

International  
Council on  
Active Aging



## Guide to member benefits

The Association of Active-Aging Professionals

[www.icaa.cc](http://www.icaa.cc)

# ICAA stands for active aging



*A message from ICAA's  
founder and CEO,  
Colin Milner*

One of the most significant global occurrences of our generation is population aging. Never before have so many people lived for so long. This single fact, longer life, is the root cause of a tidal wave of change that is impacting economies, businesses, governments, communities, families and individuals.

The mission of the International Council on Active Aging® is to change the way society perceives and responds to population aging. Our philosophy for leading this change is active aging, the concept that aging adults can—and should—participate in life as fully as possible, regardless of socioeconomic status or health conditions. Our platform is wellness, an umbrella term for the environment and programs that support the active-aging lifestyle. Active aging celebrates and encourages individuals to become active in the emotional, intellectual, physical, social, spiritual and vocational dimensions of their lives.

ICAA unites professionals from many industries and continents, all of whom are dedicated to improving quality of life for older adults. Company by company, individual by individual, our community is spreading the message of active aging. By polishing our missions, sharing our knowledge and improving our skills, we raise the industry as a whole.

When you join the association, I encourage you to take advantage of all the benefits available to you. You will save yourself time, gain new perspectives and access a lot of great ideas. We have added many new benefits, developed from members' input, to insure you get the most value from your investment. Use these to augment your skills, discover your organization's competitive niche and, most importantly, provide the environment for active aging.

As a member of ICAA, you will be part of a movement that is Changing the Way We Age®. I look forward to your involvement.

# Join the community that shares your vision

At ICAA, active aging is a big-picture concept. It's the picture of a world where older adults are engaged in their lives, active as stewards of experience and knowledge, leaders in family and community, and explorers of personal interests and development.

We believe you are likewise engaged in your career. As an active-aging professional, your work affects many areas of a person's life. While professionals categorize this picture into wellness dimensions—emotional, intellectual, physical, social, spiritual and vocational—to better recognize the whole person, in reality the dimensions flow between one another.

Just as you support all dimensions of an older adult's life, ICAA supports all areas of your professional life. In a workday, you likely function as a coach, marketer, program developer, bookkeeper, manager, teacher and operations expert. ICAA understands your multiple roles, and provides an equally diverse package of membership benefits and industry development tools.

Within the ICAA membership structure, you can:

- **talk** with colleagues, to share ideas and exchange solutions;
- **find** the data and methods to explain the business side of wellness;
- **learn** about the best practices and innovations that strengthen a program and an organization; and
- **visit** a one-stop source of information and inspiration for all your roles.

## Who belongs to ICAA?

Many disciplines, many skills,  
many members of an  
integrated team

Wellness directors  
Program directors  
Activities directors  
Executive directors  
Administrators  
Resident life executives  
Developers & architects  
Fitness instructors  
Personal trainers  
Health educators  
Social workers  
Chaplains  
Researchers  
Professors  
Nutritionists/dietitians  
Physicians  
Therapists

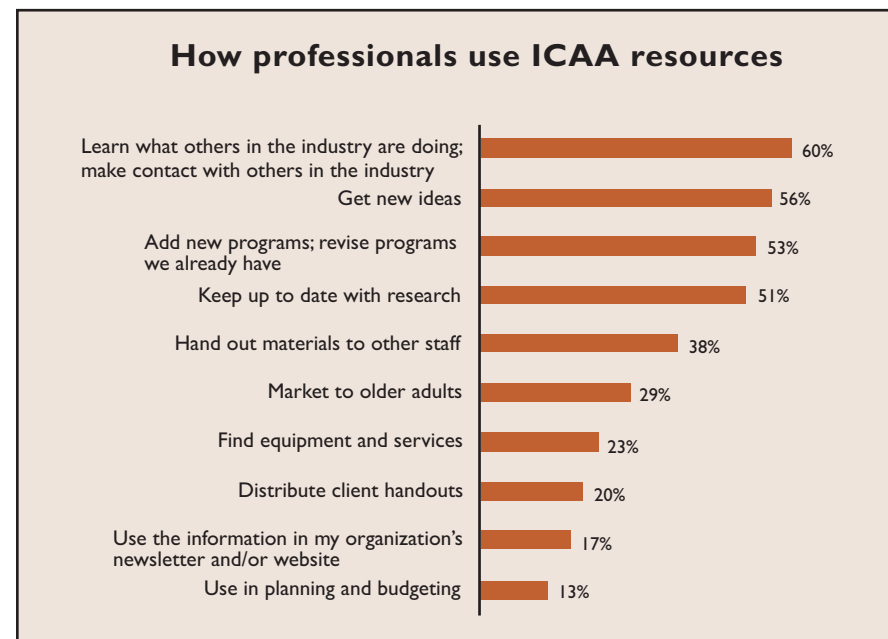
# Your single source for professional skills and connection



*ICAA supports members within all six dimensions of wellness*

To support your multidimensional work, ICAA is the single source for many aspects of your job. A source that covers many issues for aging adults, like helping them become more physically independent, stay cognitively sharp, deal with loneliness, and enjoy the company of others.

Within the publications, at the conference, and while conferring with others using the online business network, you immediately access today's philosophies on aging, plus practical recommendations, programs and best practices. You see how others are merging responsibilities and job titles, vision and marketing to create a client-centered environment.



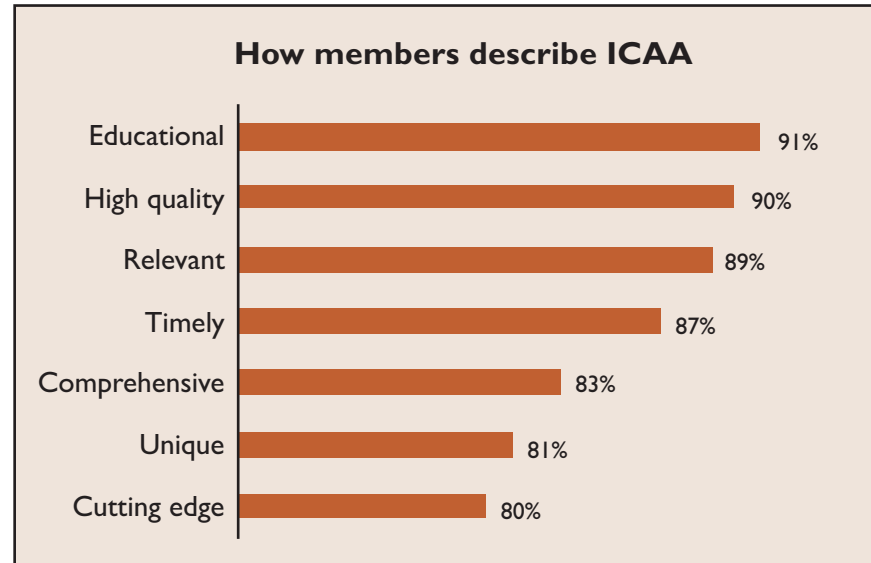
*Source: 2007 ICAA member survey, 425 respondents, multiple responses*

# ICAA members value the association

“It is my best and most trusted resource for my independent, assisted living and dementia populations. I consider it my ‘professional family.’ The ICAA conferences revitalize my spirit, renew my energy and provide endless ideas for implementation. The benefits are very tangible. *The Journal, Functional U* and website resources are immediately available.

“ICAA is committed to ‘changing the way we view aging.’ And that speaks to me. ICAA presents a very positive view of getting older and I have really enjoyed telling people about ‘engaged’ living and explaining that ‘active’ does not mean athletic but is about the dimensions of wellness. I have met outstanding professionals and been accepted openly. And another great benefit of membership is learning more about the marketing side of our business. ICAA excels at that.”

*Note: Anonymous respondent to ICAA membership survey*



*Total of 3 or 4 on a 1-4 scale where 4 “describes ICAA completely.”*

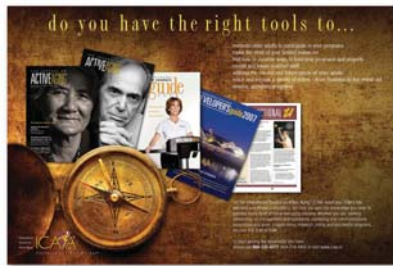
*Source: 2007 ICAA membership survey, 425 respondents*

*96% of ICAA professionals would recommend ICAA to a colleague or a friend*

*89% of ICAA members plan to renew their membership when it expires*

# Organizational Membership

*Your workforce believes in your values. Now develop their skills.*



## What would you tell a colleague or a friend about ICAA?

“I would describe the benefits as a never-ending resource of program and research information that would bolster programming at any center. New programs and ideas that come from ICAA will be able to generate revenue for their centers.”

*Note: Anonymous respondent to ICAA membership survey*

ICAA is your partner in achieving your organization’s mission to promote quality of life for older adults. You bring the knowledge of your population, business practices and future needs. ICAA brings business intelligence to support all areas of your organization: wellness, activities, resident services, social services, therapy, fitness, administration.

Organizational development specialists agree that employee engagement is the key to productivity on the job. A degree or certificate may demonstrate technical skills, but it is each person’s excitement about the job, motivation to improve and knowledge gained from experience that makes a top performer.

ICAA’s circle of experts and colleagues connect you and your staff to an ongoing stream of ideas, techniques and resources that keep the workforce engaged and growing. Our authors, presenters and consultants are strongly grounded in current research, but they move theory into practice with case studies, best practices, toolkits, profiles and examples.

To learn from the experiences of others, each staff member with a password has an instant connection to industry veterans and proven programs through ICAA’s online networking capability.

ICAA’s Organizational Membership is a cost-effective plan to develop the skills and creativity in many areas of your organization in addition to your wellness function. An added benefit is that your organization retains that knowledge independent of turnover, because the organization is the member.

## Benefits designed for organizations

**ICAA 100:** by invitation, organizations with 14 or more locations who need enterprise solutions

**Organization:** Organizations with one to 13 locations who need to educate and retain multiple employees

Who will benefit	Benefit	Opportunity
●	One free conference registration per membership term	Use as part of a rewards system and to develop skills.
●	Add unlimited number of locations at any time at no extra cost	Maintain continuity as the organization expands.
●	ICAA Strategy Session	Assume a leadership position in moving the industry forward as well as generating solutions to your organization's challenges.
●	The Journal on Active Aging® 6 issues/year	The premier publication to inspire staff, provide research, ideas and formats, and guide management of facilities and programs.
●	ICAA Research Review 45 issues/year	Results of polls, surveys, research studies and demographic analyses for trends watching, proposals and business planning.
●	Archives of all published articles from 5 publications, plus a category index	Topics in business, wellness, research, programs, gerontology, development can be accessed 24/7 using the detailed index and search function.
●	ICAA Network	The online business network where you can communicate with colleagues, build a private forum for your staff, join or form special interest groups.
●●●●●	Industry research and statistics	Primary research on buying trends, salaries and benefits, education; secondary data on the industry and older adults.
●●●	ICAA Industry Briefings webinars	Look at trends and emerging business opportunities with ICAA's founder and resident futurist, Colin Milner.
●●●●●	ICAA Developer's Guide, ICAA Preferred Vendors Guide	Best practices in designing and constructing wellness centers, and companies that offer age-friendly equipment, products and services.
●●●●●	Group rate for all staff registering for ICAA Conference	Send as many staff members as you wish to the conference, the only venue that offers education for many disciplines in active aging.
●●●●	ICAA Online Directory of Successful Programs	List your successful program or find programs you can borrow to meet objectives and generate engagement among participants.
●●●●●	ICAA Functional U® 6 issues/year	Practical guide for functional exercise and lifestyle programs, integrated with management and motivational strategies.
●●	ICAA Career Center and ICAA Student Intern Directory	Post open positions on a site searched by professionals who already value wellness for older adults.
●●●●●●	ICAA Speakers Bureau	Keynote speakers and subject matter experts for staff training and development or major programs for older adults.
●	Listing on the ICAA Facilities and Services Locator	The online directory of age-friendly wellness centers, stores and agencies is used by physicians, counselors and older adults.
●	Member toolkit: logo, press releases, posters, PowerPoint presentations	Promote your organization's commitment and value, plus leap into the next presentation with packaged lectures.
●●	Links to research and reports in 25 key topic areas; links to resources	Immediate access to key reports published by medical and industry groups, governments and public/private organizations.



*ICAA Developer's Guide*

**Who will benefit index**

- Manager
- All departments
- Executive team
- Wellness
- Activities
- Fitness
- Therapy
- Program managers
- Board of directors
- Resident councils
- Resident services
- Marketing and sales
- Human resources
- Recruiters
- Grant writers

# Individual Membership

*You're committed to your clients and your job. ICAA is committed to your success.*



## **What would you tell a colleague or a friend about ICAA?**

“It is a peace of mind knowing that there is an organization out there that is devoted to helping our aging population. Having ICAA as a resource has helped make my job much easier.”

*Note: Anonymous respondent to ICAA membership survey*

Each workday is filled with a spectrum of responsibility. Your focus and passion are the older adults you work with. But then there is paperwork, equipment failures, budgets, unexpected interruptions and, perhaps, time spent on your personal campaign to help your colleagues embrace whole-person wellness.

ICAA is here to support all the areas of your work. Just like you, our authors and presenters believe that wellness programs and activities keep older adults engaged in life.

In ICAA's publications, you'll find the industry's most qualified sources of creative ideas and solid information on functional fitness, meaningful activities and multidimensional programs. As a member, you can enter the articles archives and find every article ICAA has published—an ongoing reference that is constantly updated. Look for articles under social and spiritual wellness, physical, intellectual/cognitive, emotional and vocational wellness, as well as marketing, program management and similar key topics.

Find a mentor, see how others do things or ask for advice using ICAA's new online networking benefit. As a member you can join (or start) a special interest group, post your questions and ideas, and look for colleagues who share your interests.

ICAA shares your belief that older adults can live full, engaged lives, which can in turn make them happier and healthier. As an ICAA Individual Member, you can instantly access the resources that support your multidimensional roles.

Benefit	Opportunity
The Journal on Active Aging® 6 issues/year	The publication that provides research and ideas for wellness programs, plus industry trends and happenings.
ICAA Research Review 45 issues/year	Results of polls, surveys, research studies and demographic analyses for trends watching, program development and planning.
ICAA Functional U® 6 issues/year	Practical guide for functional exercise and lifestyle programs, integrated with management and motivational strategies.
Archives of all published articles from 5 publications, plus a category index	Topics in business, wellness, research, programs and gerontology can be accessed 24/7 using the detailed index and search function.
ICAA Online Directory of Successful Programs	List your successful program or find programs you can borrow to meet objectives and generate engagement among participants.
ICAA Network	The online business network where you can communicate with colleagues, join or form special interest groups.
ICAA Conference membership rate	Because you're a member, receive a lower registration rate for the conference.
ICAA Career Center and ICAA Student Intern Directory	Look for positions, post your resume or seek internship opportunities.
Education and ICAA Store	Membership discounts on books and CEC courses.
ICAA Facilities and Services Locator	Online directory where you can search for age-friendly wellness centers, stores and agencies.
ICAA Developer's Guide to Age-Friendly Centers, ICAA Preferred Vendors Guide	Best practices in designing and constructing wellness centers, and companies that offer age-friendly equipment, products and services.
ICAA Showroom	Keep up to date with emerging technologies and equipment with short takes on new products.
Member toolkit: logo, press releases, posters, PowerPoint presentations	Promote your commitment to professional development and active aging; use the media materials to promote yourself and prepare presentations.
Research and reports in 25 key topic areas; links to resources	Links to key reports published by medical and industry groups, governments and public/private organizations.

**What would you tell a colleague or a friend about ICAA?**

“It is helpful that the information comes to you and is very relevant...focused on exactly the same things that I am focused on in my daily work.”

*Note: Anonymous respondent to ICAA membership survey*

# What do you think is the greatest benefit of being a member?



*The Journal on Active Aging*

“Your website is a wonderful tool that we access. The information, education and resources I have used in my community, as well as the ICAA Annual Conference. As conferences go, this one is, hands-down, the best I’ve been to.”

“Programming ideas, latest trends and the networking.”

“I like being a part of this forward-thinking, productive organization. The information received via publications is very helpful. Staff always respond to questions in a timely and courteous manner. I have heard very good things about the annual conference.”

“The various articles/collections of top thinking and research about active adults as well as the suggestions for implementing programming.”

“*The Journal on Active Aging* is the best benefit. It is outstanding. We use the articles for all sorts of reasons. The articles give us great ideas to jump start program ideas as well as confirmation on some things we are already doing.”

“I LOVE *The Journal on Active Aging* and *Functional U*. I find these timely, informative and very helpful.”

“For me it is the shared passion for promoting well-being, the reinforcement of this priority as I work in an organization that is resistant to change.”

*Note: All comments from anonymous respondents to ICAA membership survey*

# Membership application form

## Contact information

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization/agency \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State/province \_\_\_\_\_

Country \_\_\_\_\_ Zip/postal code \_\_\_\_\_

Phone( ) \_\_\_\_\_ Fax( ) \_\_\_\_\_ Email \_\_\_\_\_

## Payment method *(All prices are in US dollars)*

Check (payable to International Council on Active Aging)

Please charge my VISA or MasterCard

Card Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorizing signature X \_\_\_\_\_

*I acknowledge by signing this membership application I am requesting ICAA to charge my credit card or cash my check for the amount shown on this form.*

## Member referral

Did a colleague refer you to ICAA?  Yes  No

Please write name and email address. \_\_\_\_\_

## Which of the following best describes your affiliation. *(Check one)*

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Active adult community | <input type="checkbox"/> Area Agency on Aging             | <input type="checkbox"/> Health club              |
| <input type="checkbox"/> Assisted living        | <input type="checkbox"/> Hospital, rehab, wellness center | <input type="checkbox"/> Personal training studio |
| <input type="checkbox"/> Independent living     | <input type="checkbox"/> YMCA/YWCA/JCC                    | <input type="checkbox"/> Association              |
| <input type="checkbox"/> Skilled nursing        | <input type="checkbox"/> Municipality                     | <input type="checkbox"/> Other (Please specify)   |
| <input type="checkbox"/> CCRC                   | <input type="checkbox"/> College/university               | _____   |

**JOIN ICAA** and become part of a network of professionals committed to improving the quality of life for older adults

## Membership dues

### Organizational membership dues

(Includes 5 staff)

- \$619 per location, 1-4 locations
- \$389 per location, 5-13 locations
- \$5,000 ICAA 100, 14 or more locations

### Individual membership dues

- \$209

## Subscriptions rates

- \$109 *Journal on Active Aging* (6 issues)
- \$75 *ICAA Functional U* (6 issues. PDF)

Total amount payable \_\_\_\_\_



Changing the Way We Age

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