

Sessions

COLOR KEY FOR TOPIC AREAS

■ BF	Brain fitness
■ M	Management
■ MS	Marketing and sales
■ OP	Outdoor programs
■ PD	Program design
■ P	Programming
■ R	Research
■ ROI	Return on investment
■ TW	Therapy to wellness

Thursday, December 1, 2011
8:00 a.m.–9:30 a.m.

■ **PD Optimizing physical activity for low-functioning older adults**

Discover how to develop and implement a function-focused care approach for low-functioning older adults. This philosophy of care uses all clinical and social interactions with clients to optimize their function and physical activity.

Lecture.

You'll learn how to:

- State the four components of the function-focused care for assisted living intervention.
- Describe the implementation process for function-focused care using the four components.
- State four anticipated outcomes of implementation of a function-focused philosophy of care.

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

CEUs awarded

■ **M Cultivating high performance leadership**

A business that excels knows that a great company is built on the foundation of motivated people. Understand why cultivating high performance leadership begins with an awareness and commitment to fundamental personal development.

Lecture.

You'll learn how to:

- Implement and comprehend the power interpretation.
- Master the art of communication.
- Recognize the importance of building a support network.

Faculty: **James McPartland**, BA, Principal and Chief Inspiration Officer, JMac Performance Group.

CEUs awarded

■ **R Foot health increases engagement in and quality of life**

Starting with a review of National Foot Health Assessment study results, explore how foot anatomy, natural foot biology,

common foot conditions, certain diseases and even footwear contribute to foot health problems. Examine solutions and good foot-healthcare practices. *Lecture.*

You'll learn how to:

- Recognize why feet “go bad” as they age.
- Identify the four component parts of the Integrated Solution and know the optimal time to apply them.
- Comprehend how to care for feet to minimize the probability of foot pain and dysfunction.

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

CEUs awarded

■ **BF Best practices for group-based memory enhancement programs**

Older adults can improve their cognitive abilities by doing mental exercises; however, the type of exercise largely determines gains and which cognitive abilities will be improved. Discover broad categories of memory enhancement activities that lead to the greatest benefit. *Lecture.*

You'll learn how to:

- Conduct cognitive enhancement activities that exercise different abilities.
- Screen potential participants and measure changes in cognitive performance over time.
- Maximize the effectiveness of cognitive stimulation experiences by customizing activities to varying cognitive abilities, motivating participants, and developing a culture of cognitive stimulation.

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

CEUs awarded

■ **PD The case for purpose driven programming**

Explore purpose driven programming and leave with a program implementation framework. See examples that will aid you in identifying programming op-

portunities based on the need of specific populations. Presentation aids include resident data, videos and program tools.

Lecture.

You'll learn how to:

- Define purpose driven programming.
- Develop a framework to implement purpose driven programs.
- Identify programming opportunities based on the needs of specific populations.

Faculty: **Kelly Stranburg**, MA, Vice President of Member Services, Senior Living Communities.

CEUs awarded

P Use your noodle, have a ball, get your residents moving

Discover a variety of exercises that can be performed with budget-friendly props and equipment. Activities include life skills relays, obstacle courses, and a variety of exercises with foam noodles, resistance bands and balls. *Interactive.*

You'll learn how to:

- Use common inexpensive equipment in new ways to add variety to your exercise program.
- Engage individuals with functional tasks that use familiar tools, such as clothespins, brooms and laundry baskets.
- Adapt the activities for various levels of mobility.

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

CEUs awarded

**Thursday, December 1, 2011
9:45 a.m.-11:15 a.m.**

R Fresh perspective on the obesity epidemic

Receive up-to-date information on the epidemic, and understand new theories and successful community approaches for obesity prevention. The focus will be on both physical activity and nutrition. Gain useful strategies to assist you in your work. *Lecture.*



Photo: Brian Ebner/Optic Nerve. Image courtesy of Athletic Business

You'll learn how to:

- Comprehend up-to-date research related to the obesity epidemic.
- Explore emerging and innovative community-based approaches to obesity prevention.
- Gain useful strategies for applying physical activity and nutrition knowledge to quality-of-life improvement for older adults.

Faculty: **Miriam E. Nelson**, PhD, Director, John Hancock Research Center on Physical Activity, Nutrition, and Obesity Prevention; and Associate Professor of Nutrition, Friedman School of Nutrition Science and Policy, Tufts University.

CEUs awarded

MS Rebranding aging—next chapter: celebrating ageless guidelines

Learn recommended communications and style guidelines and image recommendations. Winners of a membership competition will be announced, and winning submissions used to illustrate how guidelines can be implemented online, in print ads, marketing communications and more. *Lecture.*

You'll learn how to:

- Share new communications guidelines that will be shared with all ICAA members.
- Use examples to demonstrate how to improve marketing communications, which battle ageism and improve bottom-line results.
- Detail why the recommended guidelines are more likely to result in increased traffic, sales, donations and/or support from middle-age and older consumers.

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

CEUs awarded

PD Eye-deas for living successfully with vision loss

Vision loss often has debilitating effects. Find out what you can do to encourage and promote an independent lifestyle among older adults experiencing vision loss. Explore solutions for living successfully with vision loss and the services, resources and products available to help. *Lecture.*

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You'll learn how to:

- Discuss eye conditions experienced by older adults and how these affect everyday functioning.
- Name resources, products and services available to promote independent living and adjustment to vision loss.
- Identify environmental and programmatic changes that can be made to enable people with low vision to function independently and safely.

Faculty: Priscilla Rogers, MA, PhD, Senior Site Program Manager, American Foundation for the Blind.

CEUs awarded

■ **PD Adult day care: active aging and community life with dementia**

Explore the design, construction and program development for a leading-edge adult day health care (ADHC) center for people with dementia in Los Angeles, an affordable and effective alternative to institutional care. ADHC innovations translate to a highly active and engaging environment. *Lecture.*

You'll learn how to:

- Comprehend that a well-considered environment and activities program can engage people with chronic illness, including dementia, in an active lifestyle that is intellectually stimulating and emotionally satisfying.
- Comprehend that ADHC program activities need to be examined and planned, and directed to meaningful adult activity that recognizes the capacity of people with chronic illness to continue to be active.
- Comprehend that an ADHC program can enhance the skills of program participants and family caregivers to help both succeed more in their respective roles and extend the period a chronically ill person lives independently at home.

Faculty: Martha Spinks, PhD, Director, Bexar Area Agency on Aging.

CEUs awarded

■ **TW Aquatic therapy as the key to pain control and a faster recovery**

Learn about the clinical results behind early aquatic intervention for postsurgical patients. See demonstrations of various protocols for “rehabbing” patients with total hip and total knee replacements, as well as those recovering from shoulder surgeries. *Lecture.*

You'll learn how to:

- Utilize aquatic therapy effectively during various stages of joint replacement rehabilitation, and discover the effects of continuing aquatic therapy for fitness/wellness after recovery.
- Apply a bio-occlusive dressing properly to achieve early aquatic intervention and protect the wound from possible infection.
- Obtain aquatic protocol exercises, treatment methods and outcomes achieved through use of aquatic therapy, focusing on total hip and knee replacement case studies.

Faculty: Angela Neish, Physical Therapist, CEO and Owner, Neish Institute.

CEUs awarded

■ **PD Fun and fitness for the aging population**

Put new energy into your programs. Learn exercise outlines that answer the wants, needs and nuances of the older adult. Gain a progression of ideas that will be fun and beneficial to participants in retirement, assisted living, recreation, fitness, rehabilitation or wellness settings. *Interactive.*

You'll learn how to:

- Help clients experience the full spectrum of wellness, including all aspects of mind, body and spirit fitness using the seven dimensions of wellness.
- Put together an innovative exercise progression that includes cardio, strength, flexibility and balance.
- Explore new ideas in program management that serves the older adult who is experienced, or inexperienced.

Faculty: Sandy Coffman, President, Programming for Profit.

CEUs awarded

■ **OP An introduction to Exerstride Method Nordic walking for all ages and abilities**

(Note: This session meets at the ICAA registration desk.) Discover how to use specially designed exercise poles and easy-to-learn techniques as fun, motivating tools for developing functional total-body fitness. Also, learn how to safely introduce use of the poles and techniques to participants of all ages and abilities. *Interactive.*

You'll learn how to:

- Recognize the function and features of Exerstrider fitness walking poles and how to properly fit/adjust the poles for use by people of all ages, abilities, and health/fitness goals.
- Use various fitness walking pole techniques, and provide safe basic instruction on using the poles for walking and pole exercise programs.
- Begin to create and support no- or low-cost pole walking and pole exercise programs that promote total-body functional fitness, are self-sustaining and grow organically.

Faculty: Tom Rutlin, Founder and President, Exerstrider Products.

CEUs awarded

**Thursday, December 1, 2011
11:30 a.m.–1:00 p.m.**

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

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

You'll learn how to:

- Describe the relationship of age, physical inactivity, and habitual physical activity (exercise) to risk for common age-related diseases.
- Name the modality and characteristics of exercise that should be recommended for reducing risk factors for



Photo: Brian Ebner/Optic Nerve. Image courtesy of Athletic Business

the four components of metabolic syndrome, based on currently available evidence.

- List the advantages and disadvantages of common medications versus regular exercise (both aerobic and strength training) for prevention and treatment of osteoporosis.

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

CEUs awarded

■ **MS The inside scoop on senior living sales**

How competitive is your market now? What happens in the next two to five years? To succeed, you must have a superior product and selling system. Discover a superior and gracious format to sell your product, especially if you face lower-price options. *Lecture.*

You'll learn how to:

- Comprehend research on what is done well and should be used as a model for effective selling systems and gracious, effective conversations.
- Recognize what is not done well and what needs to change to make your selling system more gracious, customized to the buyer's needs and effective.
- Diagnose your system to make changes that will enable you to sell more

and shorten the sales cycle, allowing you to get and keep more business.

Faculty: Karen Woodard, President, Premium Performance Training.

CEUs awarded

■ **PD Innovator panel: practical solutions to engage older adults**

Join ICAA Innovators Award winners as they share details of how they conceived, planned and delivered creative programs. Leave with the framework of successful programs. Learn Innovators' secrets, share your successful programs, and exchange questions/solutions with colleagues. *Lecture.*

You'll learn how to:

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

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

CEUs awarded

■ **PD Cerebral celebration—kick off a community-based brain health lifestyle**

Explore the components of brain health and how retirement communities and

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seniors centers can educate older adults about strategies for experiencing a brain healthy lifestyle. Find out how to plan, promote and execute the program.

Lecture.

You'll learn how to:

- Discuss/describe the six dimensions of brain health.
- Comprehend the brain health benefits of an engaged lifestyle.
- Take away numerous program ideas to implement in calendars and services.

Faculty: **Terry Fay**, BA, Corporate Director of Resident Programs, and **David Koelling**, BA, Vice President of Corporate Services, Senior Lifestyle Corporation.

CEUs awarded

■ **BF The Virtual Senior Center—see tomorrow today**

A public-private partnership formed in spring 2009 has altered the lives of older adults in Queens, New York, and shifted the discussion of how to use technology in promoting independence. Learn the story behind the Virtual Senior Center.

Lecture.

You'll learn how to:

- Recognize the benefits of public-private partnerships in providing for the needs of older adults.
- Perform a virtual visit to the center and meet the participants who have benefitted from the experience.
- Comprehend the various technologies that promote independence from a clinical and a quality-of-life perspective.

Faculty: **Jack York**, BS, Founder and CEO, It's Never 2 Late; **Leo Asen**, MBA, Vice President of Senior Communities, Selfhelp Community Services, Inc.

CEUs awarded

■ **P Analyze and correct posture to reduce falls in older adults**

Discover how to assess and educate older adults in all areas of posture and body alignment. Understand, analyze and assess static and dynamic posture. Learn

how to provide detailed posture images and information to clients/patients to produce better short-long term results.

Interactive.

You'll learn how to:

- Implement an essential key assessment into your current health-and-exercise testing program.
- Comprehend the importance of good posture in the prevention of and fight against older adults losing balance and falling.
- Discover how poor posture and body alignment develop, and examine the anatomical structures of the vertebral column and other extremities using a posture grid, evaluation documents, and other assessment tools.

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

CEUs awarded

■ **OP Don't just walk, explore—Geocaching for all ages and abilities (Note: This session meets at the ICAA registration desk.)**

Want to enhance your programs and offer a fun, interactive alternative to walking in the park? Explore Geocaching and find out how easy this activity is for all ability levels, ages and communities. Learn how to create this lifestyle program for your organization. *Interactive.*

You'll learn how to:

- Perform scavenger hunting in the 21st century and discover what is needed for a successful program.
- Incorporate Geocaching to enhance lifestyle, health and programming for your residents/clients.
- Discover how Geocaching can get everyone involved, from active to nonambulatory adults.

Faculty: **Scott Hysler**, Vice President Active Adult Communities, Merit Property Management; **Kathy Nilsson**, BPE, Instructor, Grande Prairie Regional College.

CEUs awarded

Thursday, December 1, 2011
5:00 p.m.–6:30 p.m.

■ **R Older women: our least active age group**

Learn about new research and public health programs to assist you in supporting fitness and health in older women. Gain creative solutions to targeted physical activity programming. Find out about a widespread social change initiative, the StrongWomen Across America campaign. *Lecture.*

You'll learn how to:

- Comprehend new research and public health programming that may help you optimally support fitness and health in older women.
- Identify creative solutions to organizing targeted physical activity programming for this population.
- Examine a successful example of a widespread social change initiative, the StrongWomen Across America campaign.

Faculty: **Miriam E. Nelson**, PhD, Director, John Hancock Research Center on Physical Activity, Nutrition, and Obesity Prevention; and Associate Professor of Nutrition, Friedman School of Nutrition Science and Policy, Tufts University.

CEUs awarded

■ **MS Following the true leaders—your customers**

Explore how you can use digital technologies to follow your customer's lead and improve the effectiveness of your online and offline marketing. These include customer feedback gleaned from email metrics, new ways to talk directly with actively aging targets, and more. *Lecture.*

You'll learn how to:

- Comprehend what actionable information is available in email analytics.
- Recognize what options exist for soliciting customer input directly via social media and other online platforms.
- Demonstrate more comfort in soliciting feedback from prospects/custom-



Photo: Brian Ebner/Optic Nerve. Image courtesy of Athletic Business

ers and applying it to your marketing campaigns.

Faculty: **Todd Harff**, MBA, President, Creating Results, LLC.

CEUs awarded

■ **TW Rethinking rehab into a wellness framework**

Explore the future of rehab as it pertains to wellness programming. Examine four programs, presented by leaders in the field who embrace a collaborative rehab-wellness model; and probe challenges and successes of current programs.

Lecture.

You'll learn how to:

- Identify current and future thinking for rehab-wellness programming, plus its scope and intent.
- Describe sample programs, focusing on who participates, and examine how they're delivered, managed and staffed.
- Examine potential funding sources for a rehab-wellness model.

Faculty: **Susan Krall**, Vice President Operations, RehabCare; **Linda Ann Karacoloff**, Vice President Clinical Services, SunDance Rehabilitation; **Martha**

Schram, President, Aegis Therapies; **Mary Sanders**, Associate Professor, School of Medicine, University of Nevada, Reno, and Director, WaterFit/Golden Waves.

CEUs awarded

■ **BF Putting the active into active-aging memory care programs**

Learn how to implement memory care programs rooted in wellness. Best practices emphasize the importance of physical and cognitive activity, spirituality, creative expression, and social engagement. This session will include a demonstration of the Conductorcise program.

Lecture.

You'll learn how to:

- Implement engaging active-aging programs for people with dementia that are rooted in the dimensions of wellness.
- Comprehend the benefits of music to people with Alzheimer's disease and related dementias.
- Customize programs for people with dementia that are built on their stories and can positively redirect and manage negative behaviors.

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Faculty: **Khristine Rogers**, BA, Vice President Active Aging, **David Troxel**, MPH, Consultant, and **Cynthia K. Lily**, MSW, National Life Guidance Director, Atria Senior Living Group; **David Dworkin**, Owner and Conductor, Conductorcise.

CEUs awarded

■ PD Avoiding the programming plateau by using E³

Is your think tank drained? Are you new to programming and unsure where to begin? This session will focus on learning E³. This three-pronged process helps you to connect with the right clients, boost all involved, and focus on the best scene to gain participation across the board. *Lecture.*

You'll learn how to:

- Identify the three-step process to E³.
- Utilize the E³ process to develop at least two new programs.
- Identify at least three programs shared during the session.

Faculty: **Lisa Bloder**, RN, CCM, Wellness Coordinator, and **Melissa Bossert**, Resident Lifestyle Facilitator, Westminster Communities of Florida.

CEUs awarded

■ P ABC exercises! Movement that makes a difference for arthritis, balance and cognition

Movement does make a difference in helping older adults with arthritis, preventing falls and improving cognition. Gain theory and practical application to incorporate key exercises into your programming for older adults. *Interactive.*

You'll learn how to:

- Practice a series of arthritis-focused exercises for the neck, shoulders, wrists, elbows, fingers, spine, hips, knees, ankles and feet.
- Discover key exercise that will focus on flexibility for balance, posture and core for balance, and strength and endurance for balance.
- Take home 10 brain energizers.

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

CEUs awarded

Friday, December 2, 2011
6:30 a.m.–8:00a.m.

■ P STOTT PILATES Programming for osteoporosis management

Clients with osteoporosis face genuine issues when looking for a suitable exercise program. Learn the cause of osteoporosis, the different stages of the condition and how they will affect your client. Discover how to create effective programs that address this population's specific needs. *Interactive.*

You'll learn how to:

- Recognize the different causes of osteoporosis and how STOTT PILATES exercises can benefit clients with osteoporosis.
- Discuss contraindicated movements in various parts of the body.
- Explore how various light props can aid in exercise programming.

Faculty: **Laureen DuBeau**, BFA, Master Instructor Trainer, STOTT PILATES.

CEUs awarded

Friday, December 2, 2011
8:30 a.m.–10:00 a.m.

■ BF Exercise your mind: Is the brain a muscle?

Explore the evidence that physical activity may play a role in the prevention and treatment of cognitive decline over the life span. This session reviews scientific literature to date, and discusses implications for clinical and community practice. *Lecture.*

You'll learn how to:

- Comprehend the current evidence from randomized controlled trials and epidemiological studies relating physical activity behavior and cognitive function.
- Identify gaps in knowledge regarding effectiveness and mechanisms of physical activity and cognitive function.
- Recognize what current practices are recommended based on the evidence.

Faculty: Maria Fiatarone Singh, MD, FRACP, University of Sydney, Australia.
CEUs awarded

■ MS The emerging business ecosystem of aging

Discover the needs of the Boomer/older-adult consumer. Acquire insights into the market segments that have the most growth, and learn about new products, services and technologies in senior housing. Gain research data, market overviews and “go to” market strategies.

Lecture.

You’ll learn how to:

- Identify the emerging companies, entrepreneurs and venture capitalists moving into the Boomer/older-adult marketplace.
- Identify seven new promising technologies useful in senior housing.
- Identify analysts and researchers who can provide market overviews and insights.

Faculty: Mary Furlong, EdD, President and CEO, Mary Furlong and Associates.
CEUs awarded

■ ROI Prove and improve the quality of your wellness program through benchmarking

Funding, staffing and marketing power rely on the ability to show that wellness brings results. Learn to create compelling evidence that wellness supports your mission. A case study report shows how data from ICAA/ProMatura Wellness Benchmarks is used to maintain/improve quality. *Lecture.*

You’ll learn how to:

- Identify benefits of using objective measures to maintain and improve the quality of the wellness program.
- Identify key performance indicators from the ICAA/ProMatura Wellness Benchmarks that are used to measure wellness program development.
- Apply results of wellness program benchmarks to allow you to program quality initiatives.

Faculty: Patricia Ryan, MS, Vice President of Education, International Council



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on Active Aging; **Denise J. Heimlich**, MS, Director of Wellness, Still Hopes Episcopal Retirement Community.
CEUs awarded

■ PD Strategies and incentives for physical activity programs targeting low-income older adults

Discover steps used to effectively implement a multicomponent, best-practice physical activity program with low-income, sedentary, community-dwelling older adults. Understand success strategies such as minimizing participation barriers and integrating self-efficacy activities for better adherence.

Lecture.

You’ll learn how to:

- Describe the steps for creating a best-practice physical activity program for community-dwelling older adults that incorporates a multicomponent exercise program and behavioral change strategies.
- Identify key strategies for successful recruitment, participation and retention of community-dwelling older adults in a physical activity program.

- Encourage and promote engagement in physical activity to older adults through a primary focus on its impact and effect on function and participation.

Faculty: Pamela Toto, PhD, OTR/L, BCG, FAOTA, Instructor, University of Pittsburgh.
CEUs awarded

■ PD Creative aging toolkit—improvisational games for older adults

Improvisation is fun and can help in reducing isolation, promoting self-expression, and increasing social and cognitive engagement among older adults—and more! Gain great improvisational games and the tools to implement improvisation in programming. No acting experience required. *Lecture.*

You’ll learn how to:

- Introduce older adults to the art of improvisation as a means to creatively express themselves.
- Utilize the tools provided in the workshop to implement improvisation into existing wellness programs or as a stand-alone program offering.

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- Identify arts-and-aging program outcome goals aimed at enhancing quality of life for older adults.

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

CEUs awarded

■ P Fusion fitness of nine Nia movement forms for fun active aging

In this experiential session, sample a variety of movement sensations that address all seven dimensions of wellness, as well as physical conditioning. Understand how The Nia Technique (Neuromuscular Integrative Action) adapts easily for all physical levels of older adults.

Interactive.

You'll learn how to:

- Comprehend and implement techniques from dance arts, martial arts, and healing arts to effectively train older adults for joint mobility, balance, cognitive challenge, psychological outlook, emotional expression, organic precision, and functional movement.
- Recognize the value of a variety of exercise traditions and their accompanying sensations, which address both physical conditioning and all seven dimensions of wellness.
- Describe how The Nia Technique adapts easily for all physical and functional levels of older adults and which benefits each movement form addresses.

Faculty: **Janet Hollander**, BA, Owner, Moving Toward Health; **Denise Medved**, BA, Owner, Ageless Grace.

CEUs awarded

■ OP Take your brain for a walk

(**Note: This session meets at the ICAA registration desk.**) Find out how to add a cognitive-stimulating component to help participants enhance their concentration and memory. Learn to add mindful exercise to muscular activity, decreasing the risk of falling, while exploring how to exercise different parts of the brain. *Interactive.*

You'll learn how to:

- Recognize how exercise enhances cognitive stimulation.
- Start and sustain a cognitive-stimulating walking program to enhance memory ability.
- List fun and easy-to-do brain games to add to your walking programs.

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

CEUs awarded

**Friday, December 2, 2011
10:15 a.m.-11:45 a.m.**

■ R Physical activity as a public health problem

Sedentary and unfit individuals have at least double the risk of mortality and numerous chronic diseases when compared to individuals who meet the US Physical Activity Guidelines. Find out about the health problem posed by physical inactivity and low fitness. *Lecture.*

You'll learn how to:

- Recognize how inactivity and low fitness are related to morbidity and mortality.
- Discover rates of physical inactivity and low fitness in the US population.
- Comprehend how inactivity and low fitness compare with other risk factors such as obesity, high blood pressure, abnormal lipids, and other characteristics.

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

CEUs awarded

■ R Trends in active aging: the latest consumer research

Based on new data from a variety of Natural Marketing Institute (NMI) proprietary consumer research, this session will explore the latest consumer and market trends relative to active aging. Come explore the aging trends of today and how they will impact the market tomorrow. *Lecture.*

You'll learn how to:

- Identify the latest trends across a myriad of topics related to healthy aging.
- Redefine healthy aging to include a range of other dimensions (financial health, social health, retirement health, etc.).
- Explore opportunities for the marketplace and present solutions.

Faculty: Steve French, MBA, Managing Partner, Natural Marketing Institute.

CEUs awarded

R Norms for older-adult fitness assessments

Testing, measuring and evaluating are key to assessing activity. The New National Norms for Older Adult Fitness Assessments, based on results from over 3,000 Healthways SilverSneakers participants, reflect physical capacities for those maintaining an independent lifestyle. *Lecture.*

You'll learn how to:

- Discover new norms for six functional fitness assessments designed for older adults: 6 Minute Walk, Triiceps Scratch Test, Biceps Curl, Chair Stand, 8 Foot Up & Go, Functional Reach.
- Discover new norms specific to gender (men and women) and age range (50–90 years).
- Discuss the process and quality measures for the data collection, field fitness assessment protocols and the fidelity of the data.

Faculty: Deborah Redder, Senior Strategist, Healthways.

CEUs awarded

PD The power of play and reconnection to the outdoors

Outdoor-based play and reconnection to nature have been recognized as contributors to a happy life and healthy development. Today, play deprivation contributes to a host of social, emotional and physical problems. Explore issues and possible solutions to adopt and advocate. *Lecture.*



Photo: Julie Milner, International Council on Active Aging

You'll learn how to:

- Recognize the value of play and reconnection to nature.
- Discuss the current challenges presented by the play deprivation crisis and a lack of connection to the outdoors.
- Comprehend actions underway that are addressing this crisis across the US and the world.

Faculty: Fran Mainella, Visiting Scholar, Clemson University, and Co-Chair, US Play Coalition.

CEUs awarded

P Floor freedom: I've fallen and I can get up

Many older adults give up activities because they have lost the confidence in their ability to get back up off the floor. Learn how to teach specific techniques for getting up off the floor, exercises that promote this ability, and how to design and implement a class that teaches this skill. *Interactive.*

You'll learn how to:

- Demonstrate and teach techniques and movement patterns for safely getting up off the floor.
- Comprehend the factors that impact the ability to independently get up off the floor and preventive steps that help maintain this ability.
- Design and implement a class that teaches this important skill.

Faculty: Cathy Moxley, MA, Director of Fitness, Asbury Methodist Village Retirement Community.

CEUs awarded

P STOTT PILATES Seated pilates for functional health

When working with older exercisers, programs need to be adjusted to accommodate those with limited mobility. Discover how to maximize functional health, balance, coordination and flexibility in an energizing workout.

Interactive.

Sessions

You'll learn how to:

- Comprehend how movement essence and exercise goals are beneficial for a specialized population.
- Recognize why the use of hand weights is appropriate for maintaining strength and muscle tone.
- Modify exercises for clients with restricted mobility through STOTT PILATES principles of stabilization to select seated exercises.

Faculty: Laureen DuBeau, BFA, Master Instructor Trainer, STOTT PILATES.

CEUs awarded

■ **OP Balance Walking: the next step for all ages**

(Note: This session meets at the ICAA registration desk.) The next step to increasing physical activity in 15 minutes a day, Balance Walking will help you engage your active-aging participants or groups. Reach out to engage family members as well—no age barriers, no limits. Come for a sneak peak at the Next Step Innovation. *Interactive.*

You'll learn how to:

- Keep costs down, easily train staff and use participants as walk leaders to mentor and motivate the growth of your program, plus reach out to local community events to keep it new.
- Practice Balance Walking techniques for health, fitness or rehab while being aware of mobility, balance and ability levels of participants to ensure no one is left out.
- Be prepared to take advantage of the benefits in mobile strength training with Balance Walking Poles through an introduction to the Next Step Innovation.

Faculty: Terry Kennedy, BS, Director of Balance Walking, Foot Solutions.

CEUs awarded

Friday, December 1, 2011
12:00 p.m.–1:30 p.m.

Athletic Business/NAYS Keynote

Climbing back to the top of the mountain—one more time

A basketball superstar and member of the Basketball Hall of Fame, Bill Walton has made sports history and received innumerable awards. But to get to the top of his career in basketball, broadcasting and business, he has had to face adversity head on and overcome tremendous obstacles—none more challenging than his 2008 surgery to repair a debilitating back injury. Walton shares the personal journey that forced him to refocus the direction of his life and take into account what really matters. Mixing comic anecdotes with practical steps toward achievement, he uses his own story along with the powerful lessons of his legendary coach and mentor John Wooden to show how teamwork, the ability to overcome adversity, hard work, discipline, the fundamentals and a positive attitude combine to create success in both business and life.

Faculty: Bill Walton, National Basketball Association great and former basketball analyst, ABC and ESPN.

CEUs awarded

(Note: Includes presentation of Athletic Business Facility of Merit awards and National Alliance for Youth Sports Excellence in Youth Sports awards.)

Friday, December 2, 2011
4:00 p.m.–5:30 p.m.

■ **R Beating the blues: Is there a role for exercise?**

Explore the evidence that physical activity may play a role in the prevention and treatment of depressive symptoms over the life span. This session will review scientific literature to date, and discuss implications for clinical and community practice. *Lecture.*

You'll learn how to:

- Comprehend the current evidence from randomized controlled trials and epidemiological studies relating physical activity behavior and depressive symptoms.
- Identify gaps in knowledge regarding effectiveness and mechanisms of physical activity and depressive symptoms.
- Recognize what current practices are recommended based on the evidence.

Faculty: Maria Fiatarone Singh, MD, FRACP, University of Sydney, Australia.

CEUs awarded

R Strength training for older adults: new research and practical application

Inactive aging is associated with muscle loss, bone loss, metabolic slowdown, fat gain, and many other degenerative problems. Resistance exercise may reverse these processes. Explore the practical application of studies and the gains older adults have made through strength training. *Lecture.*

You'll learn how to:

- Explain how inactive aging leads to muscle loss, metabolic slowdown, bone loss, fat gain, and low-back fatigue.
- Present practical and sensible strength-training principles and protocols that enable older adults to enhance musculoskeletal fitness and reverse many degenerative processes safely, effectively and efficiently.
- Educate and motivate older-adult clients to enthusiastically engage in relatively brief and highly beneficial programs of resistance exercise.

Faculty: Wayne Westcott, PhD, Quincy College.

CEUs awarded

R That which makes us human: emotional health and aging

Depression, suicide and social isolation are realities among older adults. Unique approaches to emotional well-being are needed. Learn the emotional health se-



Photo: Brian Ebner/Optic Nerve. Image courtesy of Athletic Business

crets of old-world villages, whether resilience is inherent or acquired, and leave with innovative strategies from thought leaders. *Lecture.*

You'll learn how to:

- Comprehend the latest emotional health research, including how loneliness changes our biology and dramatically impacts health.
- Acquire key strategies for creating an emotionally healthy culture, six critical skills and 12 signs of being on the right road to improved emotional health.
- Take home tangible, actionable next steps from the thought-leading community's creative approaches to emotional wellness for the new older adult.

Faculty: Roger Landry, MD, MPH, President, Masterpiece Living; David Gobble, PhD, Director, Masterpiece Living Academy.

CEUs awarded

ROI Senior living's emerging marketing and retention tool

Learn how to maximize resident participation, satisfaction and retention,

while controlling costs, with fitness and wellness programs that engage participants who seek an enhanced quality of life; and how to maintain a high level of function through physical activity.

Lecture.

You'll learn how to:

- Identify fitness programs that will engage residents across the broad range of functional capacities that exist in older-adult communities.
- Determine what existing staff skills sets exist and will be needed to deliver high-quality fitness programs in older-adult communities.
- Create staff development programs that will increase the competence and confidence of staff who are tasked with delivering physical activity programs for older adults.

Faculty: Graham Melstrand, BA, Vice President, Operations, American Council on Exercise.

CEUs awarded

P Line and circle dances for older adults

From country to hip hop to multicultural dance, this session provides fun

Sessions

new ideas. Learn the tarantella, have fun with barn dance mixers, and discover new ways to build line dances. Identify modifications to make dances friendly to various fitness levels and abilities.

Interactive.

You'll learn how to:

- Practice two barn dance mixers.
- Build line dances with creative games and activities.
- Include a multicultural dance flavor to your dance.

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

CEUs awarded

■ PD GO! Green—moving outdoors toward 26.2

Develop a safe and effective environmental wellness program. Explore research on the impact of outdoor activity on quality of life, and weave other wellness dimensions into the ultimate goal: Participants moving outside in quarter-mile increments until they complete a marathon (26.2 miles). *Lecture.*

You'll learn how to:

- Identify the benefits older adults gain from being outdoors.
- List five common barriers some older adults have in going outside and five ways to overcome these barriers.
- Energize your community by providing the opportunity for all residents to safely glean the benefits of outdoor activity.

Faculty: Heather Stanton, Director of Resident Services, Seabury.

CEUs awarded

**Saturday, December 3, 2011
6:30 a.m.–8:00 a.m.**

■ P Who Chairs?

Who Chairs? is an exercise program for aging adults of all capabilities. This session demonstrates how to incorporate a chair into a workout that challenges strength, endurance and flexibility, and addresses the need for balance training specific to fall prevention. *Interactive.*

You'll learn how to:

- Incorporate a chair into a group-exercise class for older adults that challenges cardio, strength and flexibility functions.
- Modify traditional strength, flexibility and yoga exercises using a chair.
- Recognize why balance training is critical to the older-adult population, and learn exercises to help with fall prevention.

Faculty: Cammy Dennis, BS, Fitness Director, On Top of the World Communities, Inc.

CEUs awarded

■ P Ageless Grace—21 simple tools for lifelong comfort and ease

Explore playful chair exercises that promote the three Rs of Ageless Grace: the ability to respond, react and recover. Each movement tool addresses aging-related factors and the seven dimensions of wellness. Research-based tools support cognitive function. *Interactive.*

You'll learn how to:

- Discover how each of the 21 exercise tools of Ageless Grace can be practiced on a personal basis by older adults for 10 minutes each day to support a cumulative wellness effect.
- Recognize the emotional, spiritual, intellectual, environmental, occupational and social values each exercise tool of Ageless Grace provides, as well as the specifically targeted physical benefits.
- Discover how each of the 21 tools of Ageless Grace can improve and support cognitive function and nervous system response in older adults.

Faculty: Denise Medved, BA, Owner, Ageless Grace.

CEUs awarded

**Saturday, December 3, 2011
8:30 a.m.–10:00 a.m.**

■ R Physical activity interventions

Physical inactivity is one of the 21st century's major health problems. Fitness centers and structured exercise programs

meet the needs of some individuals, but others need more of a lifestyle intervention approach. Learn about evidence-based lifestyle intervention programs.

Lecture.

You'll learn how to:

- Comprehend behavioral science models, theories and strategies, and how to apply these to physical activity interventions.
- Develop lifestyle physical-activity intervention programs that can be applied in a variety of settings.
- Help individuals learn how to apply cognitive and behavioral strategies to adopt and maintain healthful levels of physical activity.

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

CEUs awarded

■ PD Splash! Conductorcise flow

In a “pretend pool,” experience the flow of music and practice deck-teaching skills to take poolside in leading water exercise. Move through the “waves” with Maestro David Dworkin and the Water-Fit team, and get ready to inspire your participants with a new shallow-water exercise program. *Lecture.*

You'll learn how to:

- Apply deck-teaching skills for shallow water that transfer to a fun class in your organization's pool.
- Discover how to create effective shallow-water exercises that flow with the music.
- Comprehend the synergy of water and music with the Maestro.

Faculty: **Mary Curry**, Adjunct Faculty Member, St. Catherine University; **Mary Sanders**, PhD, FACSM, RCEP, Associate Professor, School of Medicine, University of Nevada, Reno; **David Dworkin**, Director, Conductorcise.

CEUs awarded

■ M Paycheck or passion?

Explore the challenges of keeping a team of therapists, trainers, instructors and counselors inspired to create a caring and professional environment for your



Photo: Brian Ebner/Optic Nerve. Image courtesy of Athletic Business

older clientele. Explore specific scenarios and multiple methods of achieving high performance teams, while watching the bottom line. *Lecture.*

You'll learn how to:

- Comprehend how human needs play a role in whether or not your team will be happy from day one.
- Discover how effectively connecting with your team affects not only service, but sales as well.
- Recognize opportunities in your current work culture to empower your staff to exceed both their, and your, expectations.

Faculty: **Rod Macdonald**, BEd, Vice President, canfitpro.

CEUs awarded

■ P Concepts and equipment to bolster balance and cognition

Physical activity can enhance multiple dimensions of health and quality of life. Explore new research supporting cardio

and agility training to reinforce motor skills, multiple balance systems and cognition. Enjoy engaging and functional physical activities, equipment and lesson plans. *Interactive.*

You'll learn how to:

- Comprehend current literature that highlights the kinds of physical activities that bolster cognition, motor skills and balance in older adults.
- Discuss and explore appropriate physical activities and equipment that can enhance posture, strength, agility, balance and cognition.
- Be able and inspired to build better, more comprehensive and multimodal programs to enhance function and quality of life in older adults.

Faculty: **Sue Scott**, MS, Active Aging and Balance Specialist, Renewable Fitness.

CEUs awarded

Sessions

■ R Resilience: a key to successful aging

Discover the many aspects of resilience and its close relationship to successful aging. Learn how to differentiate between resilience and motivation, and measure resilience. Explore how to use current research to strengthen resilience through wellness. *Interactive.*

You'll learn how to:

- Define resilience, including articulating the difference between resilience and motivation.
- Describe how to integrate resilience research across all settings (programs and policies).
- Identify three specific ways to measure and strengthen resilience.

Faculty: **Barbara Resnick**, PhD, CRNP, Professor, University of Maryland School of Nursing; **Kay Van Norman**, MS, President, Brilliant Aging.

CEUs awarded

■ MS How Baby Boomers approach the seven dimensions of active aging

The Natural Marketing Institute (NMI) has studied the seven dimensions of healthy/active aging since 2005. Explore how each of these areas combine to create a multidimensional aging experience and how consumers are handling the changes they encounter. *Lecture.*

You'll learn how to:

- Identify the latest trends within each of the seven dimensions.
- Redefine how consumers are reacting to the changes in their lives as they age.
- Explore opportunities for the marketplace and present solutions.

Faculty: **Steve French**, MBA, Managing Partner, Natural Marketing Institute.

CEUs awarded

Saturday, December 3, 2011
10:15 a.m.-11:45 a.m.

ICAA Keynote

The future of active aging and its impact

Are you ready for 2020? Over the next few years there will be millions of Boomers transitioning into a new stage of life. This transformation will reshape all aspects of our industry and active aging as a whole. In this must-attend keynote address, Colin Milner, CEO of the International Council on Active Aging, offers thought-provoking ideas and insights into the future—not only for active aging, but also for industries in general. Milner's forward-looking session will help you to prepare your vision, budgets, programs and developments to better accommodate the burgeoning older-adult population.

You'll learn how to:

- Identify the future needs of Boomers.
- Comprehend how the active-aging industry may need to adapt to accommodate this market.
- Prepare to rethink your vision, budgets, programs, developments, and more.

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

CEUs awarded