavering commitment to transform Urban America continues through HIV/AIDS Awareness & Prevention Programs, Community Empowerment Centers, and the Taylor Michaels Scholarship Program. Celebrating over 20 years of success, the Magic Johnson Foundation has become one of the most recognizable philanthropic organizations around the world.



# Featured speakers

## Preconference presenters



### **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*.



### **Debra J. Rose, PhD**

Debra Rose is a professor in the Kinesiology Department at California State University, Fullerton. Rose is also director of the Institute of Gerontology and the award-winning Center for Successful Aging. She serves as one of two codirectors of the Fall Prevention Center of Excellence established in 2005, and is an International Council on Active Aging Advisory Board Member.



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

Mary Sanders is a clinical exercise physiologist in the Division of Wellness and Weight Management, School of Medicine, and an adjunct professor in the College of Community Health Sciences, University of Nevada, Reno. An international trainer of health and fitness professionals, Sanders directs WaterFit<sup>®</sup>/Golden Waves<sup>®</sup> and serves on the International Council on Active Aging Advisory Board. She is an associate editor of ACSM's *Health & Fitness Journal*<sup>®</sup>, contributing editor to the *Journal on Active Aging*<sup>®</sup>, and editor/coauthor of *YMCA Water Fitness for Health*.





**Christine Shidla**

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



**Robert Winningham, PhD**

Rob Winningham is a full professor and chair of the Psychology Division at Western Oregon University, where he manages both the Psychology and Gerontology Departments. With nearly 20 years' experience researching applied memory issues, Winningham has conducted research for the past 15 years on ways to enhance older adults' mental functioning and quality of life. Most recently, he has been helping developers create video games and interactive activities specifically designed to enhance cognition. Winningham has also trained thousands of professionals to offer high-quality cognitive stimulation and therapy programs.

**Postconference presenters**



**Peggy Buchanan, MA**

Peggy Buchanan is the director of fitness, aquatics and physical therapy at Vista del Monte active retirement community in Santa Barbara, California. Buchanan also coordinates the vitality wellness programming for Front Porch, the largest nonprofit senior service agency in southern California, and has sustained successful pole-walking programs for nearly a decade.



**Tom Rutlin, BSAS**

Tom Rutlin, founder and president of Exerstrider Products, is considered to be "the father of Nordic walking." Rutlin was the first to develop age-friendly ergonomic pole-walking equipment and techniques, as well as motivating and educational presentations aimed at activating older adults. He has maintained a focus on working with senior populations for more than a decade.

*"The ICAA Conference gives folks interested in expanding the minds and bodies of the maturing adult excellent new tools to accomplish just that."*

**Tim E. Thiele**

*Executive Director, Lutheran Homes of Oconomowoc Shorehaven Campus*

# Additional programming



*"I appreciate the network of individuals and organizations who work together to enhance the wellness experience for older adults. This conference showcases their efforts and innovative ideas."*

## **Marge Coalman, EdD**

*Vice President, Wellness and Programs, Touchmark, and ICAA Advisory Board Member*

## **Preconference workshops Wednesday, November 20, 2013**

### **9:00 a.m.–4:00 p.m. Fallproof method for addressing balance disorders in older adults**

This "hands-on" workshop will provide the tools and techniques needed to assess and intervene with older adults experiencing balance and gait disorders. Find out how to assess the multiple dimensions of balance, and then individualize and progress exercises based on assessment outcomes. Methods for assessing and improving cognitive function in dual-task environments will also be introduced.

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

- Select and administer fall-risk screening tools specific to different levels of fall risk; and systematically progress balance activities that address the multiple dimensions of balance and mobility.
- Integrate cognitive activities into balance training sessions to improve multiple components of executive function.
- Implement strategies aimed at positively changing fall-related attitudes and behaviors.

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

**CEUS awarded**

### **9:00 a.m.–4:45 p.m.**

### **HIIT the pool for function and vigor: frail to strong**

Higher intensity interval training (HIIT) shows promise as a "potent" and time-efficient training method for cardiovascular and skeletal muscle adaptations that in some cases may lead to better improvements in health, compared to aerobic training. Functional activities of daily living (ADL) tasks are based on timed, task-specific skills. Explore how pool intervals offer safe and effective training across the continuum, from frail participants to master athletes.

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

- Develop programs based on functionally targeted intervals for frail to apparently healthy individuals and athletes, and gain ideas about how to train leaders.
- Comprehend how to implement these types of programs in a continuing care retirement community setting, so they broaden the scope of current pool programs rehab to fitness.
- Discover some new findings about effective protocols for wellness and functional ADL on land that can start with your pool program.

**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; **Christine Shidla**, Director of Wellness, Summit Place Senior Campus.

**CEUS awarded**

**(Note: Participants should come ready to get in the pool, and bring water shoes and two bathing suits for the day.)**



**Sponsored by Vi**

**9:00 a.m.–5:30 p.m.**

**Cognitive rehabilitation and memory enhancement: evidence-based interventions for older adults**

Impaired memory and attention deficits can affect where someone can live, how much support they will need, and their quality of life. Memory enhancement interventions are effective at preventing further decline and improving memory abilities, while physical exercise, nutritional changes, and social support interventions can improve cognitive ability and quality of life. Learn up-to-date information about memory, aging and dementia. Also, explore how to implement evidence-based interventions to slow or even reverse memory problems.

**You'll be able to:**

- Describe the use it or lose it theory of memory and aging, and review supporting evidence. Learn basic information about memory, why we forget, and how memory changes over the life span. Develop a foundational understanding of the neuropsychological basics regarding memory, aging and dementia.
- Discuss the different types of dementia, how each affects one's ability to think and make new memories and their common treatments. Review the latest research on how nutrition, physical exercise, mood, and social support affect cognition and develop interventions based on these new research findings.

- Develop and implement effective cognitive-rehabilitation enhancement programs for people of varying cognitive abilities. Identify effective ways to motivate depressed, apathetic and anxious individuals to participate in therapy and activities that can improve their memory ability and quality of life.

**Faculty:** **Robert Wunningham**, PhD, Professor and Chair, Psychology Division, Western Oregon University.  
**CEUS awarded**

**Postconference workshop  
Saturday, November 23, 2013**

**9:00 a.m.–3:00 p.m.**

**Creating “thriving” Exerstride Method Nordic Walking (EMNW) total-body walking and pole exercise programs in your CCRC**

Learn how to launch popular EMNW pole-walking and pole group exercise programs in continuing care retirement communities and senior wellness programs. Discover how such programs can sustain and increase participant involvement and significantly improve participants' balance and functional independence, while creating a culture of mind, body and spirit that enhances the overall vitality of your community. Earn an Exerstride Method Nordic Walking Advanced Instructor certificate, and learn how to grow your own “grassroots” community of Nordic walkers.

**You'll be able to:**

- Equip, fit and instruct residents competently in EMNW pole walking and other *fun* pole-exercise activity programs utilizing specially designed ergonomic walking poles.
- Comprehend and implement the steps required to attract and train a group of pole walkers and pole

exercisers, which can then grow and attract many individuals—including those who already exercise and those who have traditionally been nonexercisers.

- Maximize ongoing resident (and staff) participation in physical activity while minimizing staff involvement, overhead, and facility space requirements, plus create new revenue-generating potential.

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

**Peggy Buchanan**, MA, Director of Fitness, Aquatics and Physical Therapy, Vista del Monte.

**CEUS awarded**

*Fee: \$79 per person for a preconference or postconference workshop*

# Seminars at a glance

Thursday, November 21, 2013

<p><b>8:00 a.m.–9:30 a.m.</b></p>	<p><b>■ PDW, L</b> A 10-year retrospective of wellness research</p> <p><i>Cornelia C. Hodgson, C.C. Hodgson Architectural Group, LLC</i></p>	<p><b>■ TW, L</b> Building bridges: rehab and wellness partnering for successful outcomes</p> <p><i>Jennifer Sidelinker and Rebecca Tarbert, Genesis Rehab Services</i></p>	<p><b>■ BF, L</b> Socialization is the treatment for dementia—how to create winning programs</p> <p><i>David Troxel, Consultant; Marge Coalman, Touchmark</i></p>
<p><b>9:45 a.m.–11:15 a.m.</b></p>	<p><b>■ ML, L</b> The ROI of wellness</p> <p><i>A panel of senior executives</i></p>	<p><b>■ MS, L</b> Rebranding Aging III—mastering ageless communications</p> <p><i>Richard Ambrosius, Positive Aging</i></p>	<p><b>■ BF, L</b> The future of brain health: What’s next in cognitive fitness?</p> <p><i>Cynthia Green, Memory Arts, LLC</i></p>
<p><b>11:30 a.m.–12:45 p.m.</b></p>	<p><b>KEYNOTE</b> <i>Ken Dychtwald</i></p>	<p><b>KEYNOTE</b> <i>Ken Dychtwald</i></p>	<p><b>KEYNOTE</b> <i>Ken Dychtwald</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>2:45 p.m.–4:15 p.m.</b></p>	<p><b>■ ML, L</b> Practical design considerations for an active-aging wellness center</p> <p><i>Chris White, WTS International</i></p>	<p><b>■ PDW, L</b> Employee wellness in your workplace</p> <p><i>Caley Kratz, Mercy Ridge Retirement Community; Vivian Smith, Vantage House</i></p>	<p><b>■ R, L</b> Successful aging through proper nutrition</p> <p><i>Maureen Janowski, Morrison Senior Living; Laurie Balsano, Pilgrim Place/Morrison</i></p>
<p><b>4:30 p.m.–6:00 p.m.</b></p>	<p><b>KEYNOTE</b> <i>Henry Lodge</i> (includes presentation of ICAA Innovators Awards)</p>  <p><b>Brought to you by Atria Senior Living</b></p>	<p><b>KEYNOTE</b> <i>Henry Lodge</i> (includes presentation of ICAA Innovators Awards)</p>  <p><b>Brought to you by Atria Senior Living</b></p>	<p><b>KEYNOTE</b> <i>Henry Lodge</i> (includes presentation of ICAA Innovators Awards)</p>  <p><b>Brought to you by Atria Senior Living</b></p>
<p><b>8:00 p.m.–11:00 p.m.</b></p>	<p><b>AB RECEPTION</b> Stingaree</p>	<p><b>AB RECEPTION</b> Stingaree</p>	<p><b>AB RECEPTION</b> Stingaree</p>



**COLOR  
KEY FOR  
TOPIC  
AREAS**

■ B  
■ BF  
■ ML  
■ MS

Balance  
Brain fitness  
Management and leadership  
Marketing and sales

■ OP  
■ PDW  
■ R  
■ TW

Outdoor programs  
Program design for wellness  
Research  
Therapy to wellness

**L Lecture**  
**LI Lecture/Interactive**

<p>■ <b>PDW, L</b> The journey from ordinary to extraordinary: program evaluation and implementation</p> <p><i>Roxy Kline, YMCA of the Greater Twin Cities</i></p>	<p>■ <b>PDW, L</b> Exercise walking REALLY DOES improve quality of life-v2.0</p> <p><i>Robert Thompson, Institute for Preventive Foot Health; Tracey Harvey, GenCare Lifestyle</i></p>	<p>■ <b>B, LI</b> Tai chi exercises for postural reeducation, gait training and balance</p> <p><i>Faith Overton, Tri City Wellness Center; Troyce Thome, Tai Chi for Health</i></p>	
<p>■ <b>ML, L</b> Motivating the motivator</p> <p><i>Stacey Belt, Atria Senior Living</i></p>	<p>■ <b>PDW, L</b> Resident engagement: anatomy of successful programming</p> <p><i>Tamara Sawicz and Andrea Agazim, Vi Senior Living</i></p>	<p>■ <b>PDW, LI</b> Strong seniors strengthening and stretching while seated program</p> <p><i>Maureen Hagan, GoodLife Fitness</i></p>	<p>■ <b>OP, LI</b> Enhancing all dimensions of wellness with pole exercise programs</p> <p><i>Tom Rutlin, Exerstrider Products, Inc.</i></p>
<p><b>KEYNOTE</b> <i>Ken Dychtwald</i></p>	<p><b>KEYNOTE</b> <i>Ken Dychtwald</i></p>	<p><b>KEYNOTE</b> <i>Ken Dychtwald</i></p>	<p><b>KEYNOTE</b> <i>Ken Dychtwald</i></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>TRADE SHOW GRAND OPENING</b></p>
<p>■ <b>PDW, L</b> Bringing outdoors inside: eco-living in residential senior living</p> <p><i>Tamberly Mott, Atria Senior Living</i></p>	<p>■ <b>BF, L</b> iPads to paper and pencil: many, many ideas and ready-to-use resources for cognitive stimulation programs</p> <p><i>Robert Winningham, Western Oregon University</i></p>	<p>■ <b>PDW, LI</b> Become a sensation scientist through The Body's Way</p> <p><i>Janet Hollander, Moving Toward Health; Ken Gilbert, EmBODYment</i></p>	
<p><b>KEYNOTE</b> <i>Henry Lodge</i> (includes presentation of ICAA Innovators Awards)</p>  <p><b>Brought to you by Atria Senior Living</b></p>	<p><b>KEYNOTE</b> <i>Henry Lodge</i> (includes presentation of ICAA Innovators Awards)</p>  <p><b>Brought to you by Atria Senior Living</b></p>	<p><b>KEYNOTE</b> <i>Henry Lodge</i> (includes presentation of ICAA Innovators Awards)</p>  <p><b>Brought to you by Atria Senior Living</b></p>	<p><b>KEYNOTE</b> <i>Henry Lodge</i> (includes presentation of ICAA Innovators Awards)</p>  <p><b>Brought to you by Atria Senior Living</b></p>
<p><b>AB RECEPTION</b> Stingaree</p>	<p><b>AB RECEPTION</b> Stingaree</p>	<p><b>AB RECEPTION</b> Stingaree</p>	<p><b>AB RECEPTION</b> Stingaree</p>

# Seminars at a glance

Friday, November 22, 2013

6:30 a.m.–8:30 a.m.	EARLY-MORNING WORKOUT	EARLY-MORNING WORKOUT	EARLY-MORNING WORKOUT
6:45 a.m.–8:15 a.m.		<p>■ PDW, LI Ageless athletes: Can you BEAT that?</p> <p><i>Barbara Fish, Heritage Community of Kalamazoo; Jennifer Dagati, Drum Beat University</i></p>	<p>■ B, LI Effectively create, implement and market your balance program</p> <p><i>Justin Margut and Sandy Reid, Bethany Village</i></p>
8:30 a.m.–10:00 a.m.	<p>■ BF, L Brain health fairs: bringing better cognitive fitness to your community</p> <p><i>Cynthia Green, Memory Arts, LLC</i></p>	<p>■ R, L Can't face another workday? You may have compassion fatigue</p> <p><i>James Huysman, WellMed Charitable Foundation</i></p>	<p>■ MS, L Beyond Woodstock: profitably engage the Web's most valuable consumers</p> <p><i>David Weigelt, Immersion Active</i></p>
10:15 a.m.–11:45 a.m.	<p>■ R, L Exercise as medicine: preserving function by functioning</p> <p><i>Mark Kelly, American Council on Exercise</i></p>	<p>■ TW, L Keep moving: from rehab to wellness</p> <p><i>Marge Coalman and Lori McCormick, Touchmark</i></p>	<p>■ ML, L Accountable Care—leveraging and showcasing your exercise and wellness programs</p> <p><i>Kay Van Norman, Brilliant Aging</i></p>
12:00 p.m.–1:00 p.m.	<p><b>KEYNOTE</b> <i>Earvin "Magic" Johnson</i></p>	<p><b>KEYNOTE</b> <i>Earvin "Magic" Johnson</i></p>	<p><b>KEYNOTE</b> <i>Earvin "Magic" Johnson</i></p>
1:00 p.m.–5:00 p.m.	<b>TRADE SHOW</b>	<b>TRADE SHOW</b>	<b>TRADE SHOW</b>
4:00 p.m.–5:30 p.m.	<p>■ PDW, L Transforming the expressive arts: wellness, team-building, marketing and fundraising</p> <p><i>Rita Lopienski, Plymouth Place Senior Living</i></p>	<p>■ R, L How to connect optimally with age 50+ adults and promote behavior change for healthy, fit and happy living</p> <p><i>Michael Mantell, American Council on Exercise</i></p>	<p>■ ML, L Appreciative Inquiry 101</p> <p><i>Cindy Bradshaw, National Certification Council for Activity Professionals (NCCAP)</i></p>
6:00 p.m.–7:00 p.m.	<p><b>POSTER SESSION</b> <i>Multiple presenters</i></p>	<p><b>POSTER SESSION</b> <i>Multiple presenters</i></p>	<p><b>POSTER SESSION</b> <i>Multiple presenters</i></p>
6:30 p.m.–8:30 p.m.	<p><b>ICAA NETWORKING RECEPTION</b> Omni San Diego Hotel</p>	<p><b>ICAA NETWORKING RECEPTION</b> Omni San Diego Hotel</p>	<p><b>ICAA NETWORKING RECEPTION</b> Omni San Diego Hotel</p>

<b>COLOR KEY FOR TOPIC AREAS</b>	 B	Balance	 OP	Outdoor programs	<b>L Lecture</b> <b>LI Lecture/Interactive</b>
	 BF	Brain fitness	 PDW	Program design for wellness	
	 ML	Management and leadership	 R	Research	
	 MS	Marketing and sales	 TW	Therapy to wellness	

<b>EARLY-MORNING WORKOUT</b>	<b>EARLY-MORNING WORKOUT</b>	<b>EARLY-MORNING WORKOUT</b>	<b>EARLY-MORNING WORKOUT</b>
 <b>PDW, L</b> Creating innovative wellness programming throughout the continuum of care  <i>Gina Formica and Jennifer Conway, Liberty Lutheran</i>	 <b>PDW, L</b> Innovative ideas from proven programs  <i>Patricia Ryan, International Council on Active Aging</i>	 <b>PDW, LI</b> Transforming and improving physical function with frail elders  <i>Betsy Best-Martini, Recreation Consultation</i>	 <b>OP, LI</b> Take your brain for a walk  <i>Peggy Buchanan, Vista del Monte</i>
 <b>PDW, L</b> SEXcessful aging: sex, intimacy and aging  <i>Rebecca Chaplin, Land-of-Sky Regional Council, Area Agency on Aging</i>	 <b>PDW, LI</b> BOSU mobility and stability for the active aging  <i>Lawrence Biscontini, FG2000; Bernadette O'Brien, YMCA Wayne, New Jersey</i>	 <b>PDW, LI</b> Off the rocker: movement that motivates!  <i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i>	 <b>OP, LI</b> WALK for life: walk more=live better  <i>Jolene Moore, Covenant Retirement Communities</i>
<b>KEYNOTE</b> <i>Earvin "Magic" Johnson</i>	<b>KEYNOTE</b> <i>Earvin "Magic" Johnson</i>	<b>KEYNOTE</b> <i>Earvin "Magic" Johnson</i>	<b>KEYNOTE</b> <i>Earvin "Magic" Johnson</i>
<b>TRADE SHOW</b>	<b>TRADE SHOW</b>	<b>TRADE SHOW</b>	<b>TRADE SHOW</b>
 <b>ML, L</b> Leveraging the wellness-rehabilitation partnership for enhanced outcomes  <i>Denise Durham, Select Rehabilitation, Inc.</i>	 <b>PDW/LI</b> Core stability for a healthy back for all levels of function  <i>Maureen Hagan, GoodLife Fitness</i>	 <b>BF, L</b> Brain boosters  <i>Terry Eckmann, Minot State University</i>	
<b>POSTER SESSION</b> <i>Multiple presenters</i>	<b>POSTER SESSION</b> <i>Multiple presenters</i>	<b>POSTER SESSION</b> <i>Multiple presenters</i>	<b>POSTER SESSION</b> <i>Multiple presenters</i>
<b>ICAA NETWORKING RECEPTION</b> Omni San Diego Hotel	<b>ICAA NETWORKING RECEPTION</b> Omni San Diego Hotel	<b>ICAA NETWORKING RECEPTION</b> Omni San Diego Hotel	<b>ICAA NETWORKING RECEPTION</b> Omni San Diego Hotel

# Seminars at a glance

Saturday, November 23, 2013

<p>6:45 a.m.– 8:15 a.m.</p>		<p>■ <b>PDW, LI</b> Conductorcise: a fresh, always new, joyous brain and body stimulator</p> <p><i>David Dworkin, Conductorcise</i></p>			
<p>8:30 a.m.– 10:00 a.m.</p>	<p>■ <b>ML, L</b> Senior centers: alive, well and ready for the future</p> <p><i>Luanne Whitmarsh, Kerby Centre</i></p>	<p>■ <b>PDW, LI</b> Mudras, music and meditation</p> <p><i>Lawrence Biscontini, FG2000</i></p>	<p>■ <b>PDW, L</b> Aquatics benefits people with Parkinson's disease</p> <p><i>Christine Shidla, Summit Place Senior Campus; Cathy Maloney- Hills, Courage Center</i></p>	<p>■ <b>PDW, LI</b> Joy dance</p> <p><i>Terry Eckmann, Minot State University</i></p> <hr/> <p>■ <b>B, LI</b> Exercises to remain safe on your feet</p> <p><i>Cindy Kozacek, Healthways/ SilverSneakers</i></p>	<p>■ <b>PDW, LI</b> Preserving function in frail adults</p> <p><i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i></p>
<p>10:15 a.m.– 11:45 a.m.</p>	<p>■ <b>TW, L</b> Inspiring participation through engaging programs and challenges</p> <p><i>Lauren Kriz, RehabCare</i></p>	<p>■ <b>ML, L</b> Placing a value on your worth</p> <p><i>Cindy Bradshaw, National Certification Council for Activity Professionals (NCCAP)</i></p>	<p>■ <b>PDW, L</b> R3: Reenergize, revamp, restructure your wellness programming</p> <p><i>Jackie Halbin, Lakeview Village</i></p>	<p>■ <b>PDW, LI</b> Functional fitness solutions</p> <p><i>Debra Atkinson, Voice for Fitness</i></p>	<p>■ <b>PDW, LI</b> Ten moves that we lose: keep them and dodge disability</p> <p><i>Patricia VanGalen, Excellence In Conditioning</i></p>

*This schedule is subject to change.*

<p><b>COLOR KEY FOR TOPIC AREAS</b></p>	<p>■ <b>B</b> Balance</p> <p>■ <b>BF</b> Brain fitness</p> <p>■ <b>ML</b> Management and leadership</p> <p>■ <b>MS</b> Marketing and sales</p>	<p>■ <b>OP</b> Outdoor programs</p> <p>■ <b>PDW</b> Program design for wellness</p> <p>■ <b>R</b> Research</p> <p>■ <b>TW</b> Therapy to wellness</p>	<p><b>L Lecture</b> <b>LI Lecture/Interactive</b></p>
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# Schedule at a glance

Start transforming ideas into action by building your knowledge, skills and professional network at the ICAA Conference 2013. You may also attend educational sessions offered concurrently by Athletic Business, the Medical Fitness Association, and the National Alliance for Youth Sports at no additional charge.

## Tuesday, November 19

4:00 p.m.–6:00 p.m. Registration

## Wednesday, November 20

7:00 a.m.–6:00 p.m. Registration

Times vary Preconference workshops

*Note: See “Additional programming” for details.*

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

## Thursday, November 21

7:00 a.m.–5:00 p.m. Registration

*Note: Trade show-only registration open until 6:00 p.m.*

8:00 a.m.–11:15 a.m. Educational seminars

11:30 a.m.–12:45 p.m. Keynote: Ken Dychtwald

1:00 p.m.–6:00 p.m. Trade show grand opening

2:45 p.m.–4:15 p.m. Educational seminars

4:30 p.m.–6:00 p.m. Keynote: Henry S. Lodge, MD

*Sponsored by Atria Senior Living*

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 22

6:30 a.m.–8:30 a.m. Early-morning workout

6:45 a.m.–8:15 a.m. Educational seminars

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.–1:00 p.m. Keynote: Earvin “Magic” Johnson

1:00 p.m.–5:00 p.m. Trade show

4:00 p.m.–5:30 p.m. Educational seminars

6:00 p.m.–7:00 p.m. ICAA Poster Session (at Networking Reception site)

6:30 p.m.–8:30 p.m. ICAA Networking Reception *Sponsored by the International Council on Active Aging®*

## Saturday, November 23

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

9:00 a.m.–3:00 p.m. Postconference workshop

*Note: See “Additional programming” for details.*

Space is limited for the postconference workshop, which costs an additional \$79 per registrant. Register now to avoid disappointment!

*“The ICAA Conference is, by far, the most informative, appropriate and fun conference that I have ever attended. It is refreshing to be with others from around the world who speak the language of healthy aging!”*

### Rebecca Chaplin

*Health Promotion Specialist, Area Agency on Aging for the Land-of-Sky Regional Council*

# Sessions

## COLOR KEY FOR TOPIC AREAS

■ B	Balance
■ BF	Brain fitness
■ ML	Management and leadership
■ MS	Marketing and sales
■ OP	Outdoor programs
■ PDW	Program design for wellness
■ R	Research
■ TW	Therapy to wellness

**Thursday, November 21, 2013**  
**8:00 a.m.–9:30 a.m.**

### ■ PDW A 10-year retrospective of wellness research

Explore how senior living communities have embraced wellness over the past decade, based on three research studies. Also, find out how senior living wellness and healthcare system patient-centered approaches are merging and strongly coming to the forefront. *Lecture.*

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

- Assess where your organization fits on the continuum of incorporating whole-person wellness in communities, based on this evidence-based design.
- Gain practical ideas for all aspects of community life, based on this evidence-based design of how other communities have incorporated whole-person wellness.
- Gain insight into future trends, including person-centered trends rooted in Planetree principles, and how they may impact your current and future wellness programming initiatives.

**Faculty:** **Cornelia C. Hodgson**, BA, BArch, AIA, President, C.C. Hodgson Architectural Group, LLC.

**CEUs awarded**

### ■ TW Building bridges: rehab and wellness partnering for successful outcomes

Learn rehab-and-wellness-partnership best practices to create a continuum of care that supports successful outcomes for older adults at all functional levels and in all wellness domains. Cases, examples and illustrations will be provided on many levels. *Lecture.*

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

- Build bridges between rehab and wellness by integrating wellness concepts throughout rehabilitation, offering evidence-based programs in wellness, and using common objective measures across the rehab-and-wellness spectrum to promote common language.
- Describe an effective rehab-wellness continuum and best practices for communication and partnership between rehab and wellness professionals.
- Comprehend the rehab professional's role in health promotion and wellness through evidence and support from professional organizations/scope of practice definitions and national initiatives.

**Faculty:** **Jennifer Sidelinker**, PT, GCS, Clinical Manager, and **Rebecca Tarbert**, PT, Clinical Specialist, Genesis Rehab Services.

**CEUs awarded**

### ■ BF Socialization is the treatment for dementia—how to create winning programs

Touchmark's Dementia Care program teaches staff the importance of building relationships with residents with Alzheimer's disease and other dementia. Staff are trained in the Best Friends model developed by Virginia Bell and David Troxel. Discover key building blocks in an excellent dementia program. *Lecture.*

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

- Name three ways to create a therapeutic environment for individuals with dementia.
- Describe the difference between structured and unstructured activities.
- Describe the Best Friends model of dementia care.

**Faculty:** **David Troxel**, MPH, Consultant; **Marge Coalman**, EdD, Vice President, Wellness Programming, Touchmark.

**CEUs awarded**

■ **PDW The journey from ordinary to extraordinary: program evaluation and implementation**

Do the programs you offer provide an experience for your participants that is the best part of their day? Explore ways to refresh existing programs, inspire participant leadership, ensure high-quality program experiences, and transform the ordinary into extraordinary. *Lecture.*

**You'll be able to:**

- Identify areas of opportunity for improvement of existing programs at your facility.
- Tackle issues and concerns confidently with the tips and tools provided.
- Monitor existing and new programs to maintain high quality, and add elements that will inspire and delight participants.

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

**CEUs awarded**

■ **PDW Exercise walking REALLY DOES improve quality of life-v2.0**

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, while an updated case study of GenCare Lifestyle's Walking Partners shows how to replicate its experience. *Lecture.*

**You'll be able to:**

- Explain why feet can, and so often do, easily fall into disrepair as they age.
- Apply preventive foot-health practices that will reduce the probability of pain and dysfunction.
- Organize and implement an effective exercise walking program.

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

**CEUs awarded**



*Photo: Julie Milner*

■ **B Tai chi exercises for postural reeducation, gait training and balance**

Discover how to use tai chi movements to address three areas of concern found to increase the risk of falling in aging adults: lack of postural stability, gait dysfunctions and declining balance. Exercises are progressive and can meet individuals at their level of mobility.

*Lecture/Interactive.*

**You'll be able to:**

- Integrate tai chi techniques and principles into group exercise programs.
- Identify and implement specific tai chi techniques to meet individual client needs.
- Teach exercises that encourage the mind-body connection necessary to reduce the risk of falling.

**Faculty:** **Faith Overton**, PTA, Tri City Wellness Center; **Troyce Thome**, Master Trainer for the Arthritis Foundation, Tai Chi for Health.

**CEUs awarded**

*"This conference is like a breath of fresh air! It provides cutting-edge material and validation on whole-person wellness. The passion for improving the lives of the older adult is tangible."*

**Kristin McCoach**

*Fitness Coordinator, Pine Run Community*

# Sessions

**Thursday, November 21, 2013  
9:45 a.m.–11:15 a.m.**

## ■ ML The ROI of wellness

Does investment in the wellness infrastructure (staff, buildings, outdoor features, program) bring a return to older adults served, and meet business objectives? Join a panel of executives as they explain how they identified the strategic need to invest in wellness, what they did, and how they evaluate the return. *Lecture.*

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

- Identify three reasons for investing in property renovation or new development.
- Quantify the resources needed to deliver a robust wellness program.
- List the measures used to evaluate return on investment.

**Faculty:** Panel of senior executives, moderated by **Patricia Ryan**, MS, Vice President of Education, International Council on Active Aging.

**CEUs awarded**

## ■ MS Rebranding Aging III—mastering ageless communications

Explore examples and best practices from entries to ICAA's 2013 Rebranding Aging Awards, and national ad campaigns. Discover techniques and approaches to improve positioning and marketing communication materials, increase lead generation and strengthen brands. *Lecture.*

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

- Improve the quality and effectiveness of sales and marketing materials.
- Recognize why recommended approaches are likely to improve results, and review state-of-the-

art advertising and marketing communications and positioning strategies.

- Learn how to refine marketing communications materials, improve brand positioning and lead generation, and complement cultural change initiatives.

**Faculty:** **G. Richard Ambrosius**, MA, Principal, Positive Aging.

**CEUs awarded**

## ■ BF The future of brain health: What's next in cognitive fitness?

Learn why an integrated brain-health approach that engages across physical, intellectual and emotional health dimensions is essential for effective intervention. Discover next generation interventions you can use with broad applications to different settings, client populations, and budgets. *Lecture.*

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

- Comprehend how to apply an integrated wellness model of brain health to your services.
- Gain mastery of the emerging generation of brain health products to better serve your clients.
- Plan for future brain health services in your organization or community based on the review of next generation interventions during the session.

**Faculty:** **Cynthia Green**, PhD, President, Memory Arts, LLC.

**CEUs awarded**

## ■ ML Motivating the motivator

As professionals, we often are energizer, promoter, and motivator to clients. Are you sometimes stuck on how to motivate others to engage in life? Gain tools to refresh and reenergize your efforts, to be more effective in your presentation to clients and motivate others. *Lecture.*

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

- Identify ways to energize yourself on a daily basis to be most productive.
- Implement motivating tactics to clients served in your organization.
- Inspire clients to be their best and continue to learn and grow.

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

**CEUs awarded**

## ■ PDW Resident engagement: anatomy of successful programming

Leave with a roadmap of how to successfully increase resident engagement by implementing resident-run programming. Examples will be outlined to demonstrate how to successfully encourage residents and provide them the tools to become program leaders. *Lecture.*

*Lecture.*

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

- Create successful resident-run programming; learn to “Grow your resident leaders” as outlined by specific resident-programming examples and testimonials.
- Market your community programming effectively, leverage collaborative interdepartmental relationships, and create internal excitement for programming goals.
- Enhance resident ownership of the whole-person wellness model; comprehend how engaged residents partner with community programming efforts to empower individuals to self-awareness.

**Faculty:** **Tamara Sawicz**, BA, Lifestyle Director, and **Andrea Agazim**, Lifestyle Director, Vi Senior Living.

**CEUs awarded**

## ■ PDW Strong seniors strengthening and stretching while seated program

Chair fitness is not only a safe and effective way to train older adults, but it's also a fun way to engage this population in exercise on a daily basis. Experience a practical chair workout and learn how to create a complete chair exercise program as well. *Lecture/Interactive.*

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

- Learn essential sitting exercises that target core muscles for improving sitting and standing posture, balance and joint stability.



- Learn range-of-motion exercises that mimic activities of daily living, and improve circulation, strength and flexibility.
- Learn how to teach a safe, effective and fun group chair class for all levels of ability.

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

**CEUs awarded**

### ■ OP Enhancing all dimensions of wellness with pole exercise programs

Discover how to safely and comprehensively instruct participants in pole walking and exercise programs, as well as ways to engage them in fun, simple and holistic assignments designed to enhance the multidimensional wellness of everyone involved. *Lecture/Interactive.*

**You'll be able to:**

- Fit and instruct participants in pole walking and other pole exercise programs utilizing specially designed ergonomic poles.
- Attract and train a "seed group" to Nordic walking and pole exercise programs, which can then grow organically and spread throughout a community/center to successfully attract individuals who have traditionally been exercise averse.
- Maximize resident/client participation in activities that enhance all dimensions of wellness, while minimizing a need for dedicated staff involvement and facilities allocation.

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

**CEUs awarded**

## Thursday, November 21, 2013 11:30 a.m.–12:45 p.m.

### Keynote

#### How to prosper from the longevity revolution

For the first time in history, four generations of active adults are simultaneously participating in the workforce, in programs and at facilities. Each generation has its own lifestyle, values, attitudes about work and money, means of connecting and communicating, health/fitness concerns, role models and marketplace preferences. How do you manage and motivate each generation? In this special presentation, Dr. Ken Dychtwald will share actionable insights about what makes each cohort tick and effective ways to reach out to, and connect with, Millennials, Gen Xers, Boomers and the Silent Generation. Dychtwald will also share his vision of how fitness, health and healthcare will be transforming in the years ahead—and how to prosper from it.

**Faculty:** **Ken Dychtwald**, PhD, President and CEO, Age Wave; psychologist, gerontologist and bestselling author.

**CEUs awarded**

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

## Thursday, November 21, 2013 2:45 p.m.–4:15 p.m.

### ■ ML Practical design considerations for an active-aging wellness center

Wellness needs are increasingly a central part of older adults' lives. "Wellness" includes much more than exercise; nutrition, health education, "mental fitness," and massage and other body work play a role. Learn how to address this important area of senior living from the facility design perspective. *Lecture.*

**You'll be able to:**

- Describe current trends in wellness education, training and equipment for active older-adult wellness facilities.

- Design features that are long-term viable for active older adults.
- Foster and capitalize on the social aspects of adopting and pursuing an active-aging lifestyle.

**Faculty:** **Chris White**, BA, Senior Vice President, Planning and Design Consulting Services, WTS International.

**CEUs awarded**

### ■ PDW Employee wellness in your workplace

A successful workplace wellness program reduces corporate costs while creating healthier, happier work environments. Learn about two successful programs with high employee satisfaction and participation. Gain examples of whole-person wellness to carry over in the workplace. *Lecture.*

**You'll be able to:**

- Identify the benefits of an employee wellness program.
- Develop an employee wellness program for your workplace.
- Implement a successful employee wellness program.

**Faculty:** **Caley Kratz**, MS, Wellness Coordinator, Mercy Ridge Retirement Community; **Vivian Smith**, MS, Fitness Coordinator, Vantage House.

**CEUs awarded**

### ■ R Successful aging through proper nutrition

Learn the facts, not the hype, about new advances in the field of nutrition that will make a difference for older adults. Discover how healthy eating contributes to overall wellness and an improved quality of life as we age. *Lecture.*

**You'll be able to:**

- Discuss new research on the key nutrients needed for healthy living by the older adult.
- Outline practical advice on healthy eating to prevent disease.
- Make changes in the diets of older adults to make a positive impact on quality of life.

# Sessions

**Faculty:** **Maureen Janowski**, RD, LD, Director of Clinical Support, Morrison Senior Living; **Laurie Balsano**, BSc, RD, Regional Clinical Nutrition Manager, Pilgrim Place/Morrison.

**CEUs awarded**

## ■ PDW Bringing outdoors inside: eco-living in residential senior living

Review research and current studies in Eco-Psychology to grasp how indoor living promotes depression/anxiety. Explore how nature and the environment impact mental, physical and spiritual wellness, plus ways to incorporate nature into programming in residential settings. *Lecture.*

**You'll be able to:**

- Comprehend theories in Applied Organic Psychology (Eco-Psychology).
- Comprehend how bringing nature indoors can improve mental, physical, and spiritual wellness.
- Develop strategies for incorporating outdoor-nature experiences for older adults in residential settings.

**Faculty:** **Tamberly Mott**, PhD, MA, LMFT, Divisional Engage Life Innovation Director, Atria Senior Living.

**CEUs awarded**

## ■ BF iPads to paper and pencil: many, many ideas and ready-to-use resources for cognitive stimulation programs

Discover new ideas to start or reinvigorate a cognitive and brain exercise program. Explore cognitive stimulation activities and inexpensive "apps" that can be used on computer tablets. Gain ideas/resources to help older adults exercise attention, concentration, inhibition, word fluency, and spatial abilities. *Lecture.*

**You'll be able to:**

- Learn the latest research on cognitive stimulation for older adults, what cognitive abilities are affected by the aging process and what types of activities could exercise those affected abilities.
- Use readily available apps to deliver cognitive stimulation programs on tablet PCs.
- Deliver at least 15 cognitively stimulating activities in groups or via paper and pencil.

**Faculty:** **Robert Winningham**, PhD, Professor and Chair of Psychology, Western Oregon University.

**CEUs awarded**

## ■ PDW Become a sensation scientist through The Body's Way

Move the body through the systemic approach of the Nia Technique. Choose to move from sensations of pleasure, letting go of pain/discomfort. Create the experience of ultimate functional fitness through awareness of stability, mobility, flexibility, agility and strength. *Lecture/Interactive.*

**You'll be able to:**

- Employ awareness of physical sensation to create comfortable, dynamic and integrated exercise of body-mind-spirit.
- List the five sensations used in the Nia Technique.
- Apply the tools of a sensation scientist to everyday life situations, using fitness techniques for health and well-being.

**Faculty:** **Janet Hollander**, BA, Owner, Moving Toward Health; **Ken Gilbert**, MA, Owner, EmBODYment.

**CEUs awarded**

**Thursday, November 21, 2013**  
**4:30 p.m.–6:00 p.m.**

## Keynote

### Engaging with life: the emerging biology of cognitive health

Our understanding of the mechanisms of cognitive health and aging is rapidly expanding. The key to optimal brain health at all ages turns out to be the way we structure and live our lives. In the United States, the new BRAIN initiative has made neuroscience the top research priority, and we are all eager to understand what the future of brain science holds. From its world-class School of Public Health, to two recent Nobel Prizes in the basic molecular science of the brain, Columbia University has been at the forefront of this field. Dr. Henry Lodge, a medical professor at Columbia, will give us an inside look at the next generation of cognitive science, and the implications for our lives and our industry.

**Faculty:** **Henry S. Lodge**, MD, FACP, Associate Clinical Professor of Medicine, Columbia University Medical Center, and Board Certified Internist; coauthor of the *New York Times*' bestselling *Younger Next Year* series of books.

**CEUS awarded**

(Note: Includes presentation of ICAA Innovators Awards.)



**Brought to you by Atria Senior Living**

**Friday, November 22, 2013**  
**6:45 a.m.–8:15 a.m.**

## ■ PDW Ageless athletes: Can you BEAT that?

Experience rhythm and movement while drumming on a fitness ball. Ageless athletes can participate in cardio-drumming regardless of capabilities and

talent. Create an experience through drumming, rhythm and movement for specific older-adult groups and prepare a class design. *Lecture/Interactive.*

**You'll be able to:**

- Engage a group or an individual in a unique rhythmical exercise cardio-drum program for older adults, with specific benefits for individuals with Alzheimer's disease.
- Demonstrate basic cardio-drumming choreography routines to music in both seated and standing positions for healthy older adults to individuals in long-term and memory care.
- Comprehend cardio-drumming as a balance of the mind, body and spirit in action; practice techniques to facilitate a drum circle to engage all people and create a meaningful experience.

**Faculty:** **Barbara Fish**, BS, Senior Wellness Manager, Heritage Community of Kalamazoo; **Jennifer Dagati**, Owner, Drum Beat University.

**CEUs awarded**

**B Effectively create, implement and market your balance program**

Discover how to market a balance class for older adults using various tests and statistical data showing individual participant improvement. Take home balance and confidence tests used to pre-test participants to determine ability level and post-test, to track outcomes. *Lecture/Interactive.*

**You'll be able to:**

- Market a balance class to older adults.
- Use balance testing protocols.
- Gain progressive syllabi for three levels of classes (beginner, intermediate and advanced).

**Faculty:** **Justin Margut**, BS, Wellness Specialist, and **Sandy Reid**, AA (Associate of Arts), Wellness Director, Bethany Village.

**CEUs awarded**

**Friday, November 22, 2013  
8:30 a.m.–10:00 a.m.**

**BF Brain health fairs: bringing better cognitive fitness to your community**

A health fair model offers a high-touch, experiential event for bringing new experiences in brain wellness to older adults. Learn how to plan and run a successful, scalable brain-health fair that showcases your programs as well. Detailed examples will be presented.

*Lecture.*

**You'll be able to:**

- Comprehend the integrated health components essential to a comprehensive brain-wellness program.
- Hold a brain health fair in your community or center.
- Use the brain-health fair model to highlight your existing programs that are brain healthy.

**Faculty:** **Cynthia Green**, PhD, President, Memory Arts, LLC.

**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, Consultant, WellMed Charitable Foundation.

**CEUs awarded**



*"ICAA is an excellent resource for anyone working with older adults. I haven't had the opportunity to attend the ICAA Conference until this year, but I have always heard great things about it. I must say that it exceeded my expectations, and I look forward to attending next year."*

**Donna Evans**

*Wellness Director, White Oak Estates Retirement Community*

# Sessions

## ■ MS Beyond Woodstock: profitably engage the Web's most valuable consumers

Hear how one digital agency redefined what it means to engage Boomers and older adults online. MOE (Meaningful Online Engagement) combines deep understanding of human behavior, word-of-mouth marketing tactics, and analytics to deliver trusted, profitable relationships. *Lecture.*

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

- Comprehend how and where older adults engage online and how today's marketing needs to be approached differently.
- Implement a behavioral approach to online marketing campaigns.
- Leverage your brand to market to Boomers and older adults who are looking to age in place.

**Faculty:** David Weigelt, Cofounder and President, Immersion Active.

**CEUs awarded**

## ■ PDW Creating innovative wellness programming throughout the continuum of care

Wellness leaders often struggle to create programs that engage residents throughout the continuum of care. Gain a map for class formatting, educational criterion and competency expectations for staff conducting programs to help them create a comprehensive wellness program. *Lecture.*

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

- Create a structured map for fitness programming for residents throughout the continuum of care.
- Implement a comprehensive staff education program to ensure competency at all fitness levels.

- Implement an evaluation tool that helps staff determine residents' functional capacity to participate in fitness programs.

**Faculty:** Gina Formica, DPT, Director of Wellness, and Jennifer Conway, MS, CSCS, RCEP, Resident Wellness Coordinator, Liberty Lutheran.

**CEUs awarded**

## ■ PDW Innovative ideas from proven programs

A new angle can turn a competent program into a great success. Join the recipients of the 2013 ICAA Innovators Awards as they explain how they created innovative programs that benefitted their clients and took the wellness program or initiative to a new level. Leave with ideas and tactics *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 Transforming and improving physical function with frail elders

Many frail elders do not benefit from physical wellness programs due to their complex and individual special needs. Learn specific exercises and fun ways to engage the frailest client while enhancing their functional fitness through evidence-based practices. *Lecture/Interactive.*

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

- Define "frailty" and modify exercises according to participants' remaining abilities and strengths.
- Learn three characteristics and safety tips for exercising with a few specific diagnoses.
- Demonstrate at least five exercises that are safe and effective in improving function.

**Faculty:** Betsy Best-Martini, MS, CTRS, Geriatric Recreational Therapist, Recreation Consultation.

**CEUs awarded**

## ■ OP Take your brain for a walk

Add a cognitive stimulating component to your fitness walking program to help participants enhance concentration and memory. Learn to add mindful exercise to muscular activity, decreasing the risk of falling while exploring how to exercise different parts of the brain. *Lecture/Interactive.*

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

- Comprehend how exercise enhances cognitive stimulation.
- Learn how to start and sustain a cognitively stimulating walking program to enhance memory ability.
- Add fun and easy-to-do brain games to your walking programs.

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

**CEUs awarded**

**Friday, November 22, 2013**

**10:15 a.m.–11:45 a.m.**

## ■ R Exercise as medicine: preserving function by functioning

Using exercise to counter age-related dysfunction is not new. What is new is manipulating it to tap into several modalities simultaneously. Explore how functional exercise takes on new meaning by introducing cognitive processes and fun, engaging multiplanar, multi-joint movement games. *Lecture.*

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

- Comprehend various theories on aging, and how exercise directly impacts and retards the aging process.
- Recognize how many of the "side effects" of exercise—including stress and strain management, self-efficacy, self-esteem, social interactions and cerebral blood flow—work to counter mental and psychoemotional deterioration.



- Practice some simple exercises that are not only fun and engaging to clients, but work the entire body in a functional way. These movement experiences can be easily regressed or progressed.

**Faculty:** **Mark P. Kelly**, PhD, CSCS, Exercise Physiologist, American Council on Exercise.

**CEUs awarded**

### ■ TW Keep moving: from rehab to wellness

Benefit from Touchmark’s lessons learned from developing a program in a continuing care retirement community and working with rehab professionals, including relationship-building ideas, and safety precautions and techniques. Learn about the company’s overall philosophy for having qualified professionals to provide these programs.

*Lecture.*

**You’ll be able to:**

- Identify and develop strategies to build and maintain relationships with all key stakeholders.
- Learn safety precautions for working with clients that have several diagnoses, including joint replacement, chronic disease, and balance deficits; and develop appropriate classes and other related services.
- Comprehend and replicate best practices regarding program leaders, measurable goals and outcomes, marketing, and liability.

**Faculty:** **Marge Coalman**, EdD, Vice President, Wellness Programming, and **Lori McCormick**, BSPT, Fitness Specialist, Touchmark.

**CEUs awarded**

### ■ ML Accountable Care—leveraging and showcasing your exercise and wellness programs

Discover how to leverage healthy aging programs and resources to help local healthcare systems meet Accountable Care goals. Increase referrals by developing marketing narratives that

showcase what you offer. Frame exercise and wellness programs as solutions that reduce healthcare costs. *Lecture.*

**You’ll be able to:**

- Design a narrative to articulate how your exercise and wellness programs are a viable strategy to help hospitals reduce readmissions.
- Discuss the areas of healthcare reform that are relevant to your senior living site (i.e., assisted living, independent living, continuing care retirement community).
- Identify the programs and resources you already have in place that can help reduce hospital admissions and readmissions, and showcase senior living as the senior wellness experts in the community.

**Faculty:** **Kay Van Norman**, MS, President, Brilliant Aging.

**CEUs awarded**

*“Excellent opportunity for all staff to refresh, connect, share, learn and take home new concepts.”*

**Beverly Kannengieszer**

*Director of Active Living, Medford Leas*





# Sessions

## ■ PDW SEXcessful aging: sex, intimacy and aging

Sexuality is a vital piece of the healthy aging puzzle. Explore physical and emotional benefits and risks to sexuality in later years, expand the conventional definition of sex, and provide adaptive suggestions for physical limitations. Understand older adults' cultural influences around sexuality. *Lecture.*

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

- List three benefits and two risks to sexual activity during the later years.
- List three adaptive techniques/strategies for those with physical limitations to enjoy sexuality.
- Create a strategy statement to cultivate a sex-positive dialogue in your workplace or community.

**Faculty:** **Rebecca Chaplin**, MA, LS, Aging Program Specialist, Land-of-Sky Regional Council, Area Agency on Aging.

**CEUs awarded**

## ■ PDW BOSU mobility and stability for the active aging

Help older adults build functional strength, face fear of falling with gait training, learn ways to get up/down, and move more effectively through the kinetic chain. Clients should have the ability to perform movements, with effort, on the floor or BOSU Balance Trainer. Learn modifications for different functional levels and options without the BOSU. *Lecture/Interactive.*

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

- Provide mobility and stability "games" (kinesthetic challenges and drills) for improved functionality, reaction, fall prevention, coordination, range of motion, and overall self-efficacy.

- Comprehend that differences in age, ability and agility are common to this market, and that instructors may have to relinquish a desire to maintain class conformity.
- Utilize the unique qualities of the BOSU Balance Trainer to offer exercises in mobility and stability to improve wellness for the active aging.

**Faculty:** **Lawrence Biscontini**, MA, Mindful Movement Specialist, FG2000; **Bernadette O'Brien**, MA, Mindful Movement Motivator, YMCA Wayne, New Jersey

**CEUs awarded**

## ■ PDW Off the rocker: movement that motivates!

Develop "ageless workouts" by fusing basic movement patterns with simple equipment. Upbeat music and movement inspire everyone "off their rocker" to challenge endurance, strength and flexibility, while blending elements of balance and reinforcing motor patterns.

*Lecture/Interactive.*

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

- Integrate balls, hula hoops, and noodles into exercises for older adults.
- Lead exercises in a group setting that are both seated and standing.
- Incorporate both static and dynamic balance exercises into an older-adult group fitness class.

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

**CEUs awarded**

## ■ OP WALK for life: walk more= live better

Research shows the association between faster walking and longer life span. Learn the research-based health benefits of walking (both physical and cognitive). Also, take away usable racewalking techniques/training strategies and modifications to use. *Lecture/Interactive.*

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

- Demonstrate the health benefits of walking and walking fast.

- Learn specific racewalking technique.
- Share teaching techniques and training methods.

**Faculty:** **Jolene Moore**, MEd, Director of Wellness, Covenant Retirement Communities, and World and American Age Group Record Holder, Racewalking.  
**CEUs awarded**

**Friday, November 22, 2013**  
**12:00 p.m.–1:00 p.m.**

## Keynote

Magic Johnson knows a thing or two about success. As the floor leader of the National Basketball Association's Los Angeles Lakers, Johnson racked up three MVP awards, five NBA Championships and 12 All-Star appearances. In 1992 he added a gold medal to his resume as a member of America's "Dream Team." Building Magic Johnson Enterprises, a business empire with a net worth of roughly \$700 million, according to Forbes, didn't happen overnight, however. As chairman and CEO, Johnson owns movie theaters, restaurants and gyms, and early in 2012, he pulled off his biggest deal yet as his group of investors bought the Los Angeles Dodgers. For all of his successes, there have been plenty of missteps. When times are tough, Johnson turns to lessons he learned on the court. "There's winning and there's losing, and in life you have to know they both will happen," he says. "But what's never been acceptable to me is quitting."

**Faculty:** **Earvin "Magic" Johnson**, CEO, NBA Legend, and Dodgers Owner.  
**CEUs awarded**

**Friday, November 22, 2013**  
**4:00 p.m.–5:30 p.m.**

## ■ PDW Transforming the expressive arts: wellness, team-building, marketing and fundraising

Learn why and how to develop innovative performing arts groups that can create a culture of team-building, renew energy

and interest, and attract future clients. Examples include older adults teaching/creating art to exhibit, and developing dance and drama classes with purpose to perform. *Lecture.*

**You'll be able to:**

- Identify the wellness benefits of performing arts programming.
- Discover how the expressive arts can be used as a tool for marketing and fundraising.
- Comprehend how expressive arts will enhance community team-building efforts.

**Faculty:** Rita Lopienski, MA, Life Enrichment Director, Plymouth Place Senior Living.

**CEUs awarded**

**■ R How to connect optimally with age 50+ adults and promote behavior change for healthy, fit and happy living**

Gain the latest tools to effectively connect and comfortably relate with Traditionalists and Baby Boomers. Discover psychological/behavioral profiles, unique needs/mindset, person-centered communication skills, and rapport-building strategies. Learn key factors for promoting exercise and wellness. *Lecture.*

**You'll be able to:**

- Utilize an understanding of the psychological and behavioral profiles of Traditionalists and Boomers to readily promote adherence in physical-fitness dimensions of health.
- Demonstrate advanced rapport/connection building behaviors with Traditionalists and Boomers.
- Use improved relationship-building skills to grow your practice, and increase participation in senior living communities, seniors centers, wellness and fitness clubs, parks, and other community services.

**Faculty:** Michael Mantell, PhD, Senior Fitness Consultant for Behavioral Sciences, American Council on Exercise.

**CEUs awarded**



*Photo: Julie Milner*

**■ ML Appreciative Inquiry 101**

Explore Appreciative Inquiry (AI), a positive-oriented approach to individual and organizational change. The principles behind AI build on strengths, rather than just focusing on faults and weakness. Develop tools to inspire and advocate for positive change. *Lecture.*

**You'll be able to:**

- Develop tools to consciously focus on empowering employees.
- Direct your energies toward the positive terminology.
- Identify in your own life the areas that can improve through AI.

**Faculty:** Cindy L. Bradshaw, MS, ACC, Executive Director, National Certification Council for Activity Professionals (NCCAP).

**CEUs awarded**

**■ ML Leveraging the wellness-rehabilitation partnership for enhanced outcomes**

Explore the benefits of integrated wellness and rehabilitation programs in supporting active aging in senior living communities. Learn ways in which

*"A fantastic educational and networking experience. A great variety of topics from which to choose from very knowledgeable presenters. Lots of ideas to motivate active aging."*

**Deb Porcelli, MS, OTR/L**

*Director of Therapy Services, Waverly Heights, LTD*

# Sessions

wellness and therapy professionals can leverage their partnership to enhance a community's wellness program across all dimensions. *Lecture.*

**You'll be able to:**

- Define components of whole-person wellness in senior living communities, a multidimensional, interdependent model that promotes self-responsibility for wellness in all dimensions of life.
- Formulate specific approaches to facilitating communication between wellness and therapy providers to increase client participation.
- Utilize wellness-program assessment tools as well as outline approaches to measuring outcomes for the rehabilitation program component of a whole-person wellness program partnership.

**Faculty:** Denise Durham, PT, MBA, Regional Vice President, Select Rehabilitation, Inc.

**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**

■ **BF Brain boosters**

As the aging population grows, researchers are exploring best practices for better brain health throughout the life span. Identify 25 brain boosters and learn how they contribute to improving brain function. Participate in and take home easy-to-implement activities. *Lecture.*

**You'll be able to:**

- Comprehend cognitive domains of a brain-healthy lifestyle.
- Identify 25 brain boosters and learn how they affect brain health.
- Participate in 10 brain-boosting activities that you can use with older adults.

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

**CEUs awarded**

**Friday, November 22, 2013  
6:00 p.m.–7:00 p.m.**

**Poster session: programs, best practices and research**

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

**Faculty:** Multiple presenters.

**Saturday, November 23, 2013  
6:45 a.m.–8:15 a.m.**

■ **PDW Conductorcise: a fresh, always new, joyous brain and body stimulator**

Discover a fresh approach to listening to great music and ways of moving for older adults who may not have moved in months. This workout stimulates brains and bodies. Explore how to listen to music and what builds brain cells. Learn why joy is a *must* for any program. *Lecture/Interactive.*

**You'll be able to:**

- Comprehend how to listen to music and how you can stimulate the brains of older adults.
- Practice ways for older adults to move safely using not only the classics, but world music as well as popular works.
- Use this joyous workout to encourage individuals to return to programs.

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

**CEUs awarded**

**Saturday, November 23, 2013  
8:30 a.m.–10:00 a.m.**

■ **ML Senior centers: alive, well and ready for the future**

Find out what action plans have led to the Kerby Centre's success in engaging Boomers while continuing to meet older adults' social, educational and fitness goals. Learn about the center's success in building partnerships, and why not-for-profits are vital components for successful aging. *Lecture.*

**You'll be able to:**

- Realize the benefit of building and sustaining partnerships.
- Recognize why it is important to ensure programming and services meet the wishes and needs of older adults.
- Comprehend how engaging with diverse populations will enhance quality of life for all older adults, and will sustain the future of senior centers.

**Faculty:** Luanne Whitmarsh, RSW, CPCA, CEO, Kerby Centre.

**CEUs awarded**



### ■ PDW Mudras, music and meditation

Mudras are yoga postures done with the hands to increase stamina, promote success, and increase healing with specific finger placements, benefitting both joints and mental outlook. Learn simple hand and eye mudras you can use immediately. Music and meditation will complement the mudras. *Lecture/Interactive.*

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

- Comprehend the purpose of eye and hand mudras.
- Practice with eye and hand mudras for a variety of purposes.
- Combine music with the mudras and light, unconventional meditation for a seated work-in.

**Faculty:** Lawrence Biscontini, MA, Mindful Movement Specialist, FG2000.  
**CEUs awarded**

### ■ PDW Aquatics benefits people with Parkinson's disease

Explore how water's buoyancy supports the exerciser, allowing people with Parkinson's disease to use larger, exaggerated movements, and practice balance and coordination skills without the fear of falling. Then, learn how you can share these benefits with your clients. *Lecture.*

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

- Define and understand Parkinson's disease and common symptoms.
- Identify the benefits and barriers of exercise in the water for clients with Parkinson's disease.
- Select exercises that maximize the properties of the water and creatively challenge clients with Parkinson's disease.

**Faculty:** Christine Shidla, BS, Director of Wellness, Summit Place Senior Campus; Cathy Maloney-Hills, RPT, Courage Center.  
**CEUs awarded**

### ■ PDW Joy dance

Music and dance lift mood and increase joy. Either seated or standing, joy dances are easy to do anywhere. Use them as an activity class or as instant energizers



before, during or after lunch and other activities. Learn how and why joy dances can help create a culture of joy. *Lecture/Interactive.*

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

- Identify key benefits of dance.
- Perform simple dances that can be done in a chair.
- Perform simple dances that can be done in a group or individually.

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

### ■ PDW Preserving function in frail adults

Movement is very important for frail older adults, and highly specific to preserving and restoring function. Explore movement that supports basic and advanced activities of daily living. Engage frail adults in exercise specific to promoting personal success, fun and independence. *Lecture/Interactive.*

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

- Define frailty.
- Implement exercises that support activities of daily living, specifically impacting stability, mobility, range of motion and strength.
- Comprehend the physical and psychological ramifications of frailty.

**Faculty:** Cammy Dennis, BBA, Fitness Director, and Jessica Pinkowski, CPT, Group Fitness Coordinator, On Top of the World Communities, Inc.  
**CEUs awarded**

### ■ B Exercises to remain safe on your feet

Explore a group fitness class that combines physical therapy principles and functional specific movement to implement balance technique and "righting reaction" training in community-based settings. This session will focus on meeting the needs of all capabilities. *Lecture/Interactive.*

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

- Learn two quick and easy assessment tests (Timed Up and Go, Functional Reach Test) to measure outcomes of your class programming if providing pre- and post-assessment opportunities.
- Learn a choreographed group-exercise class with movement strategies specific to improving "righting reactions" of residents in retirement communities or other community-based settings.
- Learn progressions to meet the needs of all levels of function, from unsteady older adults to the more actively aging adult, all who need skill development activity to prevent falls.

# Sessions

**Faculty: Cindy Kozacek**, Senior Fitness Programs Consultant, Healthways/SilverSneakers.

**CEUs awarded**

**Saturday, November 23, 2013**  
**10:15 a.m.–11:45 a.m.**

## ■ **TW Inspiring participation through engaging programs and challenges**

Simplify the process of creating a wellness challenge, and gain steps for implementation and tools for measurement. Learn how to determine common goals, audience, budgets, etc. Leave able to create a wellness challenge specific to resident needs and organizational goals. *Lecture.*

**You'll be able to:**

- Evaluate the needs of residents/ members and create a program or challenge to meet those needs.
- Comprehend the tools to evaluate the program/challenge at the conclusion and make adjustments for future programs.
- Comprehend how to develop interest and successfully implement a new program for maximum participation.

**Faculty: Lauren Kriz**, MA, National Wellness Director, RehabCare.

**CEUs awarded**

## ■ **ML Placing a value on your worth**

Your energy, confidence and attitude are the currency others transact with. What are you worth, really? How much do you save your facility in staffing hours and resources? Share with administration the bottom line, the literal value of your activity department, in numbers and resources. *Lecture.*

**You'll be able to:**

- Develop tools to take back control of your attitude regarding what you are worth.
- Use tools to determine an actual dollar amount that you contribute to your facility each month.
- Develop a list of local resources that will contribute to your overall value.

**Faculty: Cindy L. Bradshaw**, MS, ACC, Executive Director, National Certification Council for Activity Professionals (NCCAP).

**CEUs awarded**

## ■ **PDW R3: Reenergize, revamp, restructure your wellness programming**

Learn tips and techniques to create “fresh” programs that appeal to members and keep them coming back for more!

Leave with a method to assess programs, increase participation, motivate members (residents and staff), implement assessments, track progress, and organize procedures. *Lecture.*

**You'll be able to:**

- Market your programming to all ability levels and include all dimensions of whole-person wellness.
- Implement assessment programs and ways to track the progress of clients.
- Increase the productivity of wellness staff and keep them motivated to promote your programs and activities.

**Faculty: Jackie Halbin**, BS, Living Well Manager, Lakeview Village.

**CEUs awarded**

## ■ **PDW Functional fitness solutions**

Systematically approach pain-free movement solutions through proper assessments, interpretation and application of corrective exercises. Earn the trust of clients with the message that movement should not hurt. Assess, interpret, correct and clean up all before any vigorous exercise begins. *Lecture/Interactive.*

**You'll be able to:**

- Perform assessments that help you help clients more.
- Interpret what you see and what you need to do about it.
- Solve tricky older-adult mobility challenges and obstacles to exercise.

**Faculty: Debra Atkinson**, MS, CSCS, Voice for Fitness.

**CEUs awarded**

## ■ **PDW Ten moves that we lose: keep them and dodge disability**

Identify the 10 key movements necessary for total body mobility and independence within the largest environment possible. Raise the bar for your aging clients or patients. Train with specificity for what they “want to be able to do”. *Lecture/Interactive.*

**You'll be able to:**

- Identify 10 fundamental movements (patterns) that form the foundation for physical independence and pursuit of hobbies and recreation.
- Design progressions and regressions for each.
- Map 7–14-day training plans that incorporate these movements via individual training, group exercise, physical labor, hobbies and recreation.

**Faculty: Patricia VanGalen**, MS, Excellence In Conditioning.

**CEUs awarded**

*“I am always professionally energized after the conference. In a dynamic profession, you need dynamic presentations. Thank you!”*

**Jean O’Leary**

*Madison School and Community Recreation*



# Spotlight on...

## INFORMAL LEARNING AND NETWORKING

Connect with your active-aging colleagues at the multilevel ICAA Conference. Whether they are researchers, practitioners or executives, or work in wellness, marketing or development, attendees and presenters alike share your passion for healthy, vital aging. You can build or revitalize your knowledge network with these dynamic, dedicated professionals.

Attendees at past ICAA Conferences always mention the great ideas, energy and inspiration they gain from being with their peers. Among the not-to-miss experiences are ICAA's Networking Reception and Poster Presentations, which provide informal learning and networking opportunities.

## ICAA Networking Reception

Friday, November 22, 2013

6:30 p.m.–8:30 p.m.

Omni San Diego Hotel  
675 L Street, San Diego, California

Prepare for a fun, high-energy evening with your active-aging colleagues.

ICAA's Networking Reception is *the* place to meet or catch up with ICAA members and allies at the conference.

Enjoy the lively exchange of ideas as you mix with attendees, presenters, exhibitors and staff; you'll leave with contacts and insights aplenty. Tasty light refreshments will be served. **Cash bar.**



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

## ICAA Poster Presentations: programs, best practices and research

Friday, November 22, 2013

6:00 p.m.–7:00 p.m.

(at the ICAA Networking Reception site)

Selected by a committee of peer reviewers, these posters offer visual representations of successful programs and best practices, as well as applied research, that contribute to older-adult wellness. Meet and talk with presenters, ask questions, and join others with similar interests. Mix education and networking in an informal environment, and leave with a bag full of good ideas.

*"ICAA gave me a great opportunity to reach out into the wellness community and meet fellow leaders in the craft. The networking opportunities will provide us with many ways to share ideas and help each other through difficult issues we may face."*

### Stephie Mullis

*Assistant Wellness Director, Kisco Senior Living*



# Travel information



*“Attending the annual ICAA Conference is like coming home. It is a wonderfully welcoming atmosphere, with knowledgeable and generous speakers .... It is an excellent environment for learning and development!”*

## **Terry Fay**

*Corporate Director of Resident Programs,  
Senior Lifestyle Corporation*

## **HOTELS**

The conference takes place at the San Diego Convention Center, 111 West Harbor Drive, San Diego, California. The trade show will be located in Halls F–H.

The following hotels have room blocks for the conference:

### **Embassy Suites San Diego Bay**

Address: 601 Pacific Highway  
Location: 0.8 miles from convention center  
Rates: \$169 per night

### **Hampton Inn San Diego Downtown**

Address: 1531 Pacific Highway  
Location: 1.4 miles from convention center  
Rates: \$149 per night

### **Hilton San Diego Bayfront**

Address: 1 Park Boulevard  
Location: 0.2 miles from convention center  
Rates: \$209 per night

### **Omni San Diego Hotel**

Address: 675 L Street  
Location: 0.8 miles from convention center  
Rates: \$195 per night

### **San Diego Marriott Gaslamp Quarter**

Address: 660 K Street  
Location: 2.0 blocks from convention center  
Rates: \$189 per night

### **Wyndham San Diego Bayside (Holiday Inn on the Bay)**

Address: 1355 North Harbor Drive  
Location: 1.4 miles from convention center  
Rates: \$133 per night

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

## **Book with the Official Housing Provider: Travel Planners**

For the fourth year, ICAA has designated Travel Planners as the official housing provider for the conference. Travel Planners has a great reputation and works with 130 conventions and events per year. ICAA 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 the ICAA Conference. Book with Travel Planners to receive these exclusive benefits:

- Travel Planners’ low rates beat those you’ll find on the Internet or by calling the hotel directly.
- No prepayment! Book today, then pay the hotel directly upon your departure.

- Update or even cancel hotel reservations with no fees or penalties.
- Receive immediate confirmations—no waiting or wondering.
- There are no service fees to make your reservations.

**Go to [www.icaa.cc/conferenceandevents/travel.htm](http://www.icaa.cc/conferenceandevents/travel.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**

Shuttle buses will be available to take participants between the San Diego Convention Center and all hotels (except hotels adjacent to the convention center).



*Photo: Julie Milner*

**San Diego Trolley**

The San Diego Trolley operates daily from throughout downtown to the convention center. Fares are \$2.50 one-way, or \$5 for a day pass. The Trolley has two stops directly in front of the Convention Center at Harbor Drive/First Avenue and Harbor Drive/Fifth Avenue. A map of Trolley routes is available at [www.sdmts.com/trolley/trolley.asp](http://www.sdmts.com/trolley/trolley.asp).

**Maps and directions for the San Diego Convention Center are available online at [www.visitsandiego.com/attendees/maps.cfm](http://www.visitsandiego.com/attendees/maps.cfm).**

**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 is available at <http://athleticbusinessconference.com/hotel-travel/international.aspx>.



# Frequently asked questions



*"ICAA is the foremost leader in older-adult health and wellness. It provides excellent educational material, maintains the highest standards in the industry, is forward thinking and has gained the respect of all of us who treasure what we do in the active-aging field. Thank you, ICAA!"*

**Lori Michiel, NASM-CPT**  
*Fifty Plus Fitness*

## **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 workout, conference CD, and exhibit hall entry.

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

**A.** As an ICAA attendee, 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. You can access four conferences for the price of one.

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

**A.** No, there is an additional per-person cost of \$79 to participate in any preconference or postconference workshop. Space is limited, however. Register early to avoid disappointment.

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

**A.** You can earn credits by enrolling in the CEU program. To cover costs, a \$25 fee will be charged until **Wednesday, November 10**, then \$40 on-site. At the conference, you'll receive a log book of sessions that offer credits, plus 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 when you leave the conference, and **allow up to eight weeks** for your CEU transcript to arrive.

## **Q. What will I find at the trade show?**

**A.** The AB Expo is a premier trade show for the health and fitness industry. It showcases products and services aimed at wellness, sports, exercise and recreation, as well as support and educational services. At this expo, you'll find options for physical activity and exercise across the levels of function. Explore offerings created specifically with the age 50-plus adult in mind at the ICAA Pavilion, also located in the exhibit hall. ICAA's "one-stop" venue is where you can research new technologies, equipment and services to support multidimensional wellness for older adults, plus meet providers committed to active aging.

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

**A.** You'll receive a CD-ROM at the ICAA Conference containing all handouts available prior to the event. On-site printing stations will be available for your use at no cost. In addition, you can download and print handouts **before** you leave home, if you wish. Watch for a link from ICAA to a dedicated website. Handouts will not be online after the event.

**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/registrationForm.asp](http://www.icaa.cc/registrationForm.asp). See the ICAA website for membership options and benefits.

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

**A.** Sending more than one person to the conference maximizes the impact of your investment. To qualify for a group discount, you must all register for the ICAA Conference at the same time and make one payment for the total fees. Visit [www.icaa.cc/registrationForm.asp](http://www.icaa.cc/registrationForm.asp) to complete one online application form per person, then pay by PayPal. Alternatively, download a registration form to copy and complete for each person. Fax all the forms together to 604-708-4464, and indicate payment by check or credit card. Or call 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 10**, 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 10**, 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.

## Spotlight on...

### DINING IN SAN DIEGO

Questions about food and where to eat are among those most commonly asked by ICAA Conference attendees. The San Diego Convention Center is located right across from the historic Gaslamp Quarter, a trendy dining and entertainment district featuring more than 100 restaurants and cafés. The handy and informative guide *Visit San Diego* features a multitude of restaurant listings, as well as information about the city's transit system, shopping, nightlife, and more. Go to [www.visitsandiego.com/attendees/delegateguide.cfm](http://www.visitsandiego.com/attendees/delegateguide.cfm) to view the guide online or to request a free print copy (allow four weeks for delivery). Information is also available online at [www.visitsandiego.com](http://www.visitsandiego.com) and [www.gaslamp.org](http://www.gaslamp.org).



"If you want to meet the challenges of today and prepare for the future, [the ICAA Conference] is an opportunity to achieve this objective."

**Don Streeper**

Recreation Coordinator, Petaluma Senior Center

# Conference registration

Ask about our group rate!

**Register by July 15 and save more than \$200**

**To register**

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



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)

	On or before July 15	On or before November 4	After November 4
<b>ICAA members</b>			
1st registrant	\$309	\$439	\$539
2nd and 3rd registrants	\$259	\$389	\$489
4th and more registrants	\$159	\$199	\$299
<b>Nonmembers</b>			
1st registrant	\$370	\$439	\$539
2nd and 3rd registrants	\$319	\$389	\$489
4th and more registrants	\$189	\$199	\$299

Note: All registration fees are in US dollars.

**Special offer:** Receive 20% off an Individual or Organization membership (14 locations or less) when you join ICAA and register for the ICAA Conference at the same time before July 15, 2013. This offer is available to first-time members only, and cannot be combined with any other offers.

**Conference registration includes:** educational seminars at four conferences • welcome receptions • keynote sessions • early-morning workouts • conference CD • entry to exhibit hall. It does not include preconference workshops (**\$79 each**) or continuing education unit registration (**\$25 when enrolled before November 10, \$40 on-site**).

**Cancellation policy:** Please submit your cancellation request in writing. A \$100 fee will apply. After November 10, 2013, no cancellations are permitted, but you can transfer your registration to another attendee or a future year.

**Group discount:** To receive a group discount, all attendees from the same organization must register at the same time and pay with one check or credit card. If adding another attendee to a group that is already registered, call ICAA at 866-335-9777 or 604-734-4466.

**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 conference attendees in promotional and educational materials. By virtue of your attendance, you automatically agree to usage of your likeness in such materials.

**Register for the ICAA Conference 2013 by calling toll-free 866-335-9777 (North America only) or 604-734-4466.** Or visit [www.icaa.cc/registrationForm.asp](http://www.icaa.cc/registrationForm.asp) to register online. You may also download PDF forms from this webpage to complete and return via fax or mail.

**Conference partners**

