

International Council on Active Aging
Conference 2014

moving beyond the
status quo



**Register now and
save \$100**



November 13–15, 2014
Orange County
Convention Center
Orlando, Florida

Conference partners



Moving to the next level



encourages you to take a seat at the table and share your thoughts and ideas with your active-aging peers. And the first-ever ICAA General Session includes seven rapid-fire presentations by industry visionaries. Each presentation focuses on one trend, shift or idea that will move the industry beyond the status quo.

Alongside ICAA's 2014 Conference, a separate one-day symposium offers ideas, information and tools to move marketers beyond the status quo and motivate older consumers to new heights with an active-aging lifestyle.

A full life at any age

Active aging embodies a simple truth: People are capable of leading a full life at any age.

Contrary to society's negative myths and perceptions about later life, the capacity to engage in life fully continues throughout the life span, even as individual needs, interests and abilities may change. This truth drives both ICAA, the professional association dedicated to Changing the Way We Age®, and the ICAA community.

It is the reason ICAA hosts a multilevel educational conference each year. And it is why professionals from across the active-aging spectrum gather there yearly to learn from and with each other. This one-of-a-kind forum offers you a full choice of seminars targeting the different roles, goals and aspects of active aging, plus a place to connect with colleagues who also support quality of life for older adults.

New opportunities, thinking

Since 2001, ICAA has worked with ICAA members and allies to promote active aging at every turn and support opportunities for older adults to live well. The overall impact of all these efforts is helping to redefine what it means to grow older.

Access 4 conferences for the price of one

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

A rapidly aging population challenges society to come up with new models and approaches that address issues created by this change and maximize opportunities. As an industry, active aging supports healthy, productive living in older adults. The pace of change calls for us to create wide-ranging, innovative solutions to encourage Boomers and older generations to live well and continue contributing fully to society. To provide those solutions, we need to take active aging to a new level.

In 2014, the International Council on Active Aging Conference takes aim at "Moving beyond the status quo" to help you, and the industry, reach that next level. This year's event sees ICAA move beyond the status quo as well in how education is delivered.

The program features more than 50 new presenters along with some familiar faces, who bring their knowledge and expertise to a schedule of almost entirely fresh-to-ICAA sessions. An Idea Exchange

"This is the best conference I have ever attended. The speakers and topics were inspiring, and delivered new information and ideas. Our company has takeaways that will improve the health of our residents and staff. ... Days later I am still buzzing and brainstorming the new ideas with our team."

Peter Gaskill

President, Pacific Arbour Retirement Communities

In the active-aging industry today, moving beyond the status quo means building on what we already know in order to create new opportunities and ways of doing things. It means new ways of looking at older adults and their capabilities. It also means new thinking.

Examples include a focus on quality of life rather than longevity; the wellness model instead of the medical one; inclusion in society not exclusion; and opportunities rather than challenges. Another example is shifting from providing services to experiences. In these ways, we move toward the next level of active aging and create changes that ripple into society.

An informed workforce is key to success. The ICAA Conference 2014 is your vital link to new ideas, best practices, case studies and research from industry leaders and experts who are passionate about healthy, vibrant living for older adults. At this event, you'll learn more about active aging. You'll also discover what's involved in moving beyond the status quo—for you, for your organization and for your clients.

Join us in taking active aging to the next level.

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



“Like” the ICAA Conference 2014 on Facebook! You’ll find information, updates, videos and more at facebook.com/icaaconference2014

6 reasons to attend

1.

The education

Choose from seminars and workshops that target the different dimensions, roles and solutions in active aging.

2.

The presenters

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

3.

The handouts

Access all available session handouts after the conference on the ICAA website, plus download or print them prior to the event.

4.

The networking

Interact with professionals from across the active-aging spectrum.

5.

The credits

Enhance your professional development by registering to obtain continuing education units (CEUs).

6.

The trade show

Access the Athletic Business Expo, which showcases products and services for wellness, exercise and recreation. Visit ICAA's Pavilion to check out offerings designed especially for older-adult wellness.

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

Who should attend?

Owners/CEOs
Presidents/vice presidents
Wellness directors
Program directors
Activities directors
Executive directors
Administrators
Board members
Sales and marketing personnel
Developers and architects

Resident life executives
Fitness instructors
Personal trainers
Health educators
Social workers
Physicians
Nutritionists/dietitians
Therapists
Researchers
Professors

Visit www.icaa.cc for conference information.

ICAA General Session

Introducing ICAA's THINK 2.0, a new way to challenge your current thinking. Stretch your boundaries beyond today's realities toward a new vision of the future—one based on what you can be, if you move beyond the status quo.

During this thought-provoking experience, seven industry visionaries will ask you to think about possibilities. These fast-paced, five-minute presentations will each feature a new trend, shift or idea with the potential to change your future. That's right. Seven dimensions of wellness, seven ideas.

Don't miss this opportunity to think—about your future, your organization's future, and the future of the active-aging industry itself.

Think 2.0



Terry Eckmann, PhD,
Professor, Minot State
University



Cynthia Green, PhD,
President, Memory Arts,
LLC



Lawrence Biscontini,
MA, Mindful Movement
Specialist, FG2000



David Gobble, PhD,
CHES, Director,
Masterpiece Living
Academy



James Huysman,
PsyD, LCSW, CFT,
Consultant, WellMed
Medical Management



Steve Blackburn, AIA,
LEED® AP, Chief of
Business Development/
Principal, Barker Rinker
Seacat Architecture



Colin Milner, Founder
and CEO, International
Council on Active Aging

Keynote speaker



William C. Taylor

Bill Taylor is an agenda-setting writer, speaker and entrepreneur who has shaped the global conversation about the best ways to compete, innovate and succeed. Taylor's latest project, *Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself*, was published by William Morrow, an imprint of HarperCollins, in January 2011. The *Wall Street Journal* best-seller is based on in-depth access to 25 organizations that are making deep-seated changes under the most trying circumstances imaginable. These organizations (from hard-charging technology companies to long-established nonprofits) are mastering a set of strategies and practices that define the work of leadership in turbulent times—ideas from which every leader can learn.

Practically Radical is just the latest chapter in a career devoted to challenging conventional wisdom and showcasing the power of business at its best. As cofounder and founding editor of *Fast Company*, Taylor launched a magazine that won countless awards, earned a passionate following among executives and entrepreneurs around the world—and became a legendary business success. He is a graduate of Princeton University and the MIT Sloan School of Management.

Spotlight on ...

Continuing education units

Want to enhance your professional development? Obtain continuing education units (CEUs), also referred to as continuing education credits (CECs), at the ICAA Conference. Even if your association is not listed among the providers below, you may be able to receive CEUs. Simply ask ICAA to send you a letter confirming your attendance at ICAA Conference sessions, which you can use to support an application for CEUs.

CEU registrants receive a logbook when they check in or register at the conference. This booklet notes sessions that offer credits, along with certifying organizations. A room monitor will stamp your book at the end of a session to verify your attendance. In a 90-minute session, you must stay for at least 60 minutes to qualify for credits. When leaving the conference, turn in your stamped booklet at the ICAA registration desk, 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 3**, 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 what other organizations accept IACET CEUs, visit www.iacet.org, click on "Continuing Education Units (CEUs)," and select the link on the drop-down menu.*

** *Learning units (LUs) from the American Institute of Architects will not be offered this year. AIA members may self-report credits as part of the institute's Structured Self-Reported Program. Refer to www.aia.org/education/providers/AIAB093368 and choose "Self-Reports" to learn more.*

Symposium for marketers

MARKETING: MOVING BEYOND THE STATUS QUO

Wednesday, November 12, 2014
8:45 a.m.–4:15 p.m.

Join your colleagues from across the active-aging spectrum for a day devoted to moving beyond the status quo in mature marketing. Enjoy informative sessions in a variety of formats presented by experts on consumers ages 50 and beyond. Gain information and tools to inspire your organization's marketing.

Symposium agenda

8:45 a.m.–9:00 a.m.

Welcome and introduction to the day
Colin Milner, CEO, International Council on Active Aging®

9:00 a.m.–10:00 a.m.

Keynote: Capturing the mature market through Gerontographics
Alexis Abramson, PhD, CEO/President, AJA Associates, LLC

Who should attend?

Owners/CEOs/presidents
Vice presidents
Vice presidents and/or directors of sales and marketing
Chief marketing officers
Vice presidents social and digital marketing
Senior marketing directors
Public relations directors
Administrators
Developers and architects
Researchers
Professors

The consumer behavior of older Americans has more to do with their outlook on life than their age. The physical, social and psychological changes people experience in later life shape their needs and wants. These events and circumstances give rise to four distinct consumer segments with different ways of responding to marketing efforts.

Perhaps no other consumer market justifies segmentation more than the mature market. The older people get, the more dissimilar they become with respect to their needs, lifestyles and consumption habits. Yet many businesses still treat everyone aged 50-plus in the same way. When people experience major life events, they often change their outlook on life as they reevaluate their wants, goals and roles on both personal and consumer levels. As older consumers go through these changes, their need for products obviously changes, but so do their perceptions of and responses to advertisements and promotions.

This presentation focuses on “Gerontographics,” a segmentation approach based on the premise that the factors that make mature consumers more (or less) receptive to marketing offerings are directly related to their needs and lifestyles, which are in turn influenced by changing life conditions.

10:00 a.m.–10:15 a.m.

Networking break

10:15 a.m.–11:45 a.m.

Presentation: Who & how? Choosing the right marketing tools for your prospect's journey

Todd Harff, MBA, President, and Erin Read, BA, Director of Strategic Planning, Creating Results

The number of choices consumers make on a daily basis seems to be increasing at a rapid scale. The number of choices

facing mature marketers also seems to be increasing, with new digital platforms and tools vying for share of budget with traditional print and other channels. How can organizations choose the right tools that will generate a higher level of results? It starts with understanding what type of purchase journey mature prospects are on—pain-based or gain-based. This presentation will explain the difference between these two journeys and suggest the most effective marketing mix for each.

11:45 a.m.–1:00 p.m.

Lunch break (lunch on your own)

1:00 p.m.–2:00 p.m.

Panel discussion: Success with the older market: how to achieve it

Moderator: Alexis Abramson, PhD, CEO/President, AJA Associates, LLC

- **How are 76-plus million Baby Boomers going to change the aging landscape**
Steve French, MBA, Managing Partner, NMI (Natural Marketing Institute)
- **Using marketing sciences to increase engagement with older adults**
Brandon Moser, MBA, Senior Marketing Leader, Healthways
- **Medicare Made Clear™**
Alyssa Malinski Erickson, Marketing Manager, UnitedHealthcare
- **Engaging Boomers and seniors via digital media**
David Weigelt, President and CEO, Immersion Active

2:00 p.m.–3:00 p.m.

Presentation: RLTV, a case study. Building a media brand and creating content targeting the 50-plus demographic

Elliot Jacobson, Chief Content Officer and Senior Vice President, Programming and Production, RLTV

RLTV, a cable network and online destination created specifically for adults ages 50-plus, launched in 2006. The network offers programming focused on topics that matter to Generation 50-plus—from relationships, reinvention, rediscovering passions and retirement, to finances, health and current events. RLTV is all about rethinking life.

Learn about RLTV's growth, programming strategy, marketing strategy, and research into the 50-plus demographic, and how its relationship with advertisers has evolved.

3:00 p.m.–3:15 p.m.
Networking break

3:15 p.m.–4:15pm
Innovative ideas in marketing to the 50-plus

Moderator: Colin Milner, CEO, International Council on Active Aging

- *Steve French, MBA, Managing Partner, NMI (Natural Marketing Institute)*
- *Todd Harff, MBA, President, Creating Results*
- *Brandon Moser, MBA, Senior Marketing Leader, Healthways*
- *David Weigelt, President and CEO, Immersion Active*

4:15 p.m.

Wrap-up and good-bye
Colin Milner, CEO, International Council on Active Aging

Continuing education units

Obtain continuing education units (CEUs), also known as continuing education credits (CECs), by attending ICAA's marketing symposium. Continuing Education Providers include:

- ACSM (American College of Sports Medicine)
- canfitpro
- Cooper Institute
- IACET (International Association of Continuing Education & Training)

For more information, see "Spotlight on ... continuing education units" on page 5.

Symposium rates

On or before Sept. 15	
1st registration	\$179.00
2nd & 3rd	\$169.00
4th or more	\$159.00
After Sept. 15	
1st registration	\$199.00
2nd & 3rd	\$189.00
4th or more	\$179.00

Symposium registration includes: all educational seminars and keynote presentation at the "Marketing: moving beyond the status quo" symposium.

Cancellation policy: Please submit your cancellation request in writing. A \$75 fee will apply. No cancellations are permitted after November 3, 2014, but you may transfer your registration to another attendee or a future year.



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

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

Symposium speakers

Keynote speaker



Alexis Abramson, PhD

Alexis Abramson, PhD is a leading industry expert for those over age 50. She is an inspiring speaker, blogger, corporate consultant, successful author, and award-winning entrepreneur and journalist. Her commitment to Boomers and mature adults has been featured in many publications, including *TIME*, *Forbes*, the *Wall Street Journal*, and *Entrepreneur*. Abramson is an Emmy and Gracie award-winning journalist who has appeared frequently as an on-air expert gerontologist for NBC's *Today* show, CNN, CBS, MSNBC and other media outlets. Dr. Alexis is a featured blogger on websites such as YAHOO!, Huffington Post, Sharecare and Caregiving.com. She is also the author of four acclaimed books.

As a keynote speaker at industry conferences, Abramson brings awareness of Boomer and mature-adult issues to corporations, consumers, government agencies, and nonprofit groups. As a proven industry consultant, she is often retained to help companies make products and services accessible and user-friendly for Boomers and mature adults. In addition, she instructs employees on how to be more sensitive to the needs of this group. Abramson received her doctorate in gerontology from the prestigious University of Southern California's Davis School of Gerontology.

Presenters



Todd Harff, MBA

Todd Harff is president of Creating Results, a full-service marketing, public relations and advertising agency that specializes in strategic marketing programs that motivate mature consumers. A respected writer and featured speaker about marketing to Boomers and older adults, Harff brings a powerful perspective to help clients achieve results. He combines market insight, creative solutions, pragmatic business knowledge, and exceptional project management to produce marketing solutions. In addition to his work with clients, Harff is a frequent contributor to industry publications and has contributed articles to *Ad Age* and the *Wall Street Journal*. He also wrote the National Association of Home Builders' "Marketing to Active Adults" course. As a speaker, he has addressed regional and national conferences on a variety of topics related to marketing, advertising, website design, social media and public relations. Harff graduated with a master of business administration degree in business/marketing strategy from Georgetown University.



Elliot Jacobson

Elliot Jacobson is the chief content officer and senior vice president, Programming and Production, for RLTV, a network specifically targeting adults over 50. Responsible for the design and execution

of the network's content strategy, Jacobson oversees the development and production of all original programming, as well as the network's acquisition, scheduling and digital media teams. He has been instrumental in developing key relationships and partnerships (AARP, NBC, AAA and US News & World Report) for the network. Jacobson also develops and oversees the network's branded content integration strategy, working with such clients as United-Healthcare, Fidelity and Perfectmatch.com. Under his leadership, RLTV has produced 38 series and 37 specials since 2006. The network is considered a leading national expert in producing long and short content for the Boomer and older-adult population.



Erin Read, BA

Erin Read is the director of strategic planning for Creating Results, where she applies insights into Boomers and beyond to client programs for greater results. She contributes to the planning and implementation of integrated online/offline marketing programs, and spearheads PR, Web, email and social media marketing initiatives. Read researches, speaks and writes about marketing to mature consumers. She has contributed to the *Journal on Active Aging*® and *MEDIA Magazine*, among other publications. Along with Todd Harff, Read is the author of three national studies/eBooks (*Photo Finish; Social, Silver Surfers 2010* and *Social, Silver Surfers 2013*). She also tweets @CreatingResults and is principal blogger for MatureMarketingMatters.com. Read holds a bachelor of arts degree from Colgate University.

Panel members



Alyssa Malinski Erickson

Alyssa Malinski Erickson, marketing manager for UnitedHealthcare, has more than 15 years of experience in healthcare and marketing. Erickson's experience includes working with mental health, medical device and health insurance companies. She has been with UnitedHealthcare for more than nine years and leads the company's Medicare education initiative, which focuses on providing educational information to Medicare beneficiaries and caregivers.



Steve French, MBA

Steve French is managing partner of NMI, a leading strategic consulting and market research firm. French has over 25 years of strategic marketing, business development, market research and management experience. Complementing a BS and MBA in marketing, French has accumulated extensive insight and knowledge into health, wellness and healthy aging. He has experience across a wide range of corporate business functions and has pioneered a range of consumer research databases, including NMI's Healthy Aging Database®. Utilized regularly by media sources, French has written numerous published articles and research reports.



Brandon Moser, MBA

Brandon Moser, senior marketing leader for the Healthways Senior Solutions Division, has more than two decades of experience in healthcare. Prior to Healthways, Moser was national vice president of marketing for UnitedHealthcare's Community and State division. He has also held positions at ad agencies as well as owned an advertising and multimedia agency. Moser has striven to perfect and test evidence-based marketing strategies geared toward older adults, and has won more than 20 national awards for his and his team's marketing strategies and campaign designs. Moser earned his master of business administration degree from Northern Arizona University.



David Weigelt

David Weigelt is president and CEO of Immersion Active, a digital marketing agency focused solely on 50-plus markets. Since Weigelt cofounded his company in 1998, it has become a leading authority on marketing to Boomers and older adults online. Clients include AARP, Del Webb, and Home Instead Senior Care. Under his leadership, Immersion Active's campaigns are responsible for more than US\$1.5 billion in successful online transactions, and Weigelt and his company have received over 130 awards. He is also coauthor of *Dot Boom: Marketing to Baby Boomers Through Meaningful Online Engagement*, and a founding board member of International Mature Marketing Network.

**Save \$20 when
you register for
ICAA's Marketing
Symposium by
September 15**

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

Pre/postconference workshops

Attend a pre- or
postconference
workshop for \$79
per person

Preconference workshops Wednesday, November 12, 2014

8:30 a.m.–4:45 p.m.

Splash! Functional HICT: Rehab to wellness

Including strong participants and those who are challenged by Parkinson's disease or similar movement disorders

Explore how water exercises can be formatted as High-er Intensity Circuit Training (HICT), while addressing functional objectives important for land. Circuits are designed using the pillars of functional training that's individually challenging for maximal cardio, muscular and power benefits to improve activities of daily living (ADL). Explore exercise progressions designed for apparently healthy and fit participants ages 55-plus. Then examine and practice progressions designed for participants with Parkinson's or movement disorders. Water movements will be adapted using some concepts from the Big & Loud program designed for land.

You'll be able to:

- Perform and/or develop programs based on functionally targeted HICT for apparently healthy and fit individuals and for those with neuromuscular challenges.
- Identify strategies to implement these types of programs in a continuing care retirement community setting, to broaden the scope of current pool programs from rehab to fitness.
- Discover some new findings about effective protocols for wellness and functional ADL that can start with your pool program.

Faculty: Mary Sanders, PhD, FACSM, RCEP, CDE, University of Nevada, Reno; Cathy Maloney-Hills, PT, Courage Kenny Rehabilitation Institute/Allina Health.

CEUS awarded

(Note: This session takes place at Solivita by AV Homes in Kissimmee, Florida. Participants should come ready to get in the pool, and bring water shoes and two bathing suits for the day. Transportation and lunch

will be provided by HydroWorx and Solivita.)



Sponsored by HydroWorx® and Solivita™ by AV Homes

9:00 a.m.–5:00 p.m.

From frail to fit: Applying the principles of Fallproof™ across the continuum of function

This workshop demonstrates how the principles of the Fallproof program can be applied across the continuum of function—from the fittest to frailest older adults. Learn how to assess balance and mobility meaningfully, irrespective of functional level. Also, discover how to use the results to create stand-alone balance and mobility/agility programs or components within multicomponent exercise programs that are both individualized and progressive in nature.

You'll be able to:

- Assess the balance and mobility of older adults meaningfully at different functional levels.
- Design stand-alone balance and mobility programs or balance and mobility/agility components within multicomponent exercise programs that are systematically progressed according to the older adult's functional needs and goals.
- Manipulate the challenge level of selected activities effectively in group-based settings.

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

CEUS awarded

Postconference workshop Saturday, November 15, 2014

8:00 a.m.–3:30 p.m.

BOSU® Mobility and Stability for Active Aging Specialty Certification—Level 1

This brand-new BOSU certification gives group fitness instructors and personal trainers new ways to train the growing active-aging market. Through the approaches of What, Why and How, gain research-based ideas to learn what are the best exercises to teach to active agers, why certain movement patterns are important, and how best to implement these cutting-edge movement patterns and training techniques in group classes and one-on-one sessions. Move through many of the body's functional positions for activities of daily life, exploring how the BOSU can provide assistance, resistance, cushioning and stimulus to amplify the effect for older adults. You will receive the BOSU® Active Aging—Level 1 Training Manual, the BOSU® *Mobility and Stability for Active Aging* DVD, a comprehensive list of practical take-aways from cutting-edge, peer-reviewed research on active aging, and hands-on practical experience.

You'll be able to:

- Comprehend the five types of age.
- Use creative games to build functional strength, face the fear of falling with gait training, practice various ways to get up and down, move more efficiently through the entire kinetic chain, train mental functions, and ultimately make all daily movements easier to do.
- Experience how the BOSU® can provide assistance, resistance, cushioning and stimulus to amplify the effect of functional training.

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

CEUs awarded



Sponsored by BOSU®

Pay \$85 for a BOSU Pro Balance Trainer floor model (regularly \$149.95) if you take it home at the end of the conference

Workshop presenters



Lawrence Biscontini, MA,

Lawrence Biscontini, a mindful movement specialist, has received multiple awards from such organizations as the American Council on Exercise (ACE), IDEA and canfitpro (Canadian Association of Fitness Professionals). Currently, he serves as senior VIP consultant for Power Music®. An International Council on Active Aging Advisory Board Member, Biscontini creates group fitness and personal training programming on an international level for clubs and spas. He is a Registered Yoga Alliance Teacher, Aerobics and Fitness Association of America (AFAA) Certification Specialist, and contributing author to industry magazines. His affiliations include FG2000, ACE, AFAA and BOSU, among others.



Cathy Maloney-Hills, PT

Cathy Maloney-Hills, a physical therapist with more than 30 years' experience, currently works for Courage Kenny Rehabilitation Institute/Allina Health in Minneapolis, Minnesota. Maloney-Hills develops community fitness and therapy programs, and presents courses and training for

physical therapists and fitness professionals. She is also coinvestigator/author of Golden Waves® Functional Water Program for Older Adults, and coauthor of *YMCA Water Fitness for Health* as well as various chapters and articles.



Bernadette O'Brien, MA

Bernadette O'Brien is both certified by and a provider for SCW, ACE and AFAA. For her dynamism, O'Brien has acquired the nickname "Super Betty." She also won the Centrum Vitamin contest for "The Most Energized, Amazing Woman in America." At age 82, O'Brien not only teaches land and aqua fitness classes for all populations, but inspires with her charity and philanthropic work with FG2000. She is a BOSU Development Partner and the founder of the Facebook group, Aqua Stars America. Her specialty is helping the world rethink what "teaching seniors" really means today.



Debra Rose, PhD

Debra Rose is a professor in the Kinesiology Department at California State University, Fullerton. An International Council on Active Aging Advisory Board Member, Rose also

directs the university's Institute of Gerontology and award-winning Center for Successful Aging. In addition, she serves as one of two codirectors of the Fall Prevention Center of Excellence established in 2005.



Mary E. Sanders, PhD, FACS, RCEP, CDE

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



**Westminster
Communities
of Florida**

Volunteer T-shirts at the 2014 ICAA Conference are sponsored by Westminster Communities of Florida. Look for someone wearing one of these T-shirts if you need assistance during the conference.

Seminars at a glance

Thursday, November 13, 2014

<p>7:00 a.m.–8:15 a.m.</p>	<p>■ ML, L Design and operate a successful wellness center</p> <p><i>Craig Bouck, Barker Rinker Seacat Architecture; Cindy Wagner, Shalom Cares</i></p>	<p>■ ML, L Creating programming that attracts participants and profits</p> <p><i>Debra Atkinson, Voice for Fitness</i></p>	<p>■ PDW, L Putting the “long” in longevity: mind and muscle in maturity</p> <p><i>Michael Mantell, American Council on Exercise</i></p>
<p>8:30 a.m.–10:00 a.m.</p>	<p>■ ML, LI Team-building activities to positively impact performance, perspective and passion</p> <p><i>Karen Woodard, Premium Performance Training</i></p>	<p>■ ML, L Crisis management: when bad things happen to good companies</p> <p><i>Michelle Moore, Involve, LLC</i></p>	<p>■ PDW, L Take your O2 first–self-care for active-aging professionals</p> <p><i>James Huysman, WellMed Medical Management</i></p>
<p>10:15 a.m.–11:45 a.m.</p>	<p>■ ML, L Stay, fly, shop to success: learning from world-renown companies</p> <p><i>Todd Harff and Erin Read, Creating Results</i></p>	<p>■ ML, L Creating a Balance Life Team across the continuum</p> <p><i>Heather Stanton and Gwynne Deveau, Seabury</i></p>	<p>■ PDW, L Moving to happiness–living the prosperous life after 50</p> <p><i>Petra Kolber, Petra Kolber, LLC</i></p>
<p>12:00 p.m.–4:30 p.m.</p>	<p>TRADE SHOW GRAND OPENING</p>	<p>TRADE SHOW GRAND OPENING</p>	<p>TRADE SHOW GRAND OPENING</p>
<p>3:00 p.m.–4:00 p.m.</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>	<p>ICAA IDEA EXCHANGE Exhibit Hall</p>
<p>4:30 p.m.–6:00 p.m.</p>	<p>ICAA GENERAL SESSION <i>Multiple presenters (includes presentation of Innovators Awards)</i></p>	<p>ICAA GENERAL SESSION <i>Multiple presenters (includes presentation of Innovators Awards)</i></p>	<p>ICAA GENERAL SESSION <i>Multiple presenters (includes presentation of Innovators Awards)</i></p>
<p>8:00 p.m.–11:00 p.m.</p>	<p>AB RECEPTION B.B. King’s Blues Club</p>	<p>AB RECEPTION B.B. King’s Blues Club</p>	<p>AB RECEPTION B.B. King’s Blues Club</p>

“Since this was the first ICAA Conference I attended, I wasn’t sure what to expect. What I found was a valuable forum of ideas and experiences that changed my whole outlook for my workplace and for my own personal wellness. I left with renewed excitement, enthusiasm, and a great new game plan for the upcoming year.”

Beth Grigg

Residential Health Services, Wyndemere Senior Community

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

<p>■ PDW, L Weathering the winds of change</p> <p><i>Roxy Kline, YMCA of the Greater Twin Cities</i></p>	<p>■ R, L Enhancing older adults' resistance-training results with post-exercise protein</p> <p><i>Wayne Westcott, Quincy College</i></p>	<p>■ PDW, L Be a superhero—help put new life into aging feet</p> <p><i>Bob Thompson, Institute for Preventive Foot Health</i></p>	<p>■ TW, LI “Be careful: I have _____”: safe performance of physical activity</p> <p><i>Joyce Sligar and Rebecca Wojcik, Governors State University</i></p>
<p>■ PDW, LI The next steps in music as medicine</p> <p><i>Andrew Tubman, Musical Health Technologies</i></p>	<p>■ R, LI Wayfinding: a missing link in active aging?</p> <p><i>Rebecca Hunter, University of North Carolina Center for Health Promotion and Disease Prevention; Anna Vandenberg, Center for Health in Aging, Emory University</i></p>	<p>■ TW, LI Evidence-based older-adult strength training across the functional spectrum</p> <p><i>Teal Busted and Joseph Rouse, Genesis Rehab Services</i></p>	<p>■ BF, LI Training neuroplasticity: current research for training the active older adult</p> <p><i>Lawrence Biscontini, FG2000; Bernadette O'Brien, YMCA Wayne, New Jersey</i></p>
<p>■ BF, L Is it brain-worthy? How to evaluate brain-fitness products</p> <p><i>Cynthia Green, Memory Arts, LLC</i></p>	<p>■ PDW, L Making the garden work for you and your clients</p> <p><i>Elizabeth Diehl, University of Florida; Lesley Fleming, Salvia-Sage Services</i></p>	<p>■ PDW, LI A springy step versus a slipper shuffle</p> <p><i>Patricia VanGalen, Active and Agile</i></p>	<p>■ PDW, LI Take a stand</p> <p><i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i></p>
TRADE SHOW GRAND OPENING	TRADE SHOW GRAND OPENING	TRADE SHOW GRAND OPENING	TRADE SHOW GRAND OPENING
ICAA IDEA EXCHANGE Exhibit Hall	ICAA IDEA EXCHANGE Exhibit Hall	ICAA IDEA EXCHANGE Exhibit Hall	ICAA IDEA EXCHANGE Exhibit Hall
ICAA GENERAL SESSION <i>Multiple presenters (includes presentation of Innovators Awards)</i>	ICAA GENERAL SESSION <i>Multiple presenters (includes presentation of Innovators Awards)</i>	ICAA GENERAL SESSION <i>Multiple presenters (includes presentation of Innovators Awards)</i>	ICAA GENERAL SESSION <i>Multiple presenters (includes presentation of Innovators Awards)</i>
AB RECEPTION B.B. King's Blues Club	AB RECEPTION B.B. King's Blues Club	AB RECEPTION B.B. King's Blues Club	AB RECEPTION B.B. King's Blues Club

Seminars at a glance

Friday, November 14, 2014

6:45 a.m.–8:15 a.m.			<p>■ PDW, LI The ground: get down–get up–rebound!</p> <p><i>Patricia VanGalen, Active and Agile</i></p>
7:00 a.m.–8:30 a.m.	EARLY-MORNING WORKOUT	EARLY-MORNING WORKOUT	EARLY-MORNING WORKOUT
8:30 a.m.–10:00 a.m.	<p>■ ML, LI Building your team: getting the best out of the best!</p> <p><i>Stacey Belt and Ronda Watson, Atria Senior Living</i></p>	<p>■ ML, L Creating a culture of prevention and wellness: the path to true healthcare reform</p> <p><i>Mark Gray and Jana Headrick, Inverness Village</i></p>	<p>■ PDW, LI Culinary wellness—a new spin on the wheel for programming</p> <p><i>Connie Dow and Donna Herbst, Atria Senior Living</i></p>
10:15 a.m.–11:30 a.m.	AB KEYNOTE <i>William C. Taylor</i>	AB KEYNOTE <i>William C. Taylor</i>	AB KEYNOTE <i>William C. Taylor</i>
11:30 a.m.–3:30 p.m.	TRADE SHOW	TRADE SHOW	TRADE SHOW
3:00 p.m.–4:30 p.m.	<p>■ ML, L Why aren't they coming? Improving connectivity and creating community</p> <p><i>Roxy Kline, YMCA of the Greater Twin Cities</i></p>	<p>■ ML, L The power of evidence-based outcomes-driven healthy aging—a panel presentation</p> <p><i>Janet Brady, PCE Fitness (moderator); Heidi Long, WesleyLife; Gina Formica, Liberty Lutheran; Neil Prashad, Origin Active Lifestyles Communities</i></p>	<p>■ BF, LI Singin' in the brain: singing, neuroscience, fun for all ages</p> <p><i>Robert Bergner, Seabury</i></p>
4:45 p.m.–6:00 p.m.	<p>■ ML, L Transforming activity programs through hiring, training and career advancement</p> <p><i>Sara Kyle, Senior Care Centers</i></p>	<p>■ ML, LI Integrating technology into your culture-change journey</p> <p><i>Jack York, It's Never 2 Late; Mary Grace Smigiel, Vi at Highlands Ranch</i></p>	<p>■ TW, LI Assisted living: the forgotten population</p> <p><i>Lori Forck and Gina Miller, RehabCare Group</i></p>
6:30 p.m.–7:30 p.m.	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>
7:00 p.m.–9:00 p.m.	ICAA NETWORKING RECEPTION Hyatt Regency Orlando	ICAA NETWORKING RECEPTION Hyatt Regency Orlando	ICAA NETWORKING RECEPTION Hyatt Regency Orlando

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

 PDW, LI Conductorcise 10 th anniversary/80 th birthday celebration program <i>David Dworkin, Conductorcise</i>			
EARLY-MORNING WORKOUT	EARLY-MORNING WORKOUT	EARLY-MORNING WORKOUT	EARLY-MORNING WORKOUT
 PDW, L A bucketful of ideas from ICAA Innovators Award winners <i>Patricia Ryan, International Council on Active Aging (moderator)</i>	 BF, L Creating brain-healthy communities: envisioning and implementing brain-fitness strategies <i>Cynthia Green, Memory Arts, LLC</i>	 BF, LI Brain-booster chair workout <i>Terry Eckmann, Minot State University</i>	 PDW, LI Liquid grooves <i>Petra Kolber, Petra Kolber, LLC</i>
AB KEYNOTE <i>William C. Taylor</i>	AB KEYNOTE <i>William C. Taylor</i>	AB KEYNOTE <i>William C. Taylor</i>	AB KEYNOTE <i>William C. Taylor</i>
TRADE SHOW	TRADE SHOW	TRADE SHOW	TRADE SHOW
 R, L Engaging mild to moderately impaired older adults in physical activity <i>Barbara Resnick and Elizabeth Galik, University of Maryland School of Nursing</i>	 PDW, L Low Vision and the older adult <i>Sabrena McCarley and Daniel Swiatek, Hallmark Rehabilitation</i>	 PDW, LI Fit to function <i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i>	 PDW, LI Seated and standing tai chi <i>Lawrence Biscontini, FG2000</i>
 R, LI Understanding and managing stress: proven strategies for a happier life <i>Kathie Garbe and Connie Schrader, University of North Carolina-Asheville</i>	 PDW, L Inexpensive training program reduces risk of diabetes-induced skin problems <i>Nancy Ray, McCord Research, Inc.</i>	 PDW, LI Creating improvisational murder mysteries <i>Jill Ross, Sarasota Bay Club</i>	 PDW, LI Strong: strengthening and stretching for older adults <i>Maureen Hagan, GoodLife Fitness and canfitpro</i>
POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>	POSTER SESSION <i>Multiple presenters</i>
ICAA NETWORKING RECEPTION Hyatt Regency Orlando	ICAA NETWORKING RECEPTION Hyatt Regency Orlando	ICAA NETWORKING RECEPTION Hyatt Regency Orlando	ICAA NETWORKING RECEPTION Hyatt Regency Orlando

Seminars at a glance

Saturday, November 15, 2014

<p>7:00 a.m.– 8:15 a.m.</p>			<p>■ B, LI Balance Games— balance is a fitness thing</p> <p><i>Treva McGowan and Rhonda Kader, Village on the Green</i></p>	<p>■ PDW, LI Cross-dancing</p> <p><i>Terry Eckmann, Minot State University</i></p>	
<p>8:30 a.m.– 9:45 a.m.</p>	<p>■ ML, L Program analysis: tracking engagement and increasing participation</p> <p><i>Krystee Ryiz, Benchmark Senior Living</i></p>	<p>■ PDW, L “Way to Go”: becoming your own agent of change</p> <p><i>Cherie Bronsky, Del Webb’s Sun City Hilton Head</i></p>	<p>■ R, L Importance of assessing and reversing urinary incontinence for older adults</p> <p><i>Leah Klusch, The Alliance Training Center</i></p>	<p>■ B, LI Tai chi for strength and balance</p> <p><i>Troyce Thome and Faith Overton, Tai Chi for Health</i></p>	<p>■ PDW, LI Healthy backs for life</p> <p><i>Maureen Hagan, GoodLife Fitness and canfitpro</i></p>
<p>10:00 a.m.– 11:15 a.m.</p>	<p>■ ML, LI Holistic dementia care solutions</p> <p><i>Ellen Belk, Keep In Mind, Inc.</i></p>	<p>■ ML, L Program innovation: development, implementation and integration</p> <p><i>Maria Nadelstumph, Brandywine Senior Living</i></p>	<p>■ PDW, L Spirituality as a contributor to health and wellness</p> <p><i>Greg Fitch, John Knox Village</i></p>	<p>■ PDW, L Keeping the keys: driving longer and driving safer</p> <p><i>Felicia Chew, Genesis Rehab Services; Susan Touchinsky, Driving Rehabilitation by Genesis Rehab Services</i></p>	

This schedule is subject to change.

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

Choose from 60 ICAA educational opportunities. 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 11

4:00 p.m.–6:00 p.m. Registration

Wednesday, November 12

7:00 a.m.–6:00 p.m. Registration
Times vary Preconference workshops
Note: See page 10 for details.

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

Thursday, November 13

6:00 a.m.–6:00 p.m. Registration
Note: Trade show-only registration open until 6:00 p.m.
7:00 a.m.–11:45 a.m. Educational seminars
12:00 p.m.–4:30 p.m. Trade show grand opening
3:00 p.m.–4:00 p.m. ICAA Idea Exchange
4:30 p.m.–6:00 p.m. ICAA General Session
8:00 p.m.–11:00 p.m. AB All-Conference Welcome Reception

Notes: Full-conference registrants receive a \$5 off lunch coupon usable in the exhibit hall on Thursday or Friday during exhibit hours only. These registrants may attend the AB Welcome Reception free of charge; a \$25 per-person fee applies to trade-show only attendees and guests.

Friday, November 14

6:45 a.m.–8:15 a.m. Educational seminars
7:00 a.m.–8:30 a.m. Early-morning workouts
7:30 a.m.–5:00 p.m. Registration
Note: Trade show-only registration opens at 6:45 a.m.
8:30 a.m.–10:00 a.m. Educational seminars
10:15 a.m.–11:30 a.m. AB Keynote: William C. Taylor
11:30 a.m.–3:30 p.m. Trade show
3:00 p.m.–6:00 p.m. Educational seminars
6:30 p.m.–7:30 p.m. ICAA Poster Presentations (at Networking Reception site)
7:00 p.m.–9:00 p.m. ICAA Networking Reception *Sponsored by the International Council on Active Aging®*

Saturday, November 15

7:00 a.m.–8:15 a.m. Educational seminars
7:45 a.m.–12:00 p.m. Registration
8:30 a.m.–11:15 a.m. Educational seminars
8:00 a.m.–3:30 p.m. Postconference workshop
Note: See page 10 for details.

Space is limited for the postconference workshop, which costs an additional \$79 per registrant. Register early to avoid disappointment. *Sponsored by BOSU®*

Roundtable discussions

ICAA Idea Exchange

November 13, 2014

3:00 p.m.–4:00 p.m.

(back of the Exhibit Hall)

Learn from your colleagues in active aging and relay your ideas and experiences at the new ICAA Idea Exchange. Three roundtable discussions will take place, each focused on a different topic. These include:

- **Developing employee wellness programs**
Facilitator: Jackie Berling, MBA, MA, Chief Resources Officer, Beach Cities Health District
- **Working with people with mild dementia**
Facilitator: Ellen Belk, BA, President, Keep In Mind, Inc.
- **Training high-functional exercisers and athletes**
Facilitator: Stefanie Cain, MPH, ACSM-HFS, Fitness Program Coordinator, Still Hopes Episcopal Retirement Community

Take a seat at the table that interests you—and join in!

“Everything is so well organized; the classes and presentations are all the highest quality. I leave feeling inspired, rejuvenated and satisfied with the complete experience.”

Bernadette Morgan

YMCA Active Adults Coordinator

Sessions

COLOR KEY FOR TOPIC AREAS

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

"I am always so energized and rejuvenated after attending the ICAA Conference. It renews my commitment to our field and reaffirms that what our organizations do on a daily basis has a tremendous impact on the lives of older adults."

Carrie Erickson

National Manager, Life Enrichment Programs, Origin Active Lifestyle Communities

**Thursday, November 13, 2014
7:00 a.m.–8:15 a.m.**

■ ML Design and operate a successful wellness center

Opened in May 2012, Shalom Cares' J. Leonard Levy Family Wellness Center in Aurora, Colorado, has used various strategies to grow its membership to over 300. Learn about design and programming elements, partnerships, and incentive offerings that led to success, and the positive effect on residents' quality of life. *Lecture.*

You'll be able to:

- Identify current key wellness issues and challenges facing active-aging communities.
- Implement innovative therapy, social, educational and design solutions in response to key issues and challenges.
- Discuss successful trends in the next generation of active-aging wellness center design.

Faculty: **Craig Bouck**, AIA, President/CEO, Barker Rinker Seacat Architecture; **Cindy Wagner**, MS, CTRS, Executive Director, Independent Living and Campus Services, Shalom Cares.

CEUs awarded

■ ML Creating programming that attracts participants and profits

Program design is key to developing marketing copy that reaches older adults and motivates their participation. Delve into programming fundamentals and transfer that information directly to the creation of flyers, posts and newsletter items for increasing awareness among targeted participants. *Lecture.*



**Equipment at the ICAA Conference
2014 is brought to you by SPRI.**

You'll be able to:

- Develop programs systematically for greater participation and profit (if applicable).
- Identify steps that lead to creating successful new programs and better evaluate existing programs for improvement.
- Define optimal marketing for programs using content you've created, blending the process into a seamless one instead of the often-separated programming and marketing.

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

CEUs awarded

■ PDW Putting the "long" in longevity: mind and muscle in maturity

Healthy longevity through wisely engaging mind and muscle is too often slighted when it comes to preventing or managing disease or infirmity. Explore how to use advanced cognitive-behavioral tools with older adults to lengthen the "long" in longevity, promoting true healthcare and disrupting the current disease-care system. *Lecture.*

You'll be able to:

- Apply the latest advanced cognitive-behavioral methods to effectively understand and "hear" unhealthy self-talk, and the top 10 most-researched distortions that serve as barriers to longevity in clients.
- Apply mindful cognitive-behavior tools to help older adults focus their thinking to engage their muscles and more actively participate in healthy living.
- Create personalized "catch-challenge-change" toolkits for clients to use at home or in the gym, community center or senior living/nursing setting to promote longevity and disease prevention.

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

CEUs awarded

■ PDW Weathering the winds of change

The Boomers are here! The rules of the game have changed. Find out about change that transforms current programing, anticipate resistance to change from within your organization, and shatter conventional wisdom with innovative and inspired thinking.

Lecture.

You'll be able to:

- Identify desirable changes to accommodate the “new” mature market’s expectations for your facility and programs.
- Explore ways to improve connectivity with older adults in your community.
- Develop a plan to boost participation, refresh existing programs and stimulate programmatic growth in this evolving marketplace.

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

CEUs awarded

■ R Enhancing older adults’ resistance-training results with post-exercise protein

Post-training protein ingestion can enhance desired musculoskeletal results. Explore research-based information on recommended strength-training protocols and protein supplementation for older adults. Learn how to implement a more effective muscle-building and health-enhancing program.

Lecture.

You'll be able to:

- Realize that following a strength-training session muscle protein breakdown exceeds muscle protein syntheses, resulting in several hours of net negative protein balance.
- Recognize that ingesting supplemental protein in close proximity to a resistance workout is essential for attaining a net positive protein balance that enhances muscle development.

- Implement research-based recommendations for effective resistance training and post-exercise protein supplementation with older-adult populations.

Faculty: **Wayne L. Westcott**, PhD, Professor of Exercise Science, Quincy College.

CEUs awarded

■ PDW Be a superhero—help put new life into aging feet

Feet get used, misused and abused. If individuals complain that their feet hurt, you can become their superhero. Knowing how to properly care for, or avoid, foot problems at any age is key. Find out how and see some improvements achieved by IPFH advisors. *Lecture.*

You'll be able to:

- Discuss and share the scope and depth of foot problems occurring in American adults knowledgeably, based upon current research.
- 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.

Faculty: **Bob Thompson**, CPed, Executive Director, Institute for Preventive Foot Health.

CEUs awarded

■ TW “Be careful: I have _____”: safe performance of physical activity

Clients with osteoarthritis, osteoporosis, diabetes and cardiovascular/pulmonary disorders need to perform physical activity in a manner that helps prevent complications. Learn how clients can perform activity safely and how to instruct them in proper posture and form. (Note: Attendees should be familiar with the above disorders.)

Lecture/Interactive.

You'll be able to:

- Recognize signs and symptoms of distress in clients with osteoarthritis, osteoporosis, diabetes

and cardiovascular and pulmonary disorders.

- Respond appropriately to a client’s signs and symptoms of distress.
- Instruct clients in precautions as well as form and technique when performing physical activity, activities of daily living (ADL) and instrumental activities of daily living (IADL).

Faculty: **Joyce Sligar**, PT, MBA, MA, CEEAA, University Lecturer and Co-director of Clinical Education, and **Rebecca Wojcik**, PT, EdD, GCS, Associate Professor and Chair, Department of Physical Therapy, Governors State University.

CEUs awarded

**Thursday, November 13, 2014
8:30 a.m.–10:00 a.m.**

■ ML Team-building activities to positively impact performance, perspective and passion

Provide activities that will impact how your staff sees themselves, your organization and their contribution more clearly. Discover activities to drive the points of any staff meeting, and enhance production, perspective and passion for each participant. *Lecture/Interactive.*

You'll be able to:

- Implement three activities for any department or your entire staff to enhance buy-in to your business purpose.
- Lead dialogue for each activity, demonstrate outcomes and have written instructions for each activity.
- Possess tools for more effective staff meetings and training.

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

CEUs awarded

■ ML Crisis management: when bad things happen to good companies

Companies are under more media scrutiny than ever. Although crises are unpredictable, it is possible to list and

Sessions

prepare for potential negative threats that might occur. Discover concepts and techniques that will guide you and help you maintain order in crisis mode and in the public eye. *Lecture.*

You'll be able to:

- Recognize a crisis situation and what you can and can't control.
- Discuss the three principles of survival: Don't make it worse, be prepared, and preserve credibility.
- Know how to prepare using best practices for when a crisis hits and how to execute on your plans in the throes of a crisis.

Faculty: Michelle Moore, BA, Partner, Involve, LLC.

CEUs awarded

■ PDW Take your O2 first: self-care for active-aging professionals

The seven dimensions of wellness model offers a vital framework by which to assess and goal orient clients. Do you apply these principles to your health and well-being? Join this contemplative, motivational look at implementing the principles for yourself. Explore why it is important to "Take Your Oxygen First."

Lecture.

You'll be able to:

- Assess yourself for compassion fatigue, burnout and overwhelm according to the seven dimensions of wellness.
- Implement a proactive plan of self-care.
- Teach others to develop their own plans for self-care.

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

CEUs awarded

■ PDW The next steps in music as medicine

Go on a journey through cutting-edge research, best practices and new technologies that are proving scientifically what we know instinctively: Actively making music is strong and real medicine. Learn

how to more effectively engage older adults in singing and other musical activities. *Lecture/Interactive.*

You'll be able to:

- Articulate at least three major medical benefits of regular music-making for older adults, including increased immunity, release of neurochemicals and neurocognitive stimulation.
- Know the basics of conducting music sessions and become better musical caregivers.
- Discuss real-life situations where music-making can be implemented to address a variety of aging-related challenges.

Faculty: Andrew Tubman, MT-BC, Co-founder, Musical Health Technologies.

CEUs awarded

■ R Wayfinding: a missing link in active aging?

Finding our way from place to place is something we do every day, whether walking, cycling or driving. How does ease of community wayfinding support active aging? Hear research findings from the CDC-Healthy Aging Research Network. Learn strategies to improve wayfinding in your organization/community. *Lecture/Interactive.*

You'll be able to:

- Describe the relationships between community wayfinding and active aging.
- Identify and apply tools to assess ease of wayfinding, both indoors and outdoors.
- Explore opportunities and strategies to improve wayfinding to support active aging.

Faculty: Rebecca Hunter, MEd, Research Associate, University of North Carolina Center for Health Promotion and Disease Prevention; Anna Vandenberg, PhD, MPH, Center for Health in Aging, Emory University.

CEUs awarded

■ TW Evidence-based older-adult strength training across the functional spectrum

Gain guidelines and strategies for delivering effective strength-training programs across the functional spectrum. Key concepts include a review of strength-training principles, strength assessment for determining initial resistance and progression, and impact of chronic conditions on safe delivery of programs. *Lecture/Interactive.*

You'll be able to:

- Identify global principles of strength training and their application to older adults across the functional spectrum. Describe the "repetition range" method for approximating a percentage of the 1RM to develop and deliver safe, effective strengthening programs.
- Recognize special considerations and adaptations for various conditions, including frailty, to deliver safe, effective and progressive strength-training programs for the medically complex older adult.
- Examine strategies to promote older-adult confidence, engagement, and adherence to regular strength training, even in the presence of medical complexities and chronic conditions.

Faculty: Teal Busted, PT, GCS, Rehab Program Manager, and Joseph Rouse, MS, Wellness Coordinator, Genesis Rehab Services.

CEUs awarded

■ BF Training neuroplasticity: current research for training the active older adult

Neuroplasticity generates a buzz in conversations about training the active older adult. Gain practical applications of research to daily movement training, including a plethora of take-home ideas to implement into your current training regime with classes and clients. *Lecture/Interactive.*

You'll be able to:



- Define and train neuroplasticity.
- Learn samples for training the five functions of the brain
- Combine simple standing, sitting and moving elements into number two above to train neuroplasticity.

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

CEUs awarded

**Thursday, November 13, 2014
10:15 a.m.–11:45 a.m.**

ML Stay, fly, shop to success: learning from world-renown companies

To achieve long-term success, active-aging organizations should continually adapt to new challenges and trends. Inspiration and solutions can be found outside the industry. Explore ideas from corporate leaders on how they align actions with innovation, quality and customer experience. Apply insights to your organizational needs. *Lecture.*

You'll be able to:

- Discuss the strategic, consumer-centric and future-focused elements

that are the foundation for success at leading companies in the hotel, airline and specialty retail industries.

- Gain a new perspective on, and new inspiration for, delivering quality services.
- Define action steps for applying best practices from outside the active-aging industry to your organization.

Faculty: **Todd Harff**, MBA, President, and **Erin Read**, BA, Director of Strategic Planning, Creating Results.

CEUs awarded

ML Creating a Balance Life Team across the continuum

Learn best practices for building an interdisciplinary team whose focus is to create and implement programs/ events across the care continuum for residents and employees, focusing on the seven wellness dimensions. By building a better team, you can increase participation and create a supportive infrastructure for your organization.

Lecture.

You'll be able to:

- Outline an organizational model for building the team: top-down support, creating a mission statement, selection of key staff members/

identify interdepartmental team, and bankrolling the new team.

- Educate staff and residents on the team and its purpose through internal marketing.
- Describe the past four years of Seabury's program success on a large scale and smaller successes.

Faculty: **Heather Stanton**, Director of Resident Services, and **Gwynne Deveau**, Human Resources Generalist, Seabury.

CEUs awarded

PDW Moving to happiness—living the prosperous life after 50

Discover techniques and tools you can use with clients to help them flourish and thrive as they step onto the middle stage of life. Rooted in positive psychology and modeled after the Blue Zones, these techniques will help clients add life to years and years to life. *Lecture.*

You'll be able to:

- Identify key principles in how to elevate levels of happiness, plus understand how much happiness is within our control and what we can do to maximize quality of life (based on the work of Sonja Lyubomirsky).
- Describe the effects of exercise on our brains and how, by moving our bodies, we can change our thoughts, our brains and the experience of our lives.
- Discuss the Blue Zones and how we can take the best of these communities and apply the tools they use into everyday life to add years to life (based on the work of Dan Buettner).

Faculty: **Petra Kolber**, ACSM, ACE, CEO, Petra Kolber, LLC.

CEUs awarded

BF Is it brain-worthy? How to evaluate brain-fitness products

More brain-fitness products than ever are available for the age 50-plus market. Explore the relative contribution of different products to your overall brain-health vision, and tools to better measure how "brain-health worthy"

Sessions

these products are vis-à-vis your own brain-fitness mission. *Lecture.*

You'll be able to:

- Learn a theoretical model you can use to understand and apply the current science of brain health.
- Weigh the scientific efficacy and relative value of a brain-fitness product to your community or clients.
- Use tools to assess the value of a brain-fitness product to your own brain-health vision and strategy.

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

CEUs awarded

■ PDW Making the garden work for you and your clients

Gardening provides social, psychological, spiritual and physical benefits. Explore how to maximize garden and outdoor spaces; select tools, plants and hardscape elements; and design programs to make gardening accessible, enjoyable and therapeutic for active-aging populations. *Lecture.*

You'll be able to:

- Describe the way gardening can support all seven dimensions of the wellness model.
- Reduce barriers to gardening, including paths, garden beds, and plant selection.
- Incorporate gardening into existing programming.

Faculty: **Elizabeth Diehl**, ASLA, RLA, HTM, Director of Therapeutic Horticulture, University of Florida; **Lesley Fleming**, MA, HTR, Owner, Salvia-Sage Services.

CEUs awarded

■ PDW A springy step versus a slipper shuffle

Can speed and agility training attenuate the “slowing down with age” dilemma that negatively affects gait, dynamic balance, risk for falls, and more? Explore drills, skills, movements and activities that encourage/maintain a brisk, long, narrow springy gait with reciprocal arm action. *Lecture/Interactive.*

You'll be able to:

- Recognize the early warning signs of the slipper shuffle, early mobility disability, and the beginning of the slippery slope toward frailty and dependence.
- Comprehend better the importance of an integrated and coordinated kinetic chain in optimal gait.
- Discuss the importance of total body mobility in foot care, and choice of footwear for training and activity; tweak existing training plans, classes and activities to facilitate “springy step.”

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

CEUs awarded

■ PDW Take a stand

Discover how to successfully bridge the gap between seated and standing exercises in a group-fitness setting. Through specific rehearsal techniques and incorporating the chair as a balance tool, we can instill the capability and confidence for participants to “take a stand.” *Lecture/Interactive.*

You'll be able to:

- Comprehend that the principle of exercise progression applies to older adults and that in most cases they can successfully progress from seated to standing exercises.
- Use “seated rehearsal” to develop muscle memory and then apply to standing mechanics.
- Implement balls and noodles for seated and standing exercises.

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

CEUs awarded

Thursday, November 13, 2014
3:00 p.m.–4:00 p.m.

ICAA Idea Exchange

Join your colleagues for idea-sharing at the new roundtable discussions. Sit at

the table with the topic that interests you, and share your own knowledge as well as learn from peers. Meet new people in an informal setting, relay your experiences and walk away with lots of ideas. Topics include developing employee wellness programs, working with people with mild dementia, and training high-functional exercisers and athletes.

You'll be able to:

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

Faculty: **Ellen Belk**, BA, President, Keep In Mind, Inc.; **Jackie Berling**, MBA, MA, Chief Resources Officer, Beach Cities Health District; **Stefanie Cain**, MPH, ACSM-HFS, Fitness Program Coordinator, Still Hopes Episcopal Retirement Community (facilitators).

Thursday, November 13, 2014
4:30 p.m.–6:00 p.m.

ICAA General Session Think 2.0

Population aging is changing societies on a global and local level. Many of our current models have fallen short in addressing both challenges and opportunities presented by this demographic shift. Governments and organizations need new implementable models to address today's demographic majority, adults ages 50-plus. To accomplish this, we need to move beyond the status quo. Don't miss this stimulating session as seven industry visionaries each share one trend, shift or idea that can move you and your organization beyond where you are today.

You'll be able to:

- List seven trends, shifts or ideas that can move you beyond the status quo.

- Describe new models that can be created to support these changes.
- Discuss recommendations on how to benefit from these new models.

Faculty: **Lawrence Biscontini**, MA, Mindful Movement Specialist, FG2000; **Steve Blackburn**, AIA, LEED® AP, Chief of Business Development/Principal, Barker Rinker Seacat Architecture; **Terry Eckmann**, PhD, Professor, Minot State University; **David Gobble**, PhD, CHES, Director, Masterpiece Living Academy; **Cynthia Green**, PhD, President, Memory Arts, LLC; **James Huysman**, PsyD, LCSW, CFT, Consultant, WellMed Medical Management; **Colin Milner**, Founder and CEO, International Council on Active Aging.

CEUs awarded

(Note: Includes presentation of ICAA Innovators Awards.)

**Friday, November 14, 2014
6:45 a.m.–8:15 a.m.**

■ PDW The ground: get down–get up–rebound!

What does it take to get up and down from the ground? Confidence in this ability is a critical component of life in a physically active, independent, stimulating environment. Explore moves, exercises and habits that keep the ability to “get down and up” safely, effectively and efficiently. *Lecture/Interactive.*

You’ll be able to:

- Perform at least one way to navigate down to the ground and back up.
- Comprehend the relevance to trip, stumble and fall recovery and risk-reduction strategies.
- Recognize that this ability can, and should, be maintained for as long as possible and that it’s loss is not a part of aging. Plus better understanding the importance of an integrated and coordinated kinetic chain in maintaining this ability.



Photo: Julie Milner

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

CEUs awarded

■ PDW Conductorcise 10th anniversary/80th birthday celebration program

Explore why and how music, energy and humor affect the body and brain. Discover the latest research on how music positively affects individuals with Alzheimer’s/dementia, Parkinson’s disease, and depression. Gain examples of music that stimulates body and brain.

Lecture/Interactive.

You’ll be able to:

- Instill energy and stimulate all residents through their getting in touch with their bodies and minds.
- Conduct programs involving tools of the art of conducting.
- Activate programs that older adults will want to return to on a long-term basis.

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

CEUs awarded

**Friday, November 14, 2014
8:30 a.m.–10:00 a.m.**

■ ML Building your team: getting the best out of the best!

Working with the older-adult population takes passion, understanding and talent. How do you get the right people working with and for you? What is

needed to lead and build a successful team? Learn about teambuilding, successful staffing, and working well together with multiple departments.

Lecture/Interactive.

You’ll be able to:

- Identify and empower skills and talent in your staff.
- Become a motivating leader to those you lead and supervise.
- Build your team to work effectively with older adults and multiple departments.

Faculty: **Stacey Belt**, CTRS, National Engage Life Innovation Director, and **Ronda Watson**, Senior Vice President of Culinary and Engage Life, Atria Senior Living.

CEUs awarded

■ ML Creating a culture of prevention and wellness: the path to true healthcare reform

With a focus on prevention, older adults can make decisions now that are in their best long-term interest, leading to improved vitality and well-being. Creating a culture of prevention and wellness in your organization requires a grassroots effort. Explore why weaving prevention and wellness into everything begins with the people you hire. *Lecture.*

You’ll be able to:

- Describe strategies for prevention.
- Gain visual practical programmatic takeaways to duplicate and apply.

Sessions

- Discuss a framework for committing to a culture of prevention and wellness.

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

■ PDW Culinary wellness—a new spin on the wheel for programming

Explore how nutrition education, culinary programs and engagement programs working together will help older adults be more aware of the importance of a balanced lifestyle and the role healthy foods have in their lives. The session includes brainstorming and strategies. *Lecture/Interactive.*

You'll be able to:

- Incorporate culinary department into programming.
- Expand your organization's program to make it more engaging for older adults.
- Provide resources to achieve these programs.

Faculty: **Connie Dow**, BS, RDN, National Dietitian, and **Donna Herbst**, BSc, Divisional Engage Life Innovation Director, Atria Senior Living.

CEUs awarded

■ PDW A bucketful of ideas from ICAA Innovators Award winners

Gain ideas for new activities, or small twists on a regular program that can yield big results, by joining the ICAA Innovators Award winners. Hear about key elements of programs aimed at one or more wellness dimension, how the program developed, obstacles to success, and what moved the program from ordinary to extraordinary.

Lecture.

You'll be able to:

- Identify types of programs that attract the interest of older adults.
- List at least three ideas that can be applied in your location.
- Adapt program concepts to the skills and interests of older adults.

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

■ BF Creating brain-healthy communities: envisioning and implementing brain-fitness strategies

Gain practical guidance for developing an overall brain-health culture for your community or organization. Learn steps to create your brain-health vision and develop a practical strategy to meet that goal. Discover a scientifically grounded model to refer to in creating a brain-health agenda. *Lecture.*

You'll be able to:

- Apply the current science of brain health through a comprehensive wellness model.
- Integrate brain fitness into your current wellness vision and develop a strategy for implementing that vision.
- Identify areas of strength and potential growth for brain-fitness programs and services, including the environment, resident/client services, and staff development.

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

CEUs awarded

■ BF Brain-booster chair workout

Take home a series of seated brain-booster activities. Engage older adults in movement that can enhance cognition and brain health. Identify brain health tips that you can share with residents/clients. *Lecture/Interactive.*

You'll be able to:

- Lead 10 brain-booster activities.
- Understand why these activities boost brain health and enhance cognition.
- Explore how to incorporate brain boosters in your community or organization.

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

CEUs awarded

■ PDW Liquid grooves

Join a mindful movement class that fuses movements inspired from the world of tai chi, yoga and dance. This low-impact standing class weaves together easy-to-learn movements into a seamless flow that you can adapt for all levels of fitness. *Lecture/Interactive.*

You'll be able to:

- Experience a class that revolves around the principles of FLOW (Martin Seligman).
- Review exercise for mood and stress.
- Discuss the impact of exercise for longevity and wellness.

Faculty: **Petra Kolber**, ACSM, ACE, CEO, Petra Kolber, LLC.

CEUs awarded

Friday, November 14, 2014
10:15 a.m.–11:30 a.m.

Athletic Business Keynote

Business as if people mattered: a practically radical approach to managing people

Where do great ideas come from exactly? The traditional answer is that big ideas come from big thinkers. But what happens when markets become so unpredictable that no individual leader can think of everything? In this mind-altering presentation, Bill Taylor demonstrates the power of a new model of invention that opens your organization to the outside. Brilliant people don't have to work for you, he explains, in order to work with you. Here are some principles for attracting the best ideas from the most people:

- Keep your focus narrow and tightly defined. There's a big difference between tapping outside brain-power and engaging in free-form brainstorming.
- Keep broadening the participants—the most amazing ideas often come from the most surprising places.
- Don't keep all the benefits to yourself. If you expect people to share their best ideas with you, they'll expect something in return.



Faculty: **William C. Taylor**, Founding Editor, *Fast Company*; writer, speaker and entrepreneur; and best-selling author, *Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself*.

CEUs awarded

**Friday, November 14, 2014
3:00 p.m.-4:30 p.m.**

**■ ML Why aren't they coming?
Improving connectivity and creating community**

What is the secret to keeping new members coming back, or long-time residents coming at all? How do we move people from casual utilizers to connected participants? Explore what it means to create community. Identify barriers to participation, assess staff "friendliness factor" and create an engagement plan. *Lecture.*

You'll be able to:

- Create and implement a new member engagement plan.
- Stimulate program growth (connectivity) by decreasing barriers to participation.
- Introduce and reinforce the concepts of "authentic friendliness" and "attractive programming" to your staff team.

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

CEUs awarded

■ ML The power of evidence-based outcomes-driven healthy aging—a panel presentation

Hear a panel discussion with healthy-aging program directors who established an outcomes-based business model for their programs. Find out how to gather health/fitness outcomes on individuals plus measure overall well-being, and how to use that information to establish evidence-based programming. *Lecture.*

You'll be able to:

- Define how to establish an outcomes-driven healthy-aging program and list its top three benefits.
- Define how to analyze outcomes data to accurately plan needed programming from a community- or organization-wide perspective to insure programming matches identified health/fitness needs of older adults.
- Identify three key functions to successfully turn outcomes data into powerful administrative reports that validate the benefits of a healthy aging program.

Faculty: **Janet Brady**, MS, Director of Medical Programs, PCE Fitness (moderator); **Heidi Long**, MS, Director Health and Well-being, WesleyLife; **Gina Formica**, PT, DPT, Director of Wellness, Liberty Lutheran; **Neil A. Prashad**, SMArch S, SMRED, President and CEO, Origin Active Lifestyles Communities.

CEUs awarded

■ BF Singin' in the brain: singing, neuroscience, fun for all ages

Discover current research on singing and brain function, and singing as therapy for neurologic and speech disorders, a catalyst for community building and self-esteem, and a communication tool for caregivers and recipients. Learn exercises to improve vocal clarity, ease and confidence. *Lecture/Interactive.*

You'll be able to:

- Comprehend the breadth and importance of current research on singing and its potential therapeutic applications.
- Practice and communicate to others basic principles of effective and efficient vocalization.
- Facilitate group singing, and singing to and with individuals, in their home communities.

Faculty: **Robert Bergner**, MDiv, Chaplain, Seabury.

CEUs awarded

Sessions

■ R Engaging mild to moderately impaired older adults in physical activity

Learn how to evaluate cognitive impairment among older adults using multiple simple bedside measures to consider the impact of cognition on physical capability. Explore ways to manage individuals' challenging symptoms/behaviors while maintaining or improving function and physical activity. *Lecture.*

You'll be able to:

- Evaluate cognition and physical capability among older adults with mild to moderate cognitive impairment.
- Provide three solutions to challenging behavioral symptoms among older adults with mild to moderate cognitive impairment.
- Delineate five successful activities/programs to use with older adults with mild to moderate cognitive impairment to engage them in physical activity.

Faculty: **Barbara Resnick**, PhD, CRNP, Professor, and **Elizabeth Galik**, PhD, CRNP, Associate Professor, University of Maryland School of Nursing.

CEUs awarded

■ PDW Low Vision and the older adult

Most people with Low Vision are over age 65 and affected by macular degeneration, diabetic retinopathy or glaucoma. Low Vision affects an individual's basic ADL, IADL, mobility and safety. Gain resources on environmental modifications for those residing in skilled nursing or at home. *Lecture.*

You'll be able to:

- Discuss the medical condition of Low Vision and whom it affects; provide facility education related to this condition.
- Explain environmental modifications to assist individuals who reside in

skilled nursing and those who reside at home.

- Comprehend basic ADL, IADL, mobility and safety challenges for individuals with Low Vision. Understand apps for those with this condition.

Faculty: **Sabrena McCarley**, MBA-SL, OTR/L, Director of Clinical Services, and **Daniel Swiatek**, OTR/L, Rehab Specialist, Hallmark Rehabilitation.

CEUs awarded

■ PDW Fit to function

Learn to translate strength gains from traditional group-fitness classes into real-life, everyday movement patterns. This functional training approach focuses on reestablishing and reinforcing motor skills to support balance and gait function. Develop/implement gait drills, obstacle challenges and activities. (Note: Movements will mostly be away from chairs.) *Lecture/Interactive.*

You'll be able to:

- Comprehend the difference between traditional fitness classes (seated in the chair) and functional training for older adults, and how to translate fitness gains from traditional classes into functional movement.
- Develop and implement gait drills and obstacle challenges using lines, poly spots, steps and cones.
- Develop and implement interactive partner challenges.

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

CEUs awarded

■ PDW Seated and standing tai chi

Tai chi and its chi gong building blocks form the oldest group-wellness disciplines on the planet. This exploration of theory becomes practical in a simultaneous seated and standing class. Discover secrets to balance the spine's movements, the ancient Chinese "brocade" based on the number eight, and more. *Lecture/Interactive.*

You'll be able to:

- Discuss the eight-movement brocade for seated and standing populations.
- Describe the differences between chi gong and tai chi, plus how to progress and regress tai chi and chi gong.
- Learn to create your own class for a combined population of frail and independent older adults, and boost your own energy chi by practicing these Chinese disciplines.

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

CEUs awarded

Friday, November 14, 2014

4:45 p.m.–6:00 p.m.

■ ML Transforming activity programs through hiring, training and career advancement

As "activities" in long-term care are replaced with wellness programs, it is imperative that administrators and directors hire, train, and provide career paths enabling growth and advancement. Learn why creating and publicizing a standard and formal job description and growth plan relative to location and/or market is needed. *Lecture.*

You'll be able to:

- Recognize the lack of continuity and outcomes-based approach among wellness and activity job descriptions currently used to hire staff in long-term care. Learn necessary skills and certifications/experience to look for in potential candidates.
- Practice creating and structuring a career ladder based on skills, education, and experience relative to your organization and current staff, as well as compensating based upon current market value.
- Incorporate and create ongoing training materials to assure staff are capable and comfortable leading residents in whole-person wellness activities that provide outcomes and results.

Faculty: Sara Kyle, PhD, Adjunct Professor, and Director of Resident Wellness, Senior Care Centers.

CEUs awarded

■ ML Integrating technology into your culture-change journey

Explore how various types of technologies can transform the lives of older adults regardless of physical or cognitive disabilities. See how technology will be used as engagement and educational tools and to keep individuals connected. Hear how one provider integrated technology into a culture-change journey. *Lecture/Interactive.*

You'll be able to:

- See hands-on demonstrations of various types of adaptive technology.
- Comprehend from a provider's perspective how to integrate technology into your culture-change journey.
- Discuss multiple research projects demonstrating the positive outcomes of the use of technology for people with physical and cognitive disabilities.

Faculty: Jack York, BSc, President, It's Never 2 Late; Mary Grace Smigiel, RN, MS, NHA, Care Center Administrator, Vi at Highlands Ranch.

CEUs awarded

■ TW Assisted living: the forgotten population

Assisted-living residents often lack wellness services to keep active and prevent physical declines. Learn how and when to refer a resident to physical, occupational and speech therapies. Find out options for wellness programming once therapy is complete to keep residents "aging in place." *Lecture/Interactive.*

You'll be able to:

- Elevate your fitness offerings for assisted-living residents, which will allow you to confidently focus on prevention and reducing declines.



- Know how and when to refer to physical, occupational and speech therapy, an integral piece in the continuum of care.
- Prepare to market and implement a business strategy focused on the continuum of care in the assisted-living setting.

Faculty: Lori Forck, BS, Regional Wellness Coordinator, and Gina Miller, PT, BS, Program Director, RehabCare Group.

CEUs awarded

■ R Understanding and managing stress: proven strategies for a happier life

Professionals working in the aging field have identified a real sense of increased demands upon them. Stress can leave people overwhelmed, tense, burned out and unhealthy. Discover new research on stress and powerful strategies to alleviate it, with a takeaway booklet. *Lecture/Interactive.*

You'll be able to:

- Identify stressors that impact you and ways that your body reacts to stress.
- Explain mindfulness and the mind-body connection to stress and stress management.
- Experience a minimum of five mindfulness-based stress-reduction exercises during the session.

Faculty: Kathie Garbe, PhD, MCHES, Associate Professor, and Connie Schrader, MA, Lecturer, University North Carolina–Asheville.

CEUs awarded

■ PDW Inexpensive training program reduces risk of diabetes-induced skin problems

A step-by-step care program for caregivers and self-care individuals can substantially reduce diabetes-related care expenses and burdens placed on care facilities. Learn about common problems encountered by caregivers and individuals with diabetes, plus practical

Sessions

solutions, including important skincare training, that facilitate compliance.

Lecture.

You'll be able to:

- Start a simple, low-cost diabetes care program.
- Reduce the cost of care for individuals with diabetes at your community.
- Gain a successful diabetes-care training program on file for personnel to use.

Faculty: Nancy Ray, PhD, Biochemist, and Director of Quality and Scientific Affairs, McCord Research, Inc.

CEUs awarded

■ PDW Creating improvisational murder mysteries

Learn how to write and cast improvisational creative murder mysteries, and apply the dimensions of wellness in the process: emotional, cognitive/intellectual, physical, social and spiritual. Collaborate in work groups to create a successful process to use in your setting. *Lecture/Interactive.*

You'll be able to:

- Lead groups utilizing the processes and content learned (group creative-writing sessions, character development, improvisational techniques, sequencing, side coaching, and performance).
- Guide the creative writing segment of this process, promoting abstract thinking and appropriate integration of ideas and suggestions.
- Be confident that implementing this activity will add a new dimension to existing programming, fostering the goal of assuring participants they can successfully partake in this activity.

Faculty: Jill L. Ross, MS, CTRS, Lifestyle Director, Sarasota Bay Club.

CEUs awarded

■ PDW Strong: strengthening and stretching for older adults

Chair fitness is not only a safe, 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

Friday, November 14, 2014 6:30 p.m.–7:30 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.

You'll be able to:

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

Faculty: Multiple presenters.

CEUs awarded

Saturday, November 15, 2014 7:00 a.m.– 8:15 a.m.

New! Shorter Saturday sessions

At this year's ICAA Conference, Saturday sessions are 75 minutes each. The new, shorter schedule is designed to ensure you can stay to the end—and still catch that earlier flight home.

■ B Balance Games—balance is a fitness thing

This session begins with a discussion of balance and the body systems that provide the sense of balance, and why balance exercises belong in all fitness programs. Then participate in a Balance Games Class, and learn how to modify, simplify and progress each balance skill. *Lecture/Interactive.*

You'll be able to:

- Identify the multiple body systems that interact to give the sense of balance.
- Gain skills in balance exercises that address the multiple body systems by experiencing a Balance Games Class with modifications and progression of the exercises.
- Develop and practice your own Balance Games Class, then present an aspect of your class.

Faculty: Treva McGowan, RN, MSW, Fitness Coordinator, and Rhonda Kader, BSc, Director of Activities and Leisure Services, Village on the Green. **CEUs awarded**

■ PDW Cross-dancing

Cross-train the brain and body while moving to music. Research suggests that challenging the brain and body in different ways through dance can stimulate cognitive function. Learn circle, line, square and partner dances. Design your own dance with freestyle base moves in the chair or on your feet. *Lecture/Interactive.*

Spotlight on ...



Products and services expo

ICAA partners with leading conference provider Athletic Business (AB) to provide you with access to the AB Conference & Expo. This premier event for the 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 check out the newest innovations in wellness 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 to pick up your Networking Reception ticket and say hello!

You'll be able to:

- Take home a variety of circle, line, square and partner dances.
- Engage in a mix of base moves on your feet and in your seat.
- Comprehend how cross-dancing can improve the health of the body and the brain.

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

CEUs awarded

**Saturday, November 15, 2014
8:30 a.m.–9:45 a.m.**

■ **ML Program analysis: tracking engagement and increasing participation**

Resident engagement is essential to customer experience, not only at

the point of move-in but to insure sustainable satisfaction. Learn how to use program participation as an essential tool in customer experience. Gain ideas on how to encourage resident engagement and increase participation.

Lecture.

You'll be able to:

- Track resident engagement and analyze wellness programs to provide an overview and assessment of the program. Use participation as a valuable tool to provide insight to families concerned with engagement of their loved one; review the effectiveness of programs and facilitate fluid programs.
- Comprehend the importance of tracking resident participation and how to use findings as a valuable

tool in customer experience, as well as how to compare data findings to other disciplines.

- Implement new program ideas to increase engagement, and show the importance of activities and programs to older adults.

Faculty: Krystee Ryiz, MBA, Corporate Director of Traditional Programs and Customer Engagement, Benchmark Senior Living.

CEUs awarded

■ **PDW “Way to Go”: becoming your own agent of change**

Delve into “Way to Go,” a group-learning program that offers older adults a foundation and support system favorable to changing habits. The program’s “no judgment,” self-discovery

Sessions

and no “one size fits all” foundations provide a powerful learning environment to explore and enhance knowledge in reducing body weight. *Lecture.*

You'll be able to:

- Discuss how participants can become their own agents of change.
- Explain how participants can develop a new relationship with food and physical activity.
- Describe ways to establish healthier habits.

Faculty: **Cherie L. Bronsky, BS**, Director of Health and Wellness, Del Webb's Sun City Hilton Head.

CEUs awarded

■ R Importance of assessing and reversing urinary incontinence for older adults

Discover why incontinence management is among the most important issues impacting wellness and quality of life in elder care. Find out about interventions including balance testing and training, bladder training programs and self-help programs to manage incontinence. *Lecture.*

You'll be able to:

- Identify wellness and quality of life-related issues that impact older adults experiencing incontinence in all settings.
- Review proper assessment techniques and formats to identify level, duration and types of incontinence prior to initiating retraining or management programs.
- Discuss implementation of balance training, bladder retraining and other interventions to improve function and diminish incontinence episodes to improve older-adult quality of life and wellness.

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

CEUs awarded

■ B Tai chi for strength and balance

Enrich current exercise offerings in your organization by using specially

designed tai chi exercises targeted to strengthen the gait cycle, increase core stability, improve posture, balance and coordination. Support material will be provided. *Lecture/Interactive.*

You'll be able to:

- Instruct clients in simple tai chi-based exercise programs.
- Comprehend how to pair tai chi-based exercises to strengthen specific events in the gait cycle.
- Use tai chi-based exercises to strengthen the neuromuscular system (i.e., balance, coordination, proprioception).

Faculty: **Troyce Thome**, Master Trainer for the Arthritis Foundation, and Founder, Tai Chi for Health;

Faith Overton, PTA, Director, Educational Development, Tai Chi for Health.

CEUs awarded

■ PDW Healthy backs for life

More than 80% of the population will experience back pain and/or injury at some point. Find out why the risk for chronic back pain increases with age. Discover how to observe “postural types” and help correct postural faults and imbalances with exercises that improve mobility, stability and functional strength. *Lecture/Interactive.*

You'll be able to:

- Explain the role of posture in back health and identify four common postural types.
- Identify the most effective exercises that will address and eventually correct postural faults and imbalances.
- Create a 15/30/45-minute, multilevel healthy-back training program suitable for both personal trainers and group-exercise instructors.

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

CEUs awarded

Saturday, November 15, 2014
10:00 a.m.–11:15 a.m.

■ ML Holistic dementia care solutions

Learn about holistic dementia care solutions based on a four-pillar philosophy that includes tangible ideas impacting communication, environment, nutrition and activity engagement. Gain ideas and suggestions on how to use the strengths of staff members to create a holistic culture of care. *Lecture/Interactive.*

You'll be able to:

- Assess the environment/space to determine environmental triggers that have negative impact on those with dementia.
- Utilize communication techniques that de-escalate adverse resident behaviors/actions and maintain dementia-friendly conversations/communication.
- Prepare/present simple, nutrient-dense meal options for holistic wellness, and create adaptive versions for individuals who can't use utensils.

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

CEUs awarded

■ ML Program innovation: development, implementation and integration

Senior living today is not just nursing care, support and security, but also life, adventure and excitement. The more active the programming, the more active the residents and community life. But the right programs, implementation plan and integration strategy are required. Come learn ways to develop them. *Lecture.*

You'll be able to:

- Develop an innovation “think tank” process for your community.
- Develop a plan that outlines proper implementation strategies for new programs.

- Develop a process for program integration that meets your needs.

Faculty: **Maria Nadelstumph**, MA, Vice President of Organizational Development and Program Excellence, Brandywine Senior Living.

CEUs awarded

■ PDW Spirituality as a contributor to health and wellness

People with high spiritual well-being have a sense of their own place in the universe and a feeling of connection to something larger than themselves. They also are able to find meaning in life and keep life in perspective. Explore spirituality as a contributing factor to wellness and learn about world religions, religion and well-being.

Lecture.

You'll be able to:

- Gain insights and sensitivities in providing support for older adults and staff, ranging from the philosophical, spiritual and religious, to increase their sense of inner peace and wellness.
- Assist older adults with practical spiritual/meditation techniques, positive mental imagining, and exercises, which will enrich those who are in the process of active aging.
- Gain an understanding of how spiritual wellness contributes to healthful spiritual practices, meditation basics, guided meditations, prayer, journaling and labyrinths, and more.

Faculty: **Greg Fitch**, PhD to be completed 2014, MDiv, Spiritual Life Director, John Knox Village.

CEUs awarded

■ PDW Keeping the keys: driving longer and driving safer

Recent trending in America shows that as the number of older adults increases, the number of licensed older drivers also increases. Personal mobility is critical to healthy aging, quality of life and independence. Explore the resources

available to keeping the keys as the adult population ages. *Lecture.*

You'll be able to:

- Discuss the demographics of the older-adult population as it relates to driving and community mobility.
- Discuss the role of rehabilitation services within the current care-delivery models for driving-related services.
- Describe and advocate for alternative models of access to driving-related

services, including evaluations and driving transition services, and review readily available resources to implement and incorporate into existing programming.

Faculty: **Felicia Chew**, MS, OTR, Senior Director of Occupational Therapy Services, Genesis Rehab Services; **Susan Touchinsky**, OTR, Director, Driving Rehabilitation by Genesis Rehab Services.

CEUs awarded

Spotlight on ...

Networking Reception

Great ideas and inspiration: They're part of every ICAA Networking Reception. Come join your active-aging colleagues for an evening of fun and informal learning. The Networking Reception is *the* place to meet or catch up with ICAA members and allies at the multilevel ICAA Conference. Enjoy the lively exchange of ideas as you mix with attendees, presenters, exhibitors and staff. You'll leave with contacts and insights aplenty.

Whether researchers, practitioners, marketers or executives, professionals across the industry's spectrum share your passion for improving older-adult quality of life and advancing active aging. Take advantage of this opportunity to add dynamic, like-minded professionals to your knowledge network. Tasty light refreshments will be served. **Cash bar.**

Consider transportation ahead of time. There will be no conference busing for the reception, and the I-Ride Trolley runs until 10:30 p.m. only. The Hyatt Regency Orlando is within walking distance of most convention hotels.

ICAA Networking Reception

Friday, November 14, 2014

7:00 p.m.–9:00 p.m.

Hyatt Regency Orlando

9801 International Drive, Orlando



Sponsored by the International Council on Active Aging®



Travel information



"This was my first ICAA conference. I not only learned a lot that I can apply to my professional career, I also came back refreshed, re-energized, and with new ideas to implement within my community."

Erin McCart
Activities Coordinator, GreenFields of Geneva

HOTELS

The conference takes place at the Orange County Convention Center—West Building, 9800 International Drive, Orlando, Florida. The trade show will be located in Exhibit Halls C–D.

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

The following hotels have room blocks for the conference:

Rosen Centre Hotel

Address: 9840 International Drive
Location: adjacent to Hall A at the convention center
Rate: \$195–215 per night

Hampton Inn International Drive/Convention Center

Address: 8900 Universal Boulevard
Location: 0.8 miles
Rate: \$119 per night

Hyatt Regency Orlando (formerly Peabody Orlando)

Address: 9801 International Drive
Location: across the street from the convention center
Rate: \$239–279 per night

Rosen Plaza Hotel

Address: 9700 International Drive
Location: adjacent to Hall F at the convention center
Rate: \$185–205 per night

Rosen Inn at Pointe Orlando (formerly Quality Inn Plaza)

Address: 9000 International Drive
Location: 0.6 miles from Halls C–D at the convention center
Rate: \$85–105 per night

Springhill Suites Convention Center International Drive

Address: 8840 Universal Boulevard
Location: 0.8 miles
Rate: \$106 per night

Residence Inn Orlando Convention Center

Address: 8800 Universal Boulevard
Location: 0.8 miles
Rate: \$116 per night

Homewood Suites International Drive/Convention Center

Address: 8745 International Drive
Location: 0.8 miles
Rate: \$129–139 per night

Book with Travel Planners

For the fifth 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/hotel.htm to book your room.

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

TRANSPORTATION

Air travel/car rental

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

Shuttle buses

Shuttle buses will be available to take attendees between the Orange County Convention Center and Hampton Inn, Homewood Suites, Residence Inn and Springhill Suites. The other conference hotels are adjacent to or located near the convention center.



I-Ride Trolley

Fully enclosed, air-conditioned trolleys operate year-round throughout the International Drive resort area, seven days a week from 8 a.m. to 10:30 p.m. The trolley stops at the convention center's West Building. See www.iridetrolley.com for more information.

Mears Shuttle Service

Mears is providing attendees with a convenient and affordable transfer between the Orlando International Airport and the International Drive hotels. All attendees will receive a \$4 discount off the regular round-trip price of the shared ride shuttle *only*. Visit www.icaa.cc/conferenceandevents/travel.htm to download a coupon, which includes instructions on how to redeem your coupon either online or once you arrive at the airport.

Maps and directions for the Orange County Convention Center are available online at www.occc.net/global/directions.asp.

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. Refer to <http://athleticbusinessconference.com/hotel-travel/international-travelers> for further information.

Early-morning transportation

The I-Ride Trolley begins running at 8 a.m. daily. Conference busing will be available to take attendees to the convention center starting at approximately 6:30 a.m. Thursday, 6:15 a.m. Friday, and 8 a.m. on Saturday. If you have yet to register, you may want to make your own way to the convention center on Thursday to beat the crowds. The ICAA registration desk opens at 6 a.m. Thursday. Sunrise on Saturday is 6:48 a.m., so a lightening sky will greet you if you walk.

Frequently asked questions



Photo: Julie Milner

"The ICAA is a wonderful conference with so many different sessions to choose from. I walked away with many different ideas and even had cognitive handouts to give out to my participants from one of the sessions. This was well worth the travel time and money. Thanks, ICAA!"

Bekah Hill
Gerontology Specialist, City of San Jose

any preconference or postconference workshop. A fee applies to the stand-alone marketing symposium. Space is limited for the workshops and the symposium. 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 3**, or \$40 on-site. At the conference, you'll receive a logbook of the sessions that offer credits, plus the certifying organizations. The room monitor will stamp your book after a session to verify your attendance. In a 90-minute session, you must stay for at least 60 minutes to qualify for credits. Turn in your stamped booklet at the ICAA registration desk when you leave the conference, making sure your contact information is complete, and **allow up to eight weeks** for your CEU transcript to arrive.

Q. What does the ICAA Conference fee include?

A. Registration fees include educational seminars, ICAA Networking Reception, Athletic Business (AB) All-Conference Welcome Reception, AB Keynote and ICAA General Session, early-morning workout, conference handouts, and exhibit hall entry.

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. Also, on Thursday, November 13 at 3-4 p.m., the ICAA Idea Exchange will take place in the back of the exhibit hall behind the ICAA Pavilion. Signage will point you to the tables reserved for these facilitated roundtable discussions.

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

A. As an ICAA registrant, 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 ICAA workshops included in the registration fee?

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

Q. How do I receive session handouts?

A. You'll be able to access all available session handouts ahead of the ICAA Conference through a link to a dedicated website emailed to you by ICAA. Be sure to download and/or print handouts **before** you leave home, as these documents will no longer be provided on CD at the event. Beginning this year, session handouts will be permanently posted on the ICAA website after the event. You'll receive a login number and password for convenient access.

Q. How do I become an ICAA member?

A. You can become an ICAA member when you register and receive 10% off one-year ICAA membership dues when you register by the **October 27** 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. See the ICAA website for membership options and benefits.

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

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

Spotlight on ...

Poster presentations

**ICAA poster session:
programs, best practices and research**

Friday, November 14, 2014

6:30 p.m.–7:30 p.m.

Hyatt Regency Orlando (at the ICAA Networking Reception site)
9801 International Drive, Orlando

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.

payment does not arrive within 30 days, your registration will be cancelled. After **October 27**, 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 3**, 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.

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

A. Convention centers usually do not have many food choices, particularly healthy food choices (ICAA has no control over food options available on-site). You may want to bring healthy snacks with you or visit a local store to purchase items. Ask the hotel concierge for the nearest grocery or corner store.

Conference registration

Save \$100 when you register by October 27

To register

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

	On or before October 27	After October 27
ICAA members		
1st registrant	\$449	\$549
2nd and 3rd registrants	\$399	\$499
4th and more registrants	\$199	\$299
Nonmembers		
1st registrant	\$449	\$549
2nd and 3rd registrants	\$399	\$499
4th and more registrants	\$199	\$299

Note: All registration fees are in US dollars.

Special offer: Receive 10% off an Individual or Organizational membership (14 locations or less) when you join ICAA and register for the ICAA Conference at the same time on or before October 27, 2014. This offer is available to first-time members only, and cannot be combined with any other offers.

Conference registration includes:

educational seminars at four conferences • two receptions • keynote • general session • conference handouts • early-morning workouts • entry to exhibit hall

Additional fees are charged for pre/postconference workshops (**\$79 each per person**) and continuing education unit registration (**\$25 before November 3, \$40 on-site**). There is a separate fee to participate in the stand-alone marketing symposium.

Cancellation policy: Please submit your cancellation request in writing. A \$100 fee will apply. No cancellations are permitted after November 3, 2014, but you may

transfer your registration to another delegate or a future year.

Group discount: All attendees from your organization must register at the same time and pay with one check or credit card to receive a group discount. To add an 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. Air-conditioned meeting rooms are 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 2014 by calling toll-free 866-335-9777 (North America only) or 604-734-4466. Or visit www.icaa.cc/conferenceandevents/rates.htm where you may register online or download PDF forms to complete and return via fax or mail.

Conference partners



Ask about our group rate!



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