

THE JOURNAL ON

ACTIVE AGING[®]

June 2014, Vol. 13 No. 4

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Special developer's issue

Trends in active aging

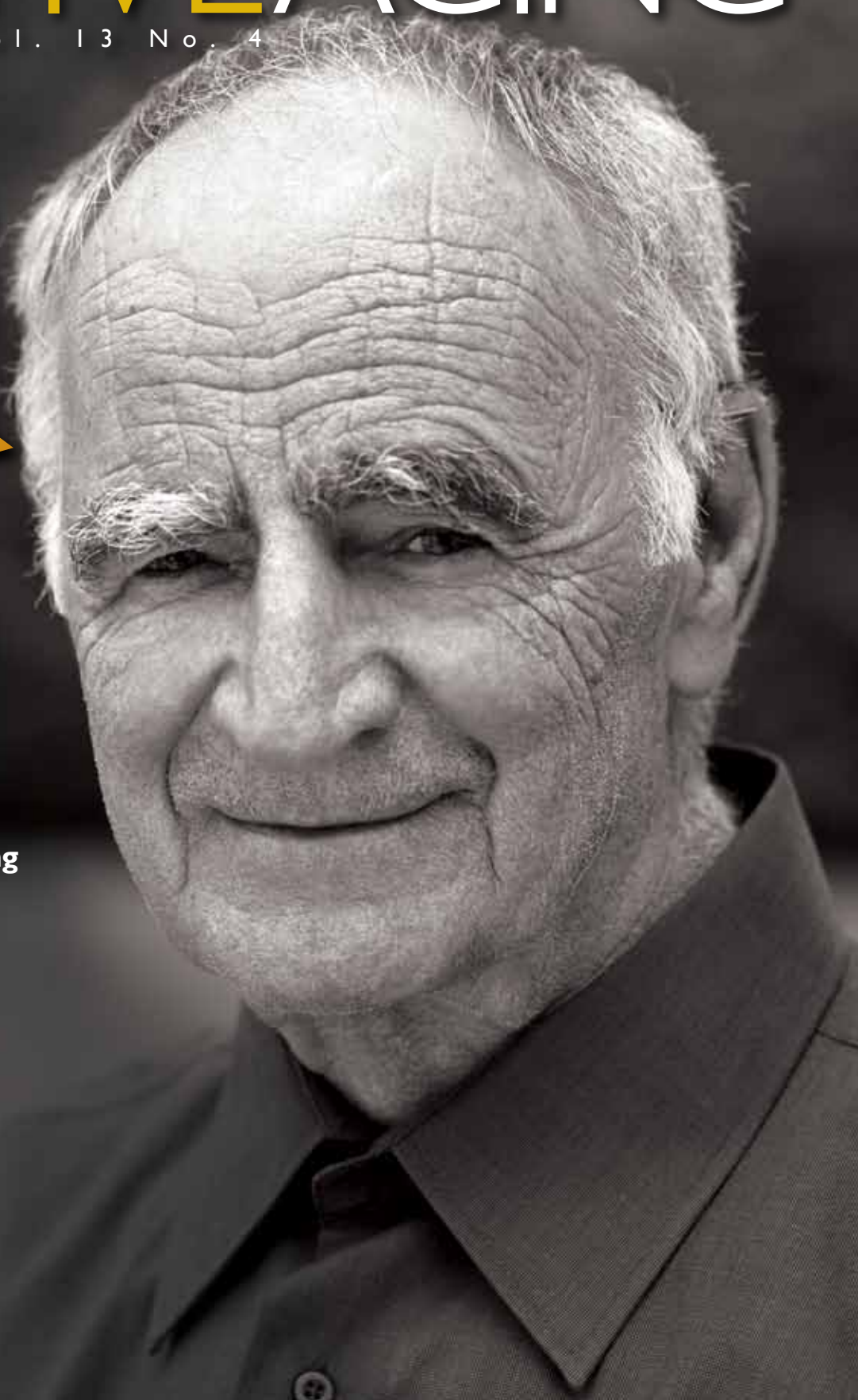
Population, housing & communities intersect to support active lifestyles

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Finding the right place for active aging



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ICAA's age-friendly philosophy designates programs that provide the information, access and motivation people need to become and stay active through all levels of functional ability.



COMMENT

True to your mission

Who are you? While this seems a simple question, answering it can be anything but. Yet truly knowing who you are is crucial to living your life the way you want and to fulfilling your mission.

Along the journey of life, you will be pulled in many directions. People will tell you who you are and what you should be doing. You will be challenged to stay true to yourself, as there will be doubters and critics. Knowing who you are is a core thing that will bring more meaning to what you do and how you do it.

“Of course I know who I am,” you may say. That well may be the case, especially if you’ve done the work involved in creating a personal mission statement. If you haven’t taken the time to write such a statement, I encourage you to step back from the obvious things that come to mind when asked who you are and take the time to think seriously about a personal mission statement that answers this question. This statement will be your guiding post. Your tester for things you want to be involved with personally and professionally. And your driving force to seek more meaning in a career that supports your mission.

Perhaps your personal mission already aligns with a longstanding professional one in the active-aging industry. Or maybe you’re new to active aging and attracted by the opportunities to provide facilities, programs and services to this rapidly growing market. Whether you’re a developer, architect, designer, execu-


tive or practitioner, you can bring your personal mission and passion to make a difference to your organization’s offerings for the age 50+ adult.

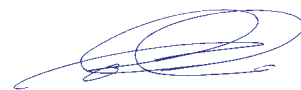
For organizations, it is easier to do the things necessary to support older-adult quality of life when you are not only committed to health and well-being for your customers, but also make it part of your mission. In the ICAA Wellness Readiness Survey conducted earlier this year, 81% of respondents (n=696) said their organization’s mission statement included the word *wellness*, *quality of life*, *well-being* or *lifestyle*. (Professionals polled for the survey worked in a range of settings, including those where words like *lifestyle* are less relevant.)

When asked about the priority placed on lifestyle/wellness in their organizations, 79% of the respondents (n=636) said lifestyle/wellness was a high priority or essential. Among these individuals, 61% felt their organizations were “very” or “completely” prepared to offer a robust, ongoing program. Still, most believed their organizations were making a transition to a culture that promotes these activities or to maintain an existing program.

When wellness is part of your organizational mission, it becomes part of your company’s identity as well. Knowing who you are on an organizational level is key to ordering your priorities and allocating resources to them. It guides your overall direction and your daily actions. It also brings more meaning to what

you do and how you do it, as mentioned above.

At the end of the day, your mission becomes what you live by, both as an organization and as an individual. It supports your choices in lean and mean times, as well as when things are going great. You see things the way you see them and not the way others do. And you have integrity in everything you do because it comes from being true to your mission—and yourself. 



Colin Milner, CEO
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The Terraces of San Joaquin Gardens has completed a skilled-nursing neighborhood as part of the community's ongoing US\$120-million development. Image courtesy of The Terraces of San Joaquin Gardens

Family-style living trends in California

A “neighborhood approach” for people in need of skilled-nursing care has come to Fresno, California, with the completion of The Village at The Terraces of San Joaquin Gardens. In a first for the Central California town, The Village comprises 54 private and semiprivate suites around common spaces that include a kitchen, living room and dining room, and offers short-term and long-term care, as well as programs customized to individual needs.

“The Village is one of only a few in California to provide family-style living for residents in skilled nursing,” said Ed Johnson, Village administrator at The

Terraces at San Joaquin Gardens. “This new way of living will increase social interaction and enrich the lives of our residents.” Social interaction among older adults increases overall well-being and provides a variety of health benefits, including a decreased risk for memory loss, depression and arthritis, according to the National Institute on Aging.

The Terraces of San Joaquin Gardens began its transformation in 2008 by adding to its amenities and options for older adults. In the first phase, nearly four-dozen apartments were added, as were features such as a bistro, pool and fitness center, and beauty salon and spa. The second phase, completed in early 2014, consisted of the addition of 24 suites

designed specifically for memory support and 86 residential apartments, underground parking, multiple dining and common areas, as well as a performing arts center. The third phase, which was scheduled to wrap up in summer 2014, included a dozen assisted-living suites.

North Carolina community promises fee options and numerous amenities

Responding to feedback from potential residents, Kisco Senior Living broke ground near Raleigh, North Carolina, in spring 2014 on a continuing care retirement community that does not charge a large entrance fee. The new community,

Continued on page 10



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The newly opened Sun Health Center for Health & Wellbeing promotes healthier living through community education and services such as nutritional counseling, fitness evaluation and massage therapy. Image courtesy of Sun Health Center for Health & Wellbeing

The Cardinal at North Hills, will charge a month-to-month rental fee based on the size of the apartment and the level of care needed. The Cardinal will offer independent- and assisted-living residences along with memory- and nursing-care options.

Connected to residence buildings, a 35,000-sq.-ft. clubhouse will be the The Cardinal's hub, offering several dining options. In addition, a tavern and outdoor terrace will offer a meeting place for cocktails before dinner. The community's design incorporates a variety of other communal spaces, including a lecture room, library, chapel, movie theater, card room with a wet bar, and family room with a den. Wellness amenities also include a spa, pool and fully equipped gym for strength training; a studio for tai chi, yoga and dance; and a garden with walking paths.

New community resource supports healthier living

Sun Health in Surprise, Arizona, held a grand opening in March 2014 for its newest community health program, the Sun Health Center for Health & Wellbeing. A nonprofit resource, the Sun Health center is "designed to help community members evaluate and improve their overall health and wellbeing." It also offers education and support for individuals living with chronic heart and lung conditions, diabetes, prediabetes or memory impairment.

Sun Health, a nonprofit medical organization, embraces a population health approach, championing healthy living as part of its mission. Through Sun Health Senior Living, the organization operates three life-care communities that promote active lifestyles for older adults. The Center for Health & Wellbeing

targets members of the community-at-large.

The 2,200-sq.-ft. venue features consultation rooms, plus a teaching kitchen, a massage therapy suite, and a community education room. Staffing the center are a registered dietitian, a nurse practitioner, an exercise physiologist, and a dementia expert/counselor, among others. Services include nutritional counseling, stress reduction programs, health education, fitness evaluation and exercise plan development, medically supervised weight loss, support for memory impairment conditions, and more. Clients may also access Sun Health's on-site community education offerings.

Livability influences aging in place

Nearly nine in 10 adults age 65 or older and seven in 10 who are ages 50–64 plan to remain in their current home or community, according to a recent report by the AARP Public Policy Institute.

What connected the dots for the two age groups surveyed? The 4,500 study participants reported that valuable amenities in their communities include qualities such as:

- safe and secure neighborhoods with safe streets for walking
- good schools
- access to transportation
- parks or green spaces
- affordability

Many factors played a role in how respondents ranked those qualities. Caregivers and people with disabilities, for example, classified the availability of transportation more highly than other subjects did. Those with higher household income prioritized schools, transportation, personal safety and proximity to various amenities.

The findings in this report could help business executives and other decision-

makers improve the quality of life for people in their communities. AARP is developing a Web-based Livability Index, incorporating the results of the preference survey and other data, as a research tool that can be used by living centers and local governments alike to determine what's important to their residents and what policies, plans or investments would help improve quality of life as they age in place.

For the full report, "What Is Livable? Community Preferences of Older Adults," and information on the Livability Index, visit www.aarp.org/research/ppi/liv-com2/resources/the-livability-index/.

Windows top the world of remodeling

In 2014, windows are the most common building component owners are using to

improve the energy-efficiency of their homes, according to a survey from the National Association of Home Builders (NAHB) Remodelers. Popular window models include low thermal emissivity (low-E) and gas-filled (usually thermal-efficient argon gas between two sealed panes).

After windows, here are the other important energy-saving products listed in a survey by the NAHB Remodelers:

- high-efficiency heating, ventilation and air-conditioning systems
- programmable thermostats
- Energy Star appliances (refrigerators, washer/dryers)
- ceiling fans
- moisture-control products (bathroom fans)
- water-conserving fixtures
- high-performance insulation

The use of technology to improve a home's performance has increased dramatically during recent years. Seventy percent of remodelers said they used programmable thermostats, an increase from 42% in 2011. Sixty-two percent of remodelers used ceiling fans in their remodels, compared to 37% in 2011.

Lower operating and maintenance costs are the reasons why homeowners are choosing green features when remodeling.

Improving employee health

Continuing care retirement communities (CCRCs) do a better job of promoting wellness programs and other health initiatives for their workers than hospitals, freestanding independent living, assisted living, and long-term care providers, according to a recent study.

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Mather LifeWays, LeadingAge, American Seniors Housing Association and Caring Communities collaborated on a national survey of 350 health organizations in the United States to gauge employee wellness programs across the various settings to identify factors that may prompt greater employee participation and better outcomes.

Only about one-fifth of all providers reported that about one-half of their employees participated in wellness initiatives. More than two-thirds of providers said that less than one-third of their employees got involved. Of all the different types of healthcare organizations studied, CCRCs were the only ones likely to report employee participation rates of more than half.

Despite the relative lack of involvement in company wellness/lifestyle programs, workers for healthcare providers do have concerns that wellness programs could address, according to the survey. The main ones are:

- stress management (for employees in 50% of all providers)
- obesity (41%)
- lack of exercise/physical activity (40%)
- work/life balance (35%)
- financial security (35%)

Providers may encounter stumbling blocks such as budgeting for and implementing wellness plans for their employees, but for those that overcome those problems, the big question is how to get employees to take part. According to the survey findings, organizations with effective employee wellness programs most frequently use rewards to entice participation, followed by a combination of rewards and penalties like charging higher insurance premiums on nonparticipants.

Tying incentives to improvements in specific healthy behaviors also entices

better employee participation and better outcomes. Organizations that plan to run wellness curriculums for their employees should note that the most effective tactics include:

- “lunch and learn” events
- annual biometric screenings or health-risk assessments (targeting a minimum of three health indicators, such as blood pressure, cholesterol and body-mass index)
- participation in employee assistance programs (such as weight loss or smoking cessation)
- ongoing communication with employees about wellness programs
- employee involvement with wellness coaches

Wellness programs, the survey found, not only help employees to lead healthier lives and reduce their medical costs, but also help healthcare providers by improving employee productivity and attracting and retaining talented workers—a win-win situation for all involved.



Winner of the Stanford Center on Longevity's 2014 Design Challenge, the tableware designed by Sha Yao helps people with dementia. Image courtesy of Stanford Center on Longevity

Designs improve life for people with dementia

Seeking “fresh thinking” on major issues related to aging, the Stanford Center on Longevity has begun holding a yearly Design Challenge. The goal is to entice young people to submit designs for products for older adults that would enhance their quality of life.

The winning concept for 2014 featured tableware suitable for use by people with cognitive impairment or Alzheimer’s disease. The judging committee was won over by cups with a low center of gravity, which are difficult to knock over, and bowls with a slanted bottom, making it unnecessary to tip to get the last morsels. Sha Yao, whose grandmother had Alzheimer’s, won the US\$10,000 first-place prize for her design, which she titled “Eatwell.” Yao, of the Academy of Art University in San Francisco, California, said that her goal was to develop utensils that would allow people with cognitive difficulties to feed themselves as much as possible, supporting their dignity and giving caregivers a bit of respite.

The second-place prize was awarded to “Taste+,” a spoon that electrically stimulates the taste buds to promote better eating for those with diminished taste sensations, submitted by students from the National University of Singapore. “Memory Maps,” a system that allows a person with early-stage cognitive issues to record memories attached to real-world locations, was the third-place winner. The device was developed by students at the Copenhagen Institute of Design in Denmark.

Next year’s designs will be judged for the ability to help people stay mobile and active during their entire lives. The theme is described as “enabling personal mobility across the life span.” The winner will be announced in April 2015.

Lifestyle trend: the boutique experience

Mather LifeWays, a nonprofit with ties to towns in the North Shore (Chicago) area of Illinois for more than 70 years, has begun renovations at Mather Place of Wilmette. Its 122 residents will be treated to upgrades in the current community, including:

- an expanded fitness center and wellness suite

- a movie theater
- an updated creative arts studio
- an expanded library and computer center and expanded multiuse spaces
- an upgraded salon and spa

In addition, Mather Place will add 39 apartment homes in 2015, bringing the rental community to 174 units. The project calls for an indoor swimming pool, a café, an all-season gazebo in a new courtyard, a new walking path, an updated arts studio, and glass-enclosed space linking to corridors for more exercise options. Because of its urban location, the residence will not need to add features such as banks and stores that already exist in the neighborhood.

Current residents are playing an active role in the property's development plans, which will result in a US\$6.5-million renovation and \$17-million expansion of its senior rental community.

HHS announces national strategy for battling Alzheimer's disease

According to the Alzheimer's Association, one in eight older Americans has Alzheimer's disease. Some 10,000 Boomers turn 65 every day and that means there is an urgent need to develop treatments and therapies.

One approach by the US Department of Health and Human Services (HHS) is to chart a course for the research, treatment and prevention of Alzheimer's and publish its yearly goals in a National Plan to Address Alzheimer's Disease. The strategy this year includes:

- pushing ahead to get closer to identifying Alzheimer's in its early stages and developing interventions
- increasing collaboration in science, sharing data and setting priorities among Alzheimer's disease experts, healthcare providers and caregivers to advance research
- strengthening dementia-care guidelines and quality measures so that people with dementia and their families have better outcomes
- helping healthcare providers make ethical choices—including how to balance privacy, autonomy and

safety—when it comes to caring for people with dementia

HHS has been announcing these goals since 2012. The identification of 11 Alzheimer's risk genes, training for 23,000 healthcare workers who work with people with dementia, and a 14% reduction of the inappropriate use of antipsychotic drugs in long-term care were some of the achievements resulting from the 2013 plan. To read the "National Plan to Address Alzheimer's Disease: 2014 Update," visit <http://aspe.hhs.gov/daltcp/napa/NatlPlan2014.shtml>.



As part of an expansion plan, Sunrise Senior Living is building new communities, including Sunrise of Burlingame, California, pictured in this artist's rendering. Image courtesy of Sunrise Senior Living

Sunrise adding two new communities in US

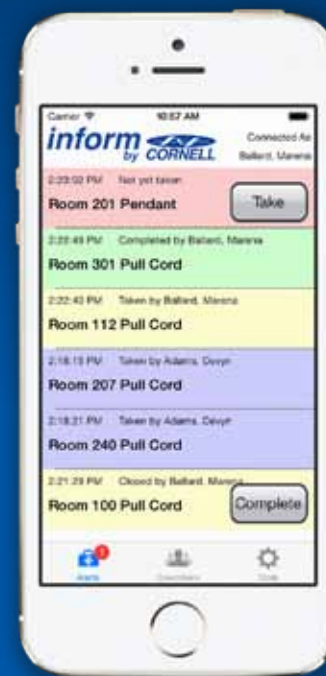
Adding to its 290 communities in the United States, Canada and the United Kingdom, Sunrise Senior Living is building two new communities, Sunrise of Dublin, Ohio, and Sunrise of Burlingame, California. They are expected to open their doors to residents in summer 2015. The developments will offer assisted-living services and memory-care programs for older adults who want to maintain their independence. To that end, both communities will be convenient to local healthcare centers and shopping. Each community will have approximately 80 units and feature flexible spaces to accommodate a variety of memory-care neighborhoods and programs. Community amenities will include such things as Wi-Fi connectivity, electronic health records systems, enhanced security and custom-designed furnishings. ☺

– Compiled by Vicki Baker



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Med-Fit announces Nautilus commercial assets for sale

Med-Fit Systems put its Nautilus® commercial assets up for sale in April 2014 after four years of putting a new foundation in place for the brand. The company expects a “synergistic partner” will be able to take Nautilus commercial to the next level, with the appropriate capitalization needed to excel in the competitive global marketplace. Med-Fit purchased the commercial assets of Nautilus in 2010, introduced several products under that brand and orchestrated the return of manufacturing from overseas to Virginia. This enabled the “Made in the USA” stamp on all Med-Fit products. See www.medfitsystems.com for company information.

EnerG by Aegis reports 2014 program outcomes

Aegis Therapies recently announced 2014 outcomes for its EnerG® by Aegis wellness program. Compared to nonparticipants, program participants in independent- and assisted-living communities showed significant improvements. In a strength test that translates into improved balance, gait and other functional activities, participants enhanced their strength by 19.4% while nonparticipants regressed by -15.3%. The variance in outcomes between participants and nonparticipants was 34.7%. Additional outcome results included a 22% variance in Standing Functional Reach, and 5.7% in Validated Cognition Assessment. In a recent survey, participants reported an “overall” satisfaction of nearly 100%. Discover more about EnerG by Aegis Therapies at www.aegistherapies.com.



The Biodex Balance System SD features a large, color touch-screen display

Study uses Biodex system

Recently published research evaluated balance and falls risk in individuals with bilateral knee osteoarthritis using the Biodex Balance System™ SD. Sixty volunteers ages 50–70 years participated in the University of Malaya study, which assessed dynamic and static balance and falls risk using the Biodex system and the “Timed Up and Go” (TUG) test. Results showed bilateral knee osteoarthritis impaired balance and increased falls risk, especially in people with mod-

erate knee OA. According to the study, illustrating balance level and falls risk in individuals with knee OA is essential for planning rehabilitation programs and customizing strategies. Read the full study online at www.biodex.com/malayaresearch.

EU invites IPFH to become involved in transnational footcare project

The European Union has invited the Institute for Preventive Foot Health (IPFH) to participate in SOHEALTHY, a research project financed by the European Commission. The main objective of the initiative is to enhance cooperation between European and Mediterranean countries in the creation of a footcare sector network that will focus on foot problems associated mainly with diabetes, obesity and aging. SOHEALTHY will link to the IPFH website, and IPFH staff and scientific advisory board members will be available for consultation and collaboration. Information about SOHEALTHY is available at www.sohealthyproject.eu/. To learn more about the Institute, go to www.ipfh.org.

NIFS expands role with Maryland client

The National Institute for Fitness and Sport (NIFS) has managed the community fitness program at Blakehurst, a senior living community in Towson, Maryland, for the past two years. As it evolves lifestyle offerings for residents, Blakehurst has asked NIFS to serve in an expanded role by coordinating the community’s resident wellness program. In this new capacity, NIFS staff will collaborate with community personnel to offer multidimensional wellness programs. NIFS says it is honored to evolve its relationship with Blakehurst and support this additional opportunity to serve the wellness needs of residents. Refer to www.nifs.org to learn more about NIFS.

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Continued from page 14



NuStep's Steve and Dick Sarns (l and r, respectively) meet with Bob Boone, Medical Fitness Association president and CEO

NuStep, MFA 'take it to the next level'

NuStep®, Inc., has become a Best Practice Partner with the Medical Fitness Association (MFA) in Richmond, Virginia. MFA supports medically integrated fitness centers worldwide. "NuStep has had a long, productive association with the MFA," states Steve Sarns, vice president of sales and marketing for the manufacturer. "[W]e're excited to ... work more closely with the MFA as they continue to strengthen their position as a resource for medical fitness centers." Sarns believes NuStep's "inclusive fitness products can support the efforts of medical fitness centers to change health behaviors and help bridge the gap in the continuum of care." See www.nustep.com for information.

HydroWorx pool utilized in research

Texas A&M University researchers recently tested the effect of low-impact endurance training on blood pressure (BP) parameters using an aquatic treadmill in a HydroWorx® 500 Series pool. The maximal Bruce Treadmill test was performed before/after training, while blood pressure was measured prior to exercise testing (end of each stage) and for five minutes following. Published in *Medicine & Science in Sports & Exercise* (April 2014), this study showed aquatic treadmill training increases skeletal muscle and reduces resting diastolic blood pressure, exercise systolic blood

pressure, diastolic blood pressure, mean arterial pressure, and pulse pressure during exercise and recovery. Go to www.hydroworx.com for product details.

McCord expands team

McCord Research, Inc., has hired Kate Stensland and Whittni Rohr as customer service representatives for the new Viniferamine® skin care line and Viniferamine health supplements, respectively. Stensland earned her baccalaureate degree in health promotions from the University of Northern Iowa. Recently, she has worked in customer service and physical therapy. Rohr earned a bachelor of arts degree in interdepartmental business studies from the University of Iowa and an event management certificate from the University of Massachusetts Amherst. "We are pleased to add them to our team," remarks Dr. Darlene McCord, creator of Viniferamine products. For details about these products, visit www.viniferamine.com.



Aquatic and group-exercise classes are among activities offered through Healthways' SilverSneakers FLEX

SilverSneakers FLEX seeks instructors


Healthways invites fitness professionals interested in becoming a SilverSneakers® FLEX™ instructor to apply. Healthways' research reveals that a recent fitness trend for older adults is group-exercise classes held outside a fitness center. Programs in neighborhood locations address the challenge of finding transportation, a common barrier to older adults starting a workout program. Located in such places as community

recreation centers, parks and older-adult living communities, SilverSneakers FLEX classes include yoga, aquatic exercise and walking groups, among others. Classes are available in over 40 states and the network is constantly growing. For details, visit <https://instructor.healthways.com>.

iN2L, TranslaCare launch software in care communities

It's Never 2 Late™ (iN2L) has partnered with TranslaCare™ to introduce an augmentative and alternative (AAC) software technology in more than 1,000 American care communities to help adults with acquired speech-language disabilities communicate with loved ones and caregivers. Iconotouch™ by TranslaCare™ provides a simple user interface specifically designed to enable adults living with the impact of stroke, dementia and other neurological disease, or any acquired communication deficit to express themselves and to maintain their independence. This tool can also be integrated into therapy routines for those with special speech, language or memory care needs. See www.in2l.com for company information.

Moving Toward Health offers new training format

Moving Toward Health will hold its next Nia White Belt Training in a shorter-day format, extended over six weeks, that may appeal to retired or semiretired trainees. Content remains true to the principles covered in this first-level immersion in the Nia Technique, with added insight pertinent to later life. Graduates may become Nia Technique instructors or master students pursuing personal growth. Registration for the training, which begins on September 11 in Eugene, Oregon, may be done online at www.nianow.com/training. Information on a one-week retreat-style format or booking a training date in your community may be found at www.movingtowardhealth.com. 

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Trends

in active aging



Population, housing and communities intersect to support active lifestyles for older adults

Excerpted from ICAA Research Report, "Growth of the active-aging industry in the United States and Canada 2014."

Active aging, as described by the World Health Organization (WHO), "allows people to realize their potential for physical, social and mental well-being throughout the life course and to participate in society, while providing them with adequate protection, security and care when they need."

In other words, active aging means being engaged in life, to the fullest extent possible.

Translating the concept of active aging into focused opportunities and programs enables older adults to live

productive, healthier lives. Grounded by the dimensions of wellness, providers of active-aging services and products work diligently to help older adults help themselves. Organized activities are educational and inspirational, geared to providing a meaningful experience. Products support the functional ability to stay active in life. All are housed in safe and supportive environments.

Trends to watch

Emergence of the "oldest-old." Average life expectancies keep climbing. In Canada, at birth a man can expect to live to 78.8 years and a woman to 83.3 years (2007/2009).¹ In 2009, there were about 1.3 million people ages 80 or over and 6,000 centenarians in Canada—a number expected to double or triple by 2036.²

Life expectancy is a little lower in the United States, at 76.2 years for men

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and 81.0 years for women in 2010.³ The population of people 85 years and older grows year over year and reached almost 5.9 million in 2012; there are over 60,000 centenarians.⁴

In practical terms, for active-aging providers, this means adjusting to the interests, cultural outlooks and health status of three generations (GI, Silent, Boomer). This creates a challenging environment, as well as an interesting one. How do you serve people who are 89+ with memories of World War II and at the same time serve the 50-year-old holding a smartphone in one hand and a child in the other?

The livable communities movement.

What makes a community “livable”? Everything in it that supports quality of life, including the “built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities.”⁵

Aging in place. Most adults prefer to stay in their homes as they grow older. Aging in place supports this desire by providing an environment and services that enable people to live in their own homes safely and comfortably as their functional abilities change. In a review of literature published by the US Department of Housing and Urban Development, it was noted that the length of time individuals stayed in their homes was impacted by access to quality support services (housekeeping, lifting heavy objects), social networks, physical accommodations (such as lever door handles, wider doorways and ramps) and accessible public transportation.⁶

Longer working lives. The assumption that people will retire at or before age 65 is fading. In the United States, the rate of women and men ages 65 and older participating in the labor force has been increasing for the past 20 years, such that 65+ workers represented 16.1%

of the labor force in 2010, largely due to more women working.⁷ Canada is experiencing a similar situation: 6.4% of women and 15% of men ages 65 and over worked at a paid job in 2009.⁸ Studies have discovered that people who retire before the traditional age of 65 do so because of health reasons (maybe they didn’t want to retire, but had to) or due to a job loss.^{9,10}

Although some employers are concerned about the potential healthcare costs associated with older workers, others are trying to retain these workers because of their skills and experience. That’s a good idea, given that workers 50 years and older are more engaged and satisfied with their work and committed to the organization compared to younger workers.¹¹

Older adults join multigenerational families.

It used to be that a typical family consisted of the parent(s) and children. This picture is changing. In Canada, 69,315 children ages 14 and under (2011) lived with at least one grandparent.¹² In the United States, it was about 7 million grandparents (2010) living with at least one grandchild in the home.¹³

In recent years, people in their middle ages find themselves living with children, adult children and their own parents. The current term *Sandwich Generation* describes people in their 40s and 50s taking care of children and parents simultaneously, sometimes while living in multigenerational households.

Aware that they may have to house parents or adult kids, some people in middle ages are already getting ready. An online survey of 550 US homeowners found that 15% shared their homes with their parents and 32% expected their parents to move in eventually. The same survey found that 14% of 511 homeowners with children 16–30 years old were already sharing their houses with an adult child

who had moved back in after a period of independence. Another 31% expected an adult child to move back. To prepare, 72% of homeowners with living parents planned to renovate or buy a new house to add living space, as did 49% of those with adult children.¹⁴

Technology begins to provide extra eyes.

The field of gerontechnology is emerging to enhance communication between older residents and a virtual support network. University research centers and private companies continue to refine technologies that monitor activity or provide assistance. Motion sensors installed in baseboards and doorways are installed to “learn” a person’s daily routine and signal if that routine is disrupted by, for example, a fall. Communication systems are a mainstay nowadays in retirement communities.

Telehealth technologies enable older adults to take their blood pressure or monitor heart rates and send the results over the Internet to their physician. Quality-of-life technologies are intended to assist people with disabilities or functional limitations as they age. For example, in the Quality of Life innovation lab at Carnegie Mellon University, researchers are working on intelligent assistive robots, virtual coaches, driving aids and wellness monitoring systems.¹⁵ Health conditions are prevalent, but not always limiting. In developed countries, the prevalence of noncommunicable health conditions, such as heart disease, diabetes, stroke, cancer and chronic lung disease is high, a situation that led the WHO to urge governments and societies to combat these conditions as a way to strengthen healthy and active aging.¹⁶ As reported by the US Congressional Budget Office, on average, about one-third of people age 65 or older report functional limitations of one kind or another; among people age 85 or older, about two-thirds report functional limi-

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tations.¹⁷ [A functional limitation can be difficulty reaching the top shelf in a closet or it can mean difficulty/inability to walk.]

On the other hand, data pulled from the US 2010 National Health Interview Survey showed that older adults are more likely to need help with household chores and shopping (instrumental activities of daily living) than they are to require assistance with basic activities of daily living (ADL), such as bathing, dressing or eating.¹⁸ Although supportive services must be made available, it's informative to note that more than 80% of older adults do not need assistance.

Lifestyles and attitude create active aging

Objective health status is not the only factor that influences older adults' feelings about aging. As they age, people report better mental quality of life, even though they experience a decrease in physical quality of life.¹⁹ Self-perceived health, also called self-rated health, is an indicator of overall health status, including a person's physical, social and mental well-being.²⁰ An individual's perception of their health may be as important as their objective health condition.

- In Canada, 76% of people ages 45–64 and 56% of individuals 65+ reported they were in good health, even if they had chronic conditions such as high blood pressure, arthritis and back problems.²¹
- In the US, 76% of people ages 65 and over rated their health as good, very good or excellent. Good or better health was reported by 79% of people ages 65–74 and by 67% of those 85 years and older.²²

Most people 60+ feel their health will stay the same or get better over the next 5–10 years, according to a survey of 2,250 individuals. Respondents with chronic conditions are confident they can manage them. At the same time, if

a health promotion or fitness program were available, 45% would be somewhat or very likely to participate.²³

Just as they are optimistic about their health, so are people in their middle ages optimistic about their lives. A survey of 1,003 Boomers at ages 66–67 revealed that more than 40% were optimistic about the future. Just over half had retired from paid work (38% because they wanted to). More than half felt the Boomer Generation is leaving a positive legacy for future generations by sharing their values and morals and good work ethic.²⁴

The picture that emerges of the next “older” generation is of a group that desires lifestyles that fulfill the vision of active aging as an opportunity for health, participation and safety. Their expectations are high. Nearly half (45%) of 2,250 people 60 years and older expect their overall quality of life to stay the same over the next 5–10 years, with 30% feeling it will get somewhat or much better. Over half (57%) say they have a strong sense of purpose and passion for their lives—and for the future.²³

Age-friendly residences suit a range of lifestyles

The 48.3 million people 65 years and older^{25,26} in the United States and Canada (2012) need a place to live. Add in the 68.3 million people ages 50–64 in both countries and there are even more people who will seek appropriate living spaces. Factor in the gains in longevity, with people living, on average, into their 80s, and housing geared toward older adults becomes a necessity as well as an opportunity.

Older adults' choices of residence depend on their levels of physical and cognitive function, financial capability, level of family or community support, personal and business interests, and social connections. Not only does an older adult have choices in housing, but the

options in each segment are competitive since communities will have an individual blend of atmosphere, pricing and neighbors.

Housing is the largest expense for most people 55 years and older, and it is the largest expense for those over 65 who tend to live on fixed incomes.^{27,28} Older adults with middle and high incomes can find residences at market rate, meaning they buy or rent competitive to prices in the local real estate market. For those with low incomes, affordable and public housing features rents below market rate because a portion is paid by a government or foundation.

Whether public or private, retirement community or affordable apartment, housing is impacted by social and economic trends. The complexity of the environment increases because older adults have different needs through the stages of their lives.

Local governments have recognized that they have aging populations and that the infrastructure and services which allow older adults to age in place likewise make their communities more attractive to younger people and businesses. The result is twofold: Older adults live independently contributing to the local economy, and younger families and businesses contribute to the tax base.

Several key concepts in community planning promote and support the kinds of neighborhoods that enable aging in place and acting living.

Age-friendly communities. An age-friendly city “is an inclusive and accessible urban environment that promotes active aging,” according to the WHO,²⁹ which launched the Age-Friendly Environment Program to help cities and communities become more supportive of older people. The WHO framework

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Wellness dimension	Community features
Emotional	Transportation and pedestrian-friendly paths to visit friends and family and avoid isolation; available support groups and supportive services
Environmental	Nearby businesses and services, e.g., groceries and library; infrastructure for technologies; green buildings; pedestrian-friendly; public transportation; recycling
Intellectual, cognitive	Available transportation to jobs and volunteer activities, cultural events, infrastructure for Internet and wireless access; nearby libraries and lifelong-learning programs
Physical	Easy walking or cycling; public transportation; nearby parks, recreation and fitness centers; affordable healthy food choices; access to healthcare
Professional, vocational	Volunteer opportunities; stable economy providing jobs; training and supplies for hobbies; infrastructure for Internet and wireless access
Social	Access to clubs and group activities; cultural activities; nearby family and friends; Internet connection
Spiritual	Near to preferred church, temple or synagogue; access to spaces for reflection

addresses eight domains of city life: the built environment, transportation, housing, social participation, respect and social inclusion, civic participation and employment, communication, and community support and health services. The program offers a framework for community planners and highlights success.³⁰

In Canada and the United States, 15 communities are listed as members of the Global Network of Age-Friendly Cities on the website of the International Federation on Ageing.³¹ The Pan-Canadian Age-Friendly Communities Network operates through the Public Health Agency of Canada to build capacity; in the US, the AARP Network of Age-Friendly Communities promotes the concept.

Sustainable communities. Also called a green community, a sustainable community balances resources of energy, water, food, land, sanitation and economics in a way that services the current community while preserving resources for the future.³² Features of a sustainable com-

munity might be mixed-use (retail and housing together), pedestrian-friendly portions, areas of natural environment, and community-wide recycling and re-use programs. Sustainable communities follow smart growth principles of protecting public health and the environment while expanding economic opportunity.³³

Housing trends

Amenity-rich environments. The re-invention of retirement by the younger members of the Silent Generation as well as the Boomers means that people do not expect or plan to stop working and rest. Considering themselves active and in good or excellent health, as a generalization, this group is interested in livable community locations near transportation, community services and amenities.^{34,35} Urban areas and well-positioned retirement communities offer these options, which makes housing there appealing.

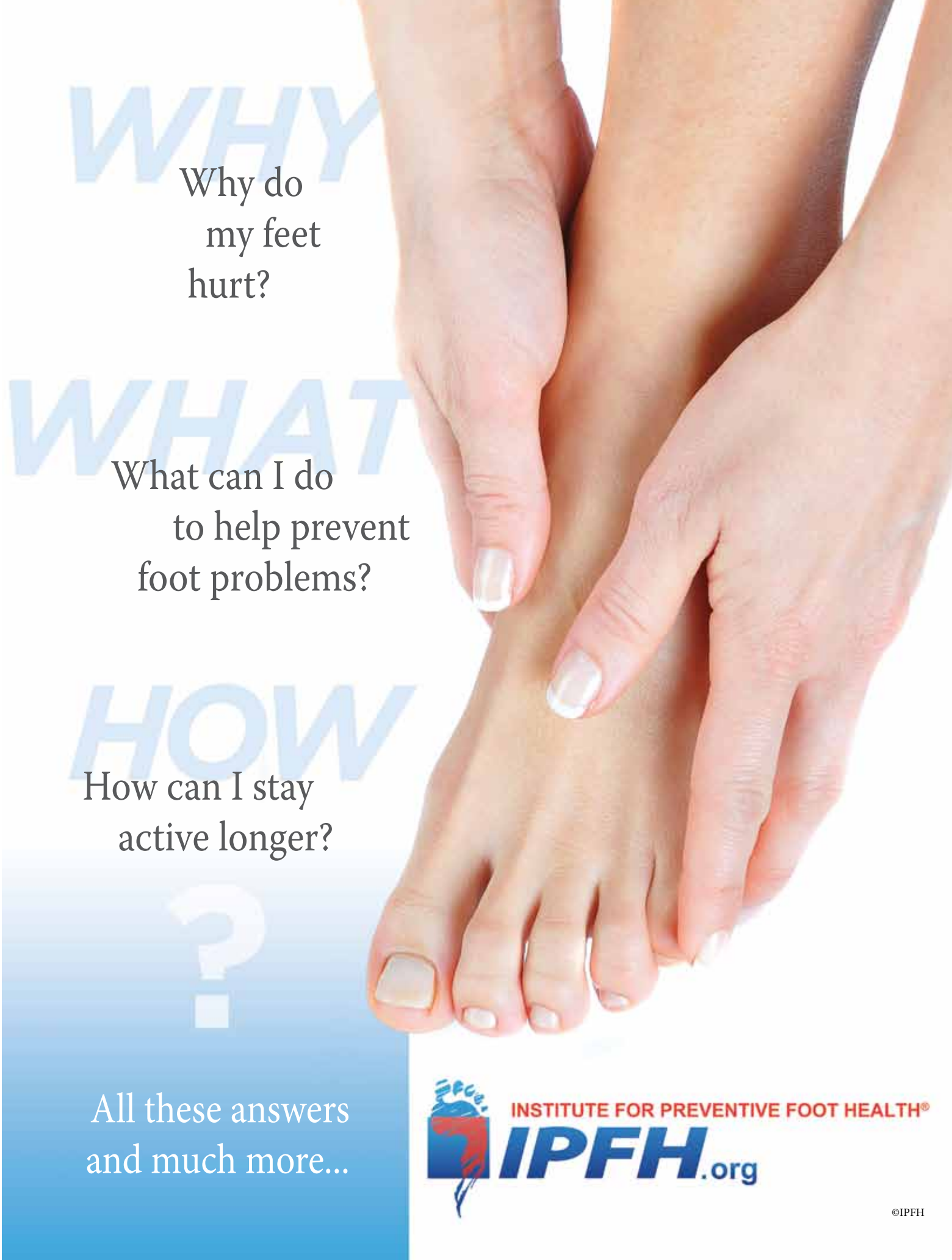
“Amenity migrants” move to a location because of the lifestyle attractions. A

study of 329 residents of an age-restricted retirement community with no extra services found that 13% moved to another retirement community or non-age-restricted housing to improve their access to lifestyle amenities, and that 35% moved to the independent-living section of a continuing care retirement community (CCRC) in part for a more service-rich environment.³⁶

Multigenerational households. A strategy to serve the needs of older adults and younger generations is multigenerational housing.³⁷ The emerging model is a single development with a section for older adults and a section for families. This type of development allows family members to live relatively closely, with the ability for younger residents to move into the older-adult housing section when they are ready.

Alternatively, in urban areas in Canada, new apartments and condominiums are

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built with age-friendly universal design characteristics to attract an older market and also appeal to younger people. These developments are located in areas that are rich in amenities and services, such as nearby health clubs and recreation centers, restaurants and shops, so that residents are not paying higher rents for on-site amenities.³⁸

Housing plus services. While multi-generational housing is a trend, age-restricted housing is maintaining its attractiveness, with occupancy levels comparing favorably with other types of real estate, such as apartments and office space. Throughout the recession in the US, investment-quality seniors housing (age restricted, 25+ units/beds, market rate) suffered less than other housing segments, reported the National Investment Center, likely because of the combination of housing, amenities and services.³⁹ Plus, residents of age-qualified housing are highly satisfied, rating their communities 9 on a 10-point scale.⁴⁰

Building trends

Housing becomes a home when the building and property support the lifestyles of the residents, whether that is easy access to a job or plenty of repaired sidewalks and a fitness center next to a swimming pool. The livable community⁴¹ movement is active in housing for older adults, whether in a planned retirement community or apartment complex in the city.

Location is urban and suburban. Migration trends for older adults indicate that people are moving away from retiring to a rural area, and instead, choosing suburbs or urban centers where more amenities and services are available.^{35,37} Florida and Western states are no longer the meccas for retirement, although they still are attractive. Suburbs are where many members of the aging population live now and plan to stay. Forward-thinking government officials

are planning to add more urban centers to their suburban locations to bring the advantages of urban amenities and services closer to the residents—critical once people no longer drive.

Age-friendly remodeling and renovations. The goal of aging-in-place remodels, an application of universal design, is to adapt the structures in a current home so residents can safely move about daily activities as their functional abilities change. Wider doorways ease mobility for people using walkers and wheelchairs, as well as easing the movement of appliances and large pieces of furniture. Counters at chair height as well as standing height, walk-in showers with anchored grab bars, good lighting, and ramps instead of stairs are aging-in-place features.⁴² These accommodations are sufficiently important that there is now a Certified Aging-In-Place-Specialist designation for professional remodelers from the National Association of Home Builders.

Environment-friendly green building.

Also called sustainable building, “green” building emphasizes energy conservation, efficient use of water, indoor air quality, less toxic building materials and reduction of waste.⁴³ Green building practices apply both to new construction and to remodeling. The momentum for green building is driven by savings from lower operating costs, conservation of natural resources and healthier living spaces.

Green or sustainable building practices were somewhat or very important to 96% of respondents to the ICAA Wellness Industry Development Survey 2012, reflecting the thoughts of professionals.⁴⁴ A separate 2011 survey of an undisclosed number of professionals in the construction industry found that builders anticipate “green” homes to account for 29–38% of the residential construction market by 2016. One-third (34%)

of remodelers expect to be doing mostly “green work” by 2016.⁴⁵

Design for active living. An AARP survey asked 2,260 people ages 45–64 years what would be important as they grew older. What these Boomers desired were easily accessible services, shops, entertainment and walking trails.³⁴

Walking trails, gardening areas and exercise studios were among the top four amenities planned for 2012–2014, according to the ICAA Wellness Industry Development Survey of professionals working in retirement communities, seniors centers and wellness centers. Since many of the locations where these respondents worked already had a stand-alone fitness center (32%), wellness center (33%), walking trails (63%) and gardening area/meditation garden (57%), it indicates that the remaining properties are adapting to current market needs.⁴⁴

Technology for fun and safety. Older adults value their smartphones, high-speed Internet access and e-readers. Not to mention, a portion are working from home offices. The wiring to support the electronics is a given in new construction, making homes technologically ready for older adults and their grandchildren.⁴⁶

Single-level homes. Almost all (91%) of the Boomers in the AARP Boomer Housing Survey believed that a bedroom on the main level of their house would be somewhat or very important as they aged, and 79% said this was a consideration when evaluating a next home.³⁴ Another survey from the National Association of Home Builders confirmed that 55+ buyers are looking for homes that are on a single level or a master bedroom on the first floor, as well as universal design features, such as wider doorways and fewer steps.⁴⁶

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The aging population brings opportunity

Communities must take action to keep older adults independent and healthy. And the size of the market creates growth potential for companies and organizations that provide services to help individuals to age in place. The target customers may be older adults or their family members, or public or private organizations.

The aging of the population presents both a necessity and an opportunity. A major challenge for organizations, as well as entrepreneurs, is to effectively explain and market their services. Organizations that can express the value of their services, and the relationship of their services to wellness and quality of life, have a large and growing market. ☺

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ICAA Research Report Growth of the active-aging industry in the United States and Canada

Active Aging in America, 2014,
Third Edition

This 136-page report is the first place to look for an environmental assessment of the trends reflecting older adults' attitudes and lifestyles; the scope of the active-aging industry; annual revenue of selected sectors; market profiles of selected sectors; housing segments, amenities and design trends; services provided in active-adult (seniors) centers and adult day services; and opportunities for older adults at fitness centers, parks and recreation and workplace wellness locations.

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A troubleshooter's guide to designs for wellness



Have a design challenge? Here are some innovative solutions that other organizations have used to redesign problem spaces for wellness

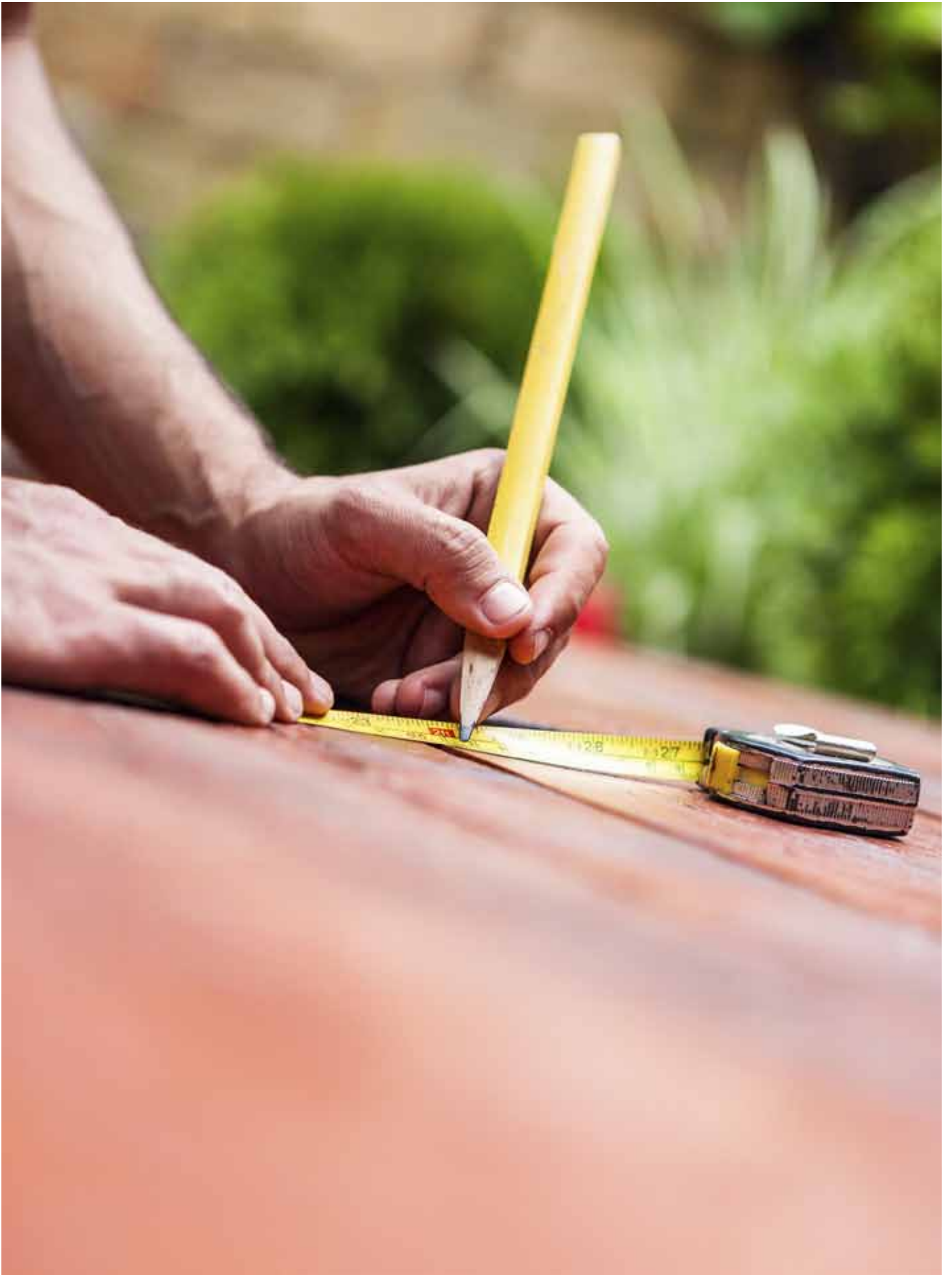
As communities and organizations look to the future, what do they see? On one hand, there is a population of people with a variety of interests experiencing changes in their lives that make them seek different amenities than they did in years past. On the other hand, properties that have seen better days need repairs and maybe total overhauls if they were built for a purpose that no longer exists.

Are there ways to repurpose the outdated facilities to better serve a population that is changing as it ages? Today,

developers and builders take for granted that they need to consider the dynamics of a wellness lifestyle when they begin strategic planning for a new community, center or amenity. However, renewing or even reinventing existing properties to meet those needs can be a bit trickier, and the road to the finished design is likely to include some bumps and turns along the way.

The International Council on Active Aging® invited five firms with a firm commitment to providing wellness environments to share details about a project that solved a design challenge while positioning the community or feature to meet the future. We share those stories with you here.

Continued on page 32



A troubleshooter's guide to designs

Project: Adding purpose to the River Garden at The Atrium at Navesink Harbor



AFTER

The River Garden now incorporates more space for active living, such as the putting green

Submitted by Design for Generations, LLC

Challenge: The bulkhead, a combination of steel frame and wooden pilings, had failed, making it impossible for residents to enjoy one-half of the garden area at The Atrium at Navesink Harbor senior living community in Red Bank, New Jersey. The design and development of the gardens has been a key component to helping residents maintain wellness in nature, and the bulkhead problems had affected the River Garden, the oldest and largest of The Atrium's gardens.



BEFORE

At The Atrium at Navesink Harbor, a barrier of benches closed half of the River Garden off once the bulkhead, which extends the garden into the river, became unsafe

Situated along the Navesink River, the River Garden offers a commanding view, not only of changing seasons, but also of scenes that change almost on an hourly basis. Something is always happening along the river, and a well-planned design could ensure more would be happening in the River Garden as well.

Solution: In 2007, when construction of a new bulkhead began, the entire garden area had to be redesigned and rebuilt. The area in the center was compacted soil/fill; gravel was brought in and compacted before the concrete was

poured. Topsoil for the planting beds was also imported.

Many features from the previous garden were restored, and new features, such as a putting green and shade structures for gatherings, were incorporated. Walking paths were expanded, and the area now can host additional activities such as gardening, cookouts, movies, "happy hour," and many other social events.

Although there is already an area where residents can grow their own plants, they have asked for more space to grow vegetables, herbs and flowers, so raised planters will soon be incorporated into the garden area for residents' use and enjoyment. The esplanade apple trees, which grow along the perimeter of the garden, were once used only for decoration and screening. Today, the apples are being harvested for use in the kitchen.

The area may also be used for other activities, and discussions are underway about some other programs that are not specifically focused on gardening. Shuffleboard is popular, but space is somewhat limited, so the use of portable shuffleboard surfaces is being considered.

New garden ideas develop as people move into the community, bringing with them new interests and experiences. The River Garden has been designed to be flexible and incorporate new interests, making it a great example of how to face the challenges of incorporating wellness elements in an outdoor garden setting.

Images courtesy of Design for Generations, LLC

Project: Creating 'small house' memory care at The Bradford House



AFTER

The new Bradford House residence is well-lit, with plenty of space for residents, staff and visitors to interact in a home-like atmosphere



BEFORE

The independent-living cottages were basic living quarters before the renovation at Brethren Care Village

Submitted by RDL Architects, Inc.

Challenge: Vacant independent-living cottages on the campus of Brethren Care Village, a continuing care retirement community in Ashland, Ohio, became the catalyst for an innovative design program. The challenge was to create an alternative living model for older adults with cognitive and physical impairments that would allow them to live as independently as possible in a place they can call "home."

Current research concludes that an independent, active lifestyle is the best way for older adults, or any of us, to maintain a

healthy, satisfied life. The Bradford House redesign project was focused on creating an option that would allow residents with dementia to remain independent for as long as possible.

Solution: The vacant duplex cottages were remodeled to create "small house" homes, each accommodating five residents in early stages of Alzheimer's disease or dementia. The small-house homes provide a secure living environment, including an attached outdoor garden area, for people who do not need or want nursing care within a traditional Alzheimer's or dementia unit. The model is an innovative solution for provid-

ing a high quality of life and care for people in the early stages of cognitive decline.

The Bradford model design combines advantages of home-based and institutional living, finding the "best of both worlds." Significant to the model's success is the use of three different families of design principles: universal design, dementia design, and design for the creation of "home"—all integrated with the support needed to facilitate the latest technology. In addition to a state-of-the-art monitoring system, the software includes a Web portal for family members, as well as management, to monitor the daily operations of the home.

The small-house design, based on "person-centered" care, promotes personal relationships within its social spaces in the living room, dining room and kitchen, while offering privacy within individual bedrooms. This combination encourages residents to make choices about how they spend their time and provides opportunities for meaningful activities in a safe, secure environment. The home-based design encourages more visitors, including children, and is less intimidating than the more typical, large institutional environment.

The facility redesign and revised programming has allowed the residents to live as independently as possible, and they have demonstrated improved mental status with fewer medications and improved physical and social functioning. Bradford has recorded a high level of family satisfaction with the small-house arrangement, and has also seen low staff turnover and high profitability for the campus as the model provides a more cost-effective alternative to both home care and institutional care.

Images courtesy of RDL Architects, Inc., photography ©2013 Jan Shergalis

A troubleshooter's guide to designs

Project: Reinventing dining options for The Pines at Whiting



AFTER

The Pines' new 509 Grille is one of three dining choices, offering casual options in addition to the more formal dining area

Submitted by RDL Architects, Inc.

Challenge: The Pines at Whiting, located near the New Jersey shore, included a large central dining hall for its independent residents, which is typical of the dining facilities of many older continuing care retirement communities. While such an arrangement may have been acceptable to a previous generation, one size does not fit all when it comes to satisfying the more sophisticated expectations of prospective residents and their families, who are accustomed to the variety of choices in restaurants and



BEFORE

Before the renovation at The Pines, the dining room offered traditional seated service

food venues outside of the retirement community.

The typical central dining room suffers from a lack of visual stimulation, poor acoustics and limited menu choices, which are served in the same manner for each meal. Such an environment discourages socialization, as residents tend to sit at the same table with the same people every day, limiting their opportunity to develop new relationships.

Solution: The Pines' approach was to reconfigure its main dining room and

kitchen to create a trio of intimate and diverse restaurants with distinct themes. The Cranberry Cove provides take-out offerings in a fast-casual setting. The Fireside Room offers traditional sit-down wait service surrounding a large fireplace. The 509 Grille is a trendy, bistro-like environment with menu items cooked to order. Residents can select from a variety of freshly prepared items in portions and combinations they desire. In a departure from typical dining rooms designed for older adults, the Grille includes permanent, upholstered banquette-style seating. This "three restaurant" approach enhances the residents' feelings of being in control of their dining experience and provides an entertaining and stimulating environment.

Offering multiple dining options in a variety of settings gives residents a choice of not only what to eat, but where to eat. Some of the challenges to implementing this change are staffing, menu planning and available space for reconfiguration. An important key to success is a chef who has a vision for providing creative food choices.

Fortunately, the Pines possessed many of the essential elements required for an efficient and economical change to decentralized dining: a talented chef, a flexible and creative staff, and enough space that the three restaurants could be created without an addition to the building. The change has proved to be very popular with residents and their families, who enjoy the enhanced menu and dining choices.

Images courtesy of RDL Architects, Inc., photography ©2013 Jan Shergalis

Project: Reimagining common areas at Smith Crossing



AFTER

The addition of casual dining gives residents at Smith Crossing more choice and an alternate social space

Submitted by AG Architecture

Challenge: To improve upon its mix of amenities, in both size and scope, and elevate the lifestyle experience for independent-living residents of Smith Crossing in Orland Park, Illinois, Smith Senior Living decided to proceed with a significant renovation project during the height of the recession. Its sister community, Smith Village, was designed around a large, flexible multipurpose space that was proving successful, and Smith Crossing aimed to create a comparable space, as it was growing in size.

Smith Crossing also wanted to respond to market demands for more casual dining experiences and to provide a more

diverse selection of dining options rather than what was being offered in its original large, more formal dining venue. Furthermore, the community wanted to readdress and expand the fitness component of its program. The goal was to develop each new and renovated amenity space to enhance the community's focus on wellness and create a hospitable and appealing environment, which would elevate the resident experience.

Solution: A unique approach was taken when the community decided to decentralize the Commons Area. Rather than simply expanding the existing central clubhouse, an alternative location was chosen to construct a two-story pavilion with a distinct group of amenities. In

this new arrangement, all residents were now within a single-wing distance to a variety of activities. This effect is similar to a walkable urban environment, in this case, with corridors functioning like public streets.

By decentralizing the Commons Area, repurposing and refreshing old spaces, and incorporating a two-story addition, the design team was able to create a layout that supports an active and vibrant lifestyle. A multipurpose room in the original Commons Area was repurposed to create multiple dining venues, including an expanded bistro setting, in order to provide residents with a variety of choices. Within the upper level of a new pavilion, a variety of areas, such as a large multipurpose space and state-of-the-art theater, were created to support social gatherings and provide spaces for lifelong-learning opportunities. Amenities on the lower level, including the salon/spa and fitness center, were positioned to take advantage of views of a water feature.

All of the amenities were seamlessly integrated throughout the complex, avoiding a sense of "old" versus "new" areas. Each new and repurposed area addresses a dimension of wellness, and every space feels refreshed. Residents from the entire campus have easy access to these walkable amenities—destinations that elevate their lifestyle and daily life experiences.

Images courtesy of AG Architecture, photography Anthony May Photography

A troubleshooter's guide to designs

Project: Encouraging development along the B-Line Trail in Bloomington



AFTER

This B-Line concept drawing envisions integration of mixed-use residential and commercial development along with pedestrian-friendly access next to an activity/wellness park

Submitted by MKM architecture + design

Challenge: The B-Line Trail was a “rails-to-trails” initiative transforming a historical rail line into a highly used pedestrian trail system running through the heart of downtown Bloomington, Indiana. As the city prepares for a rapid influx of older adults in the coming years, citizens expressed an interest in understanding how the property surrounding the trail, mostly still existing as industrial properties, could be leveraged to create a prototype for a “community for all ages and abilities.”



BEFORE

The B-Line Trail is used by cyclists as well as walkers

Charged with creating a neighborhood designed to engage people of all ages and abilities, the designers focused on tangible strategies meant to address local issues and specific development hurdles within the community.

Solution: The solution was a comprehensive redevelopment vision for the district that would attract and retain people across the age spectrum, while dictating requirements within the public realm aimed to allow residents to age in place. Encompassing over 200 acres, this Lifetime Community District (LCD)

focused on redevelopment strategies that could empower and engage older adults. An LCD is a place with purpose, designed to promote social, physical, mental and emotional well-being for all ages and abilities. The area surrounding the B-Line Trail was conceived as redevelopment that could be a vital part of Bloomington becoming a Lifetime Community. The plan assumed no demolition of buildings, only the redevelopment of empty lots, vacant land, and adaptive reuse of underused facilities along the trail.

Because of information gathered during extensive community workshops in collaboration with Indiana University's Center on Aging and Community, special attention was given to access to daily nutrition (i.e., fresh produce), public policy, cognitive wayfinding, multi-modal transit systems, support services, and resources that could assist the community in prioritizing each strategy. The study prioritized development incentives along with zoning.

Walkability came to be a central focus of the initial development plan, with designers working to be respectful of the realistic walking limits of older adults. With that figure in mind, the development plan prioritized the appropriate placement of resting areas, public restrooms, etc. The plan was developed to encourage redevelopment in a way that would take advantage of the trail. For example, the city hall located on the trail is a renovated furniture warehouse.

Concept drawing courtesy of MKM architecture + design. Image courtesy of Bloomington Parks and Recreation

Project: Repositioning lifestyle at Montgomery Place



AFTER

At Montgomery Place, the rooftop garden allows opportunity for socializing outdoors, or enjoying the fresh air

Submitted by c.c. hodgson architectural group

Challenge: Located in the Hyde Park neighborhood on the Southside of Chicago, Montgomery Place was changing its fee structure and expanding its continuum of services to become a continuing care retirement community. Part of the repositioning strategy was to shed its old perception as a “nursing home” and create a new image of a vibrant lifestyle community.

To meet this challenge, significant upgrades to Montgomery Place’s offerings were necessary, including new wellness programs, services and amenities, as well as an updated interior design of

existing common areas to encourage social connections. With its prime location near Lake Michigan, outdoor views and natural light needed to be a key emphasis not only for the overall visual appeal and prestige, but also for the therapeutic value for residents.

Because this 14-story high-rise is bordered by sidewalks on one edge and a parking garage on the other side, it was quite a challenge to make a real difference on such a tight urban site. With its street-side siting, the goal was to dramatically demonstrate the impression this community would make on anyone visiting or simply taking a walk in the neighborhood.

Solution: The approach for Montgomery Place centered around achieving maximum impact from judicious renovations and add-ons. The focal point for the new identity was the new street-side wellness center that formed a dramatic impression of Montgomery Place as a wellness-oriented, lifestyle community. The 3,750-sq.-ft., two-story addition created an architectural opportunity to reconnect the building to its urban context by blending it into the existing neighborhood fabric.

To provide sufficient space for the new amenity spaces, the administrative offices were moved from the entry area into a portion of the basement-level parking garage, which was renovated to create an office suite. This allowed for transformation of the building’s street-level image and a renewal of the interior, while providing space for the new wellness center, swimming pool, bistro and informal library. Since the office suite was now underground, skylights were added to bring in light from the garden above, increasing the quality of the windowless space for the administrative staff. Additional amenities, such as a billiards area, provided opportunities for staff to socialize and relax.

Despite the limited amount of land, not only was the existing residents’ garden retained, but two additional rooftop gardens were added to provide dedicated outdoor space. A new conservatory and working greenhouse also serve as a gathering area, enhancing residents’ well-being through social interactions and chances to interact with nature.

Images courtesy of c.c.hodgson architectural group, photography Barry Rustin

A troubleshooter's guide to designs

Project: Enhancing the artistic life at Goodwin House Bailey's Crossroads



AFTER

Placed next to the lobby, the art gallery at Goodwin House Bailey's Crossroads features museum-quality lighting

Submitted by c.c. hodgson architectural group

Challenge: With its many social and therapeutic values, visual art is a vital ingredient in the recipe for a good quality of life for residents at Goodwin House Bailey's Crossroads in Falls Church, Virginia. A dedicated Arts Center was already a popular amenity, but the space did not fully serve the needs of most residents, particularly the many who are trained artists.

An opportunity emerged to improve the Arts Center when the urban continuing care retirement community undertook substantial renovation and new construction. To fully understand how the

space was currently used and determine how it could become more functional, input was received from residents through the course of several meetings. It became clear that the residents wanted new cabinetry with locks, better workspaces, enhanced lighting and a high-fire kiln.

Solution: The renovation added significant improvements to the Arts Center, including the new cabinetry, computer connections, added storage, better flooring and expanded workspaces, plus the high-fire kiln. In addition, the space was further enhanced with the addition of a wall of windows that brings in natural light and views to a new courtyard. Previously, artists could see the garden

but not enter it from the studio. This connection to an "outdoor room" adds a new wellness dimension for residents as they discover, create and inspire through the creative arts.

Beyond the Arts Center, a new formal art gallery was carved from adjacent corridor space. The Crossroads Gallery, which includes museum-quality lighting and a podium for presentations and gallery talks, is located adjacent to the main lobby. This location makes the community's arts-centric spirit evident from the front entrance and gives residents and visitors a chance to continually view new exhibits.

This renovation has paved the way for the retirement community to host on its campus the inaugural Senior Arts Institute, a five-week program of creative arts classes designed and offered exclusively for senior adults in Fairfax County, Virginia. For Goodwin House Bailey's Crossroads, this renovation not only helped create further support of the arts by providing space to exhibit original, high-quality artwork, but it also helped enhance the lives of its residents. The new facilities bring art to people who can no longer visit museums and encourage residents, visitors and staff to talk about and experience the enjoyment and power of viewing—and creating—art.

Images courtesy of c.c. hodgson architectural group

Contributors

AG Architecture

AG Architecture in Wauwatosa, Wisconsin, specializes in the design of living and working environments that function as a community. At AG, senior living is the central focus of the firm's work. Gene Guskowski, AIA, is a senior principal and committed to the senior living industry, serving as a visionary leader throughout the design stages of any project. Whether guiding the design of a senior living community, multifamily development or student housing project, Guskowski ensures that a sense of community is integral in every design.

Design for Generations, LLC

Design for Generations is a landscape architecture firm specializing in the design and development of therapeutic gardens and landscapes. Design for Generations is located in southern New Jersey but works with clients throughout the United States. Owner and president Jack Carman, FASLA, LLA, PP, a landscape architect for more than 20 years, is a nationally recognized expert in the design of therapeutic gardens, particularly Alzheimer's gardens and outdoor environments for senior living communities. He believes outdoor environments should communicate to our physical, psychological, social and spiritual needs.

c.c. hodgson architectural group

Rooted in the unwavering belief that environments affect people's behavior, the c.c. hodgson architectural group provides wellness-based design services to visionary clients who are passionate about creating healing environments. It focuses on person-centered design for senior living,

specialty healthcare, residential and veterans affairs communities from offices in Cleveland, Fort Lauderdale, and Washington, DC. The group was one of only 12 architecture firms in the US appointed to the Planetree Visionary Design Network, due to its demonstrated commitment to the well-being of patients and residents.

MKM architecture + design

MKM architecture + design is a firm dedicated to the health of communities. Specializing in wellness-based projects for over 30 years, MKM has been consistently named by *Modern Healthcare Magazine* as one of America's "Top 100 Healthcare Firms." Zachary Benedict, a partner at MKM, manages the firm's community-based projects. Benedict has been recognized for his work exploring the socioeconomic benefits of intergenerational communities throughout the Midwest.

RDL Architects, Inc.

The RDL Architects Senior Living Studio is committed to providing cost-effective design solutions that allow aging adults to retain a sense of community and encourage a supportive environment in all phases of the senior living experience. Ron Lloyd established RDL Architects, Inc., in Cleveland, Ohio, after a successful career managing the design studios of nationally recognized architecture firms. Howard Shergalis, NCARB, LEED AP, is an architect and director of the senior living studio at RDL, bringing over 30 years of experience in designing a wide range of living environments for older adults, including independent living, assisted living, skilled nursing and continuing care retirement communities.

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Connected

to nature



Organizations are creating outdoor environments that encourage health and wellness

by Elizabeth Rosto Sitko

We all know that feeling we get after spending a day outdoors in perfect weather—our mood is brighter, we feel less stressed and just better overall. In fact, studies have validated those feelings of well-being, showing that older adults who spend time in sunlight and nature can reduce illness and improve overall health.

Research from Hadassah Hebrew University Medical Center in Jerusalem found that people who spent time

outside every day beginning at age 70 experienced fewer new incidents of sleep problems, musculoskeletal pain, urinary incontinence, and troubles with activities of daily living when they reached age 77 than those who did not go outdoors.¹

In another study, older adults with dementia who were given the opportunity to be in outdoor environments exhibited better sleeping patterns and less agitation.² Getting outside more may help individuals prevent isolation and stave off depression.

Responding to this research, more organizations and communities are creating

Continued on page 42

The all-season greenhouse at Oak Hill Supportive Living in Round Lake Beach, Illinois, allows gardeners to experience their craft even in winter and prepare for a summer growing season. Image courtesy of Pathway Senior Living





A putting green allows people to get in a little golf practice while enjoying the outdoors at Atria Willow Park in Tyler, Texas. Image courtesy of Atria Senior Living

outdoor environments that are designed to promote active living and encourage a variety of activities, such as walking, bird-watching or gardening. Outdoor activities can include passive pursuits, such as reading a book on the patio, or physical activities, like playing miniature golf.

Addressing wellness in outdoor spaces

Housing and services providers aim to enhance the lives of older adults by addressing as many dimensions of wellness as possible: social, spiritual, physical, intellectual, vocational, emotional and environmental. When properly designed and programmed, outdoor spaces can speak to every dimension of wellness, said Mark Epstein, a registered landscape architect and principal of Epstein Design Studio, a landscape architecture firm in Seattle, Washington, that specializes in therapeutic and healthcare gardens.

Epstein's design process is grounded in applying the latest results from human-environment research in order to provide places that are beneficial to an individual's well-being. The firm is committed to an evidence-based practice of garden design and improving health outcomes.

"Nature is nonjudgmental, providing emotional support by allowing an individual the space to think, reduce stress, and find coping mechanisms," Epstein said.

Opportunities in outdoor settings, such as gardening groups or walking clubs, bring together people with common interests and connect them to nature while giving them physical, intellectual and social outlets. The appropriate setting and instruction can allow people to learn or enhance gardening or horticultural skills, which addresses their vocational wellness needs. Gardening programs can

be combined with composting and recycling programs, which help many individuals to feel more connected to the environment and to feel they are providing a service to the next generation.

When the weather is nice, outdoor settings can add an extra dimension to educational programming such as brain-fitness exercises, puzzles or trivia games. These types of activities can stimulate cognitive and intellectual development, and an outdoor location can make them even more stimulating and enjoyable.

Outdoor spaces designed to accommodate gatherings or performances encourage social interaction, while spiritual wellness can be enhanced through quiet outdoor areas that allow reflection, such as a chapel in the woods or a meditation garden.

Continued on page 44

Resources

American Horticultural Therapy Association
<http://ahta.org>

American Society of Landscape Architects
www.asla.org

Practical strategies for providing wellness in outdoor environments
ICAA white paper
www.icaa.cc/business/whitepapers.htm

Outdoor wellness gallery
ICAA white paper
www.icaa.cc/business/whitepapers.htm

Therapeutic Landscapes Network
www.healinglandscapes.org/blog/category/healing-garden

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Even something as simple as a walk in a garden can make a difference in a person's health and wellness, according to National Engage Life Innovation Director Stacey Belt, of Atria Senior Living, which is headquartered in Louisville, Kentucky. Atria includes a multitude of outdoor amenities in its campuses, ranging from rooftop terraces in urban locations to water features and biking trails in larger suburban locations. Programming encourages residents to take advantage of the benefits those spaces can provide.

Topics such as horticulture or astronomy are part of the lifelong-learning curriculum, education that encourages students to go outdoors and translate that knowledge into hobbies. "We also have many resident-led programs from former teachers, horticulturists, sports enthusiasts and nature lovers," Belt said, adding that programs which take advantage of nature "can bring emotional connection to ... past experiences and stimulate new interests."

Growing in popularity

The coming generation of older adults will be more active and expect a higher level of accommodation and enter-

tainment than previous generations, Epstein said, meaning diverse wellness programs—particularly those that utilize outdoor spaces—will be in high demand. Today's active adults are accustomed to participating in outdoor recreational activities and would like to continue doing so as they age. So it makes perfect business sense for providers to include outdoor spaces in their wellness programs—and to make the best possible use of those spaces.

Certain characteristics must be present in order to attract active adults, Epstein noted. "The areas must be attractive and well-maintained, perceived as safe and comfortable, and provide opportunities for activities," he explained. "Trails that are clearly accessible, with obvious destinations, wayfinding cues and adequate resting places, are well used; and environments that allow interaction with and observation of nature and wildlife are greatly valued."

In her experience as chief operating officer of Pathway Senior Living in Des Plaines, Illinois, Maria Oliva has found that residents want easy accessibility to usable outdoor spaces. Some of the most popular outdoor features at Pathway,

Oliva said, include comfortable seating, shaded areas, all-season greenhouses, and rooftop gardens in urban areas.

Oak Hill Supportive Living, a Pathway community in Round Lake Beach, Illinois, features interconnected walking paths throughout the grounds that promote outdoor exercise and feature native landscaping, which requires less water and chemical fertilizers to maintain.

Many popular activities, such as clubs and crafts, that are done indoors during challenging weather can simply be taken outside at many Pathway communities when the weather is nice. "Being outdoors, especially in sunlight, improves everyone's mood," Oliva noted.

In Atria communities, outdoor spaces are incorporated because those spaces are important to their residents. "[Residents] love the outdoors, so providing outdoor environments is really important to support their continued hobbies and appreciation of nature," Belt said. Outdoor amenities include verandas, walking trails with exercise stations, and a rooftop garden. More than beautiful locations, these spaces are used for programs. For example, outdoor spiritual classes focus on relaxation, meditation and yoga. Nature walks can help residents feel revitalized, according to Belt.

Enabling and encouraging use of outdoor spaces

Of course, simply providing outdoor environments does not mean everyone will take full advantage of those spaces. Planners need to make sure outdoor spaces are designed with their specific populations in mind. In addition, staff can encourage individuals to use outdoor environments by programming activities specifically for each space.

According to Epstein, senior living communities need to be designed in such a way that residents can take full advantage of outdoor spaces. "The question

Outdoor features and how they can relate to wellness dimensions

Walking/biking paths	Physical, social
Patios, decks	Physical, social
Outdoor recreation (such as miniature golf, bocce)	Physical, social, intellectual
Vegetable/herb/flower gardens	Physical, vocational, environmental
Meditation gardens	Spiritual, emotional
All-season greenhouses	Physical, vocational, environmental
Fountains	Social, spiritual
Swimming pools	Physical, social
Outdoor grills/kitchens	Physical, vocational, social
Outdoor fireplaces	Social
Recycling/compost sites	Physical, environmental
Labyrinths	Physical, intellectual, spiritual

more often is how to design an outdoor space that the staff allows residents to use,” he commented.

In some communities, for example, a garden is frequently underutilized because residents need staff supervision to be there, and that kind of staff support is often inconvenient or unavailable, Epstein said. Equally common are spaces that simply do not accommodate the needs or desires of the residents who could use them, he added.

Common barriers to use of outdoor space include narrow or heavy entry and exit doors, thresholds that are not level or smooth, lack of shade, inadequate seating, and no nearby restrooms. An outdoor area that is not easy to see and access from inside a residential community will frequently be underused.

According to Oliva, Pathway is “designing outdoor spaces that aren’t simply beautiful green spaces to admire, but that allow our residents to actively interact and use the space. We have vegetable gardens that our residents tend, looped walking paths with distance markers so they can track their walking progress, and built-in barbecue grills and fire pits for outdoor dining and entertaining. Additionally,” she said, “one of our communities has a walking labyrinth where residents can meditate, relax, pray or just explore its winding paths and have fun.”


Many of the design features at the Oak Hill Supportive Living community, for example, make its outdoors spaces inviting and easily accessible. Oliva described how doors in the community’s dining room open directly to an outdoor stone patio with an outdoor grill and a fire pit that helps take the chill out of cool nights.

A fully enclosed, air-cooled greenhouse offers a climate-controlled space for individuals to garden comfortably, Oliva said. Indoor and outdoor raised planting

beds reduce the need for bending, making gardening easier on aging bodies. Growing their own fruits and vegetables gives residents ready access to organic, pesticide-free produce that helps promote healthier eating and proper nutrition.

Atria also works to make sure that its communities and programs are designed to meet its residents’ needs, according to Belt. “We work with our residents on identifying a variety of ways to make sure their interests are met, from walking clubs and bocce ball tournaments, to outdoor seminars and painting classes,” she stated. Residents’ favorite outdoor programs range from water aerobics to gardening.

Studies show that people, regardless of socioeconomic status, tend to live longer if their homes are near a park or green space, Belt said, and Atria is committed to providing this type of environment to improve residents’ quality of life.

“Our residents enjoy nature and outdoor spaces to reconnect with the earth,” said Belt. “We continue to seek out positive and beneficial experiences as it relates to the outdoors and the environment through our redevelopment plans and following the current interests of our residents,” she concluded. 

Elizabeth Rosto Sitko is a freelance writer in Plymouth Meeting, Pennsylvania.

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Pointers for popular outdoor spaces

Mark Epstein, Epstein Design Studio:

- Offer spaces that are “attractive and well-maintained, perceived as safe and comfortable, and provide opportunities for activities.”
- Create accessible trails, “with obvious destinations, wayfinding cues” and adequate places to rest.
- Design environments that allow individuals to interact with and observe nature and wildlife.

Maria Oliva, Pathway Senior Living:

- Develop inviting, easily accessible spaces.
- Provide comfortable seating and shaded areas.
- Consider features such as “all-season greenhouses, and rooftop gardens in urban areas.”

Stacey Belt, Atria Senior Living:

- Provide a range of outdoor amenities—“from rooftop terraces in urban locations to water features and biking trails in larger suburban locations,” for example.
- Offer programming that takes advantage of outdoor spaces to connect individuals to prior experiences in their lives, stimulate new interests, support hobbies, and foster appreciation of nature.

Finding the right place

for active aging



As the lifestyle preferences of the Boomers diverge from those of previous older generations, developers rethink housing options to meet their needs

by Patricia Ryan

It's no surprise that when asked where they want to live as they grow older, adults over 50 are likely to reply with some version of, "In my own home."

So perhaps the larger question is: Where will that home be? "Home" can be an apartment in the city or a house in the suburbs; it can be a granny flat in the backyard of a son's or daughter's house or a well-appointed condo in a senior living community. If it's true that "home is where the heart is," then a person's choice of home may be related to his or her sense of place.

That phrase, "sense of place," can be used in a variety of ways, but geographers think of it as the characteristics that make a place special, such as architecture or plants or history or natural setting. Sense of place also refers to individuals' perceptions of whether a place makes them comfortable or carries personal meaning for them.

In the wellness-oriented environment, the opportunities a person has to live fully occur in a "place," which is made more interesting and more enjoyable by readily available amenities. The active-aging lifestyle must be built on feelings of safety and security. After that, it's the preferred amenities that matter—whether a garden or a restaurant, walking path or energy-efficient dishwasher, art studio or concierge.

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Governments, city planners and developers recognize that the aging of our population means we need more housing that is appropriate for older adults. But what kind of housing will allow aging adults to live well? And where are older adults likely to find the place that becomes a home?

Where the action is

For developers and providers of housing for older adults, the Boomers, the oldest of whom are 68, are a prime target. For one thing, it's a large population. A recent report from the United States Census Bureau projects that the population of people 65 years and older will reach 83.7 million by the year 2050 due to the aging of the Boomers, people born 1946–1964.¹

Another reason developers are targeting Boomers is because they are more willing than previous older generations to move to new housing. Over one-third (35%) of 416 Boomers ages 50–65 years

said it was somewhat to extremely likely that they would move to another part of their own state or to another state in the next five years, according to a recent poll from the American Planning Association.²

A recent survey from AARP³ found that 17% of people 50 years and older plan to move in the next three years and that only 71% of those ages 50–64 want to live in their current community as they age, compared to 87% of people 65 years and older. Why would Boomers move? Cost of housing and climate were the two most important factors identified in a separate survey presented at the 2014 International Builders' Show.⁴

Boomers also have the financial capacity to move to new housing or remodel and upgrade their current residence. The recession was not kind to many people, and Boomers who lost money in the stock and bond markets have less time to recoup. But they still may have equity in their homes, and as housing prices rise, they are beginning to sell with an eye toward where they will live for the rest of their lives.⁵

The 'place' desires of older adults

To find out what older adults think about their communities, and what makes those communities livable, AARP conducted a survey of people 60 years and older.³ When asked what "community" means to them, 49% answered "my friends and family." That viewpoint was reflected in the United States of Aging Survey of people 60+ who ranked being close to family and friends as the most important housing need in their "senior" years.⁶

For home builders, the location of new projects has a big impact on their business. "What builders are hearing from their customers is that a certain percent want to retire to a different place, like Florida, but a larger number also want

to stay where they are living now, next to their families and their doctors and other services they are used to," explains Sharon Dworkin Bell, senior vice president of Multifamily and 50+ Housing, National Association of Home Builders.

In addition to the Boomers' preference for staying closer to their neighborhoods or family, their lifestyles are different than those of older generations. "The consumer is very nuanced today," says Deborah Blake, president of the Active Adult Lifestyle and Development Group at Cecilian Worldwide. Blake, who has spent her career designing and marketing active-adult communities, notes "the life experience of the Boomers is different from that of the Greatest Generation, and they aren't satisfied with being located miles from everything with people 'like them.' Their lifestyles are sophisticated and more diverse than the older adults we were serving 10 years ago."

Recounting findings from research conducted by her group, Blake reveals that Boomers are "looking for experience much more than traditional home buyers" are. Her group kept such findings in mind when planning Victory, a 50+ lifestyle community within the multi-generational Verrado master-planned community outside of Phoenix, Arizona. Tops on the wish lists of the younger Boomers that Victory targeted were walking and jogging trails, fitness opportunities and lifelong learning. Visual and performing arts were also on the list, along with civic engagement and encore careers. Blake also noted that Boomers are involved grandparents who want to live near their grandkids so they can engage in their lives.

What other community features are older adults interested in? Access to food and green space are high on the list.³ So is walkability and easy access to public

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Resources

AARP Livable Communities

www.aarp.org/livable-communities

American Planning Association

www.planning.org

Hodge on 7th

<http://hodgeon7th.com>

Kisco Senior Living

www.kiscoseniorkiving.com

National Association of Home Builders

www.nahb.org

Urban Land Institute

<http://uli.org>

Victory at Verrado

<http://verrado.com/victory>



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What's important to Boomers and older adults?

“Which of the following are MOST important to you when deciding where to live?”	“What community amenities do you want close to home?”	“Rate each [neighborhood characteristic] on a scale where 10 means something would be extremely important and 1 means it would be completely unimportant to you personally in deciding where to live.”
80%: living expenses, such as housing and transportation	50%: bus stop within one mile of home	67%: rated distance to shopping, entertainment 6 or higher
59%: health and nature (parks, trails, hospitals, healthy food options)	47%: grocery store within one mile	67%: rated walkability 6 or higher
44%: kinds of people (diversity, mix of ages)	42%: park within one mile	63%: rated distance to parks/recreational areas 6 or higher
	42%: pharmacy/drug store within one mile	60%: rated distance to family, friends 6 or higher
		50%: rated convenient public transportation 6 or higher
Source: Investing in Place, American Planning Association; 416 “active Boomers” ages 50–65	Source: What is Livable? Community Preferences of Older Adults, AARP; 4,596 people ages 50+	Source: America in 2013: An Urban Land Institute Survey of Views on Housing, Transportation, and Community, Urban Land Institute; 363 people ages 48–66

transportation. (By the way, fewer than half of the Boomers answering a survey from the American Planning Association believe their communities have enough transportation options that don't involve cars.²)

“The number-one request we hear from consumers is for walking and jogging trails,” agrees Bell, of the National Association of Home Builders. “Golf is falling off, but people want open spaces, a park area, maybe an outdoor swimming pool or a lake. Buyers are looking for a lot of outdoor features. A fitness room still ranks among a top feature, but is not the number one desire.” On the practical side, the 50+ home buyer prefers to leave the yardwork to someone else.

Not unexpectedly for people who recognize they will live on a fixed income, Boomers also desire affordable housing and manageable living expenses.^{2,3}

“If there is a single message from the American Planning Association poll,” says the association's executive director, Paul Farmer, “it's that place matters. Community characteristics like affordability, transportation choices, safe streets, high-speed Internet and housing that can accommodate others or enable you to live there as you grow older matter as much as job opportunities.”

Cities and towns are the draw

People of all ages move, and many move to suburban and urban areas. Housing and family are the top reasons why Americans 65 years and older moved between 2012 and 2013, with “health reasons” appearing in the “other” category, reports the US Census Bureau.⁷

Boomers are choosing living environments with characteristics more urban than suburban, according to a survey from the Urban Land Institute: 72% of

373 respondents would opt for a shorter commute and a smaller home over a longer commute and a larger home, and nearly half (49%) would live near mixed-use developments with shopping, dining and offices.⁸ (The other half would prefer not to.)

With older adults who move to urban areas seeking amenities and proximity to healthcare and other services, developers are looking at locations where these features are already in place.⁹

Infill development builds on underutilized or vacant land or properties, often—but not always—in urban locations. One goal is to create a complete, well-functioning neighborhood near or within already developed areas. Bankers, developers and real-estate professionals see the value in these types of projects,

Continued on page 52

When designing a wellness or fitness center for empty nesters, you better get to know some experienced bird watchers first.



Need to know what empty nesters are looking for these days? This market segment represents one of the greatest opportunities today, but knowing what they want is quite another matter. For more than 25 years ProMatura has followed this flighty demographic group learning what they want in their home and community and what they are willing to pay. Our proprietary research answers questions about your optimal combinations of fitness, wellness, health, spiritual, social and other programs. When you need to know what your customers want, don't lay an egg, give us a call first. After you see what we turn up, these empty nesters will be singing your praise.



and when asked about real-estate trends, give high marks to both investment and development of infill and in-town housing, along with housing for older adults.¹⁰

“What builders sell is lifestyle,” says Bell, and they make location decisions and offer amenities as a way to provide that lifestyle. A builder’s choice of projects depends on the results of the all-important market study as well as available land, zoning regulations and infrastructure needs. An infill project in an already-developed urban area might mean a high-rise apartment, while more land at the town fringe could include single-family homes. The size of a community dictates the size of a project, as well as its amenities. The economics of a project with 200 apartments might support infrastructure like barbecue areas, a community room, basketball courts and landscaping. The economics of a project with only 25 residences may not allow for any on-site amenities, so the builder might look to locate where lifestyle amenities already are available.

Taking advantage of the location and amenities available in a redevelopment project in Washington, DC, the Hodge on 7th apartment complex advertises the neighborhood along with its own building-specific features for people 55 and older. The larger, multigenerational development project (City Market at O) features residences and retail, including a grocery store, hotel, and many restaurants and shopping options. The Hodge on 7th, targeted to older adults with lower and middle incomes, features a fitness center, outdoor courtyard and lounge. Plus, the apartments are in a walkable neighborhood and close to public transportation.

Locating in neighborhoods that already have amenities in place is a strategy being pursued by Kisco Senior Living, which is building new housing for older adults in mixed-use planned develop-

ments. (Mixed-use properties combine residential, retail and office space, plus restaurants and other types of business in a single development or building.) “We have been targeting these kinds of mixed-use, amenity-rich ‘town center’ locations for many years,” says Mitchell Brown, chief development officer at Kisco. “The coming waves of seniors do not want to be isolated in gated compounds, removed from the richness and variety of the lives they have always led. Locating senior living campuses within their existing community is key. They also want choice and flexibility. No matter how good our food or our programs and activities, the option to walk out the front door and have a choice of dining and entertainment without getting in a car or a community bus is very attractive.”

Brown continues, “The buildings and grounds are really shells that are brought to life by the vitality and passions of those who choose to live and work there.”

Master-planned communities offer opportunities

Infill projects are located in neighborhoods that were built over decades in a somewhat random fashion. A master-planned community, on the other hand, is a large-scale development sketched out on paper with an orchestrated layout of residences, recreation, commercial services, civic and community buildings, parks and similar amenities.

In response to the preferences of younger Boomers, Victory at Verrado is being built to take advantage of the town center at the multigenerational Verrado community while optimizing the age-qualified lifestyle for people 50+. Verrado has a walkable main street with a grocery store, restaurants, shops, a drug store, dry cleaners and bank, and it is a short drive away from doctor’s offices. The residents of Victory can walk or drive to the main street area to enjoy the

amenities and meet the kids in the recreation center. But when they want to enjoy an art class or wine tasting or a swim, they go home to age-restricted Victory, which is scheduled to open early in 2015. In Blake’s opinion, “Siting age-targeted housing within a thriving community provides the more authentic setting that the new consumer requests.” (See “All ages or older ages?” on page 53 for more about age-targeted housing.)

The ideal sites for Kisco Senior Living are multigenerational, vibrant, safe, walkable and sustainable. The wealth of amenities already in place is one reason Kisco is colocating a project in Daybreak, an innovative master-planned community in South Jordan, Utah, which already has parks, trails, multi-generational housing and a light rail system. Sagewood at Daybreak will include independent living, assisted living, and memory care when it opens in 2015. The Kisco community is in the town center. It is down the block from a new university-affiliated medical center and next door to an age-qualified, for-sale community called Garden Park, which will share services and amenities with Sagewood.

Looking to the future

The next big demographic driver of housing may well be Generation Y, the Millennials who are expected to choose urban, collaborative living and workspaces; same-day delivery; walkability; and environments where they do not have to own a car (although car-sharing services would be welcome). Generation Y and Boomers share many of the same community and housing preferences, such as urban areas and accessible amenities. The difference? Boomers also want accessible healthcare options.¹⁰

City planners take note. Both Millennials and Boomers said that, rather than cities investing in recruiting companies to the region, the best way to grow the local economy would be to invest in

local schools, transportation choices and walkable areas, and in making the area as attractive as possible, found the American Planning Association. Among the Boomers, 60% felt that the best way to grow the economy would be to invest in schools and community features (such as transportation and walkable areas) to make the area as attractive as possible.²

“Part of what makes communities healthy and attractive,” observes William Anderson, association president, “is their unique character—what distinguishes them from other places. To prosper, communities need to look ahead and plan so they can build on their local strengths and embrace the opportunities changing times will present.”

Family and friends, walkable destinations, and plenty of opportunities for engagement create a sense of place that makes housing a home, which is what older adults want. The key words for development, and for older adults looking

for a place to live, include *amenity, urban, multigenerational* and *mixed-use*.³

Patricia Ryan is vice president of education for the International Council on Active Aging®.

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All ages or older ages?

The terms *age-restricted* or *age-qualified* mean that one person in a household has to be a certain age, often 55 years and older. *Age-targeted* describes a property that is marketed to older adults (or families), but is not restricted to them. And *multigenerational* neighborhoods are open for and marketed to all ages.

For developers of 55+ housing, whether or not to restrict property to that age group is a big question and an ongoing debate, according to Sharon Dworkin Bell, senior vice president of Multifamily and 50+ Housing, National Association of Home Builders. As Bell explains, an age-restricted property might be easier to move through the community planning pro-

cess because older adults are assumed to bring less traffic and no schools, but it does limit the market. A home built with universal design characteristics can be suitable for older adults as well as young families.

Results of a survey conducted by Robert Charles Lesser & Co., which was presented at the recent 2014 International Builders' Show, showed that nearly half of the 50+ households in the United States didn't have a preference as to whether or not a community was age-restricted. But people who did have a preference chose multigenerational communities.⁴

“To live long and healthy, you need to be connected in a meaningful way to every-

thing in your life,” says Deborah Blake, president of the Active Adult Lifestyle and Development Group at Cecilian Worldwide. “Based on my experience and research, I'd say the age-restricted market is less than 5% of the age-qualified population.” However, Blake adds, “I don't believe age-restricted housing is going away; it depends on where you place a property and how you design it.”

Age-restricted housing, multigenerational, urban and suburban—it all has a place, according to Bell. The population is so large, and there are so many different approaches and attitudes, that there is room for all the varieties of housing choices.



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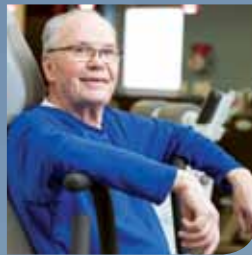
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In 2014, Active Aging Week promotes an adventurous spirit with the theme “Let the adventure begin.” To register as an official host site and to access free campaign resources, visit www.icaa.cc/aaw.htm





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Partners



Design your community



There are numerous resources available to educate and inspire you to rethink communities for active aging

To develop environments for active aging, experts from different fields have great ideas and examples, as do the people who use the environments. The articles in this issue of the *Journal on Active Aging*[®] include many of these ideas, but how do you help implement them?

If you are interested in getting involved in your own community, there are many free resources to assist. You'll find information about some resources below, along with an overview of three different approaches, or frameworks, for developing environments for active aging.

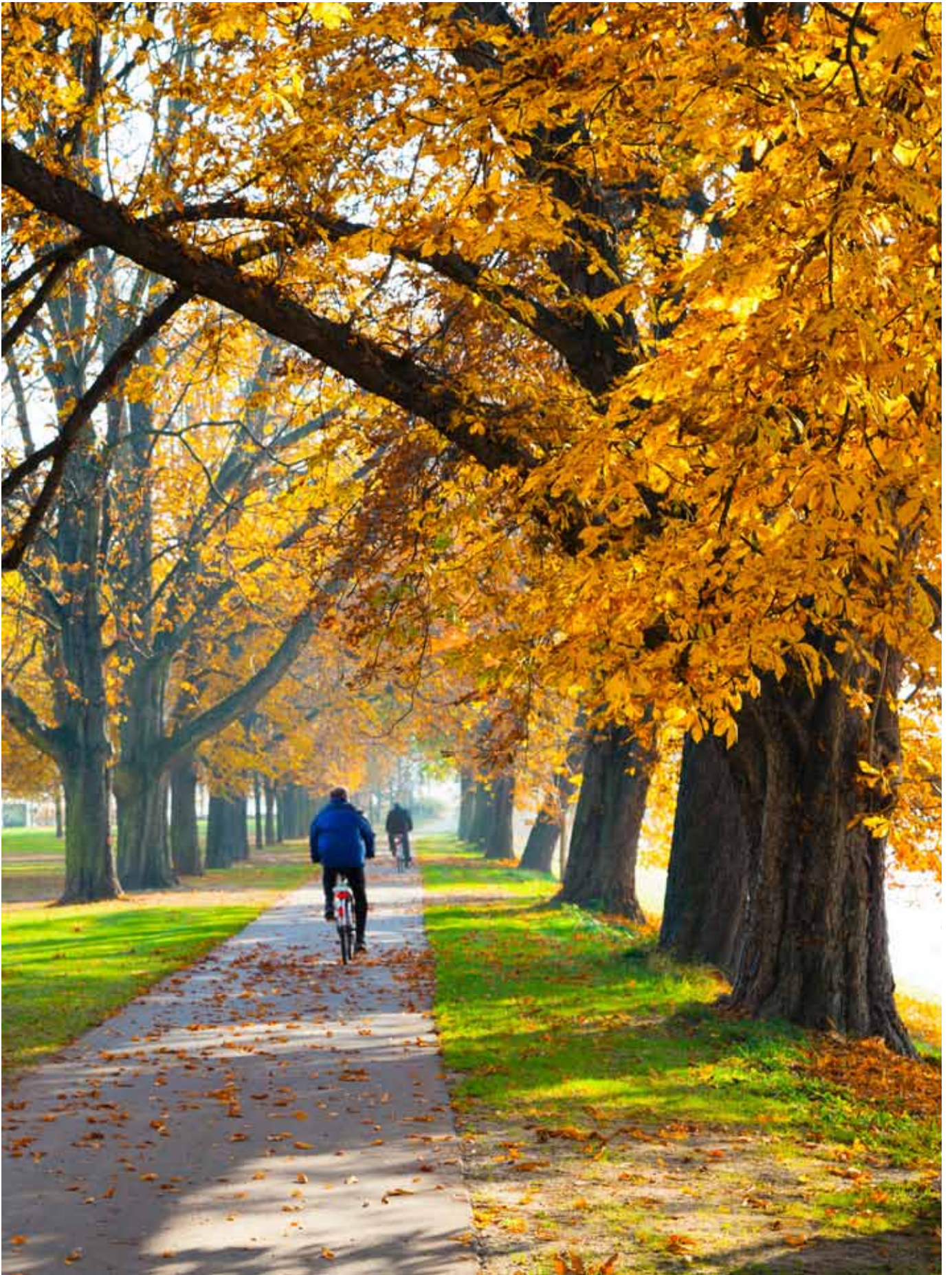
As you get started, consider how you will define "community." In 2013, hosts of ICAA's Active Aging Week[®]—the health promotion event held across North America each September—observed

that "community" can mean the community of neighbors, or participants in a class, or members of an active-adult center or the community of gardeners or club members. It can mean your city or town, or the corridors in a senior living community or active-adult center.

Recycling programs and garden spaces are becoming common around housing for older adults and active-adult centers. Why not harness that awareness and expand the reach? When you gather together a group of older adults and peers, you will find options that cross the physical, intellectual and environmental dimensions of wellness. When you work as a team, the social dimension is bound to come into play.

Whether it is for a single block or a city, older adults have the capacity to think big, and help create their environment. It may not happen tomorrow. But any seed that is planted takes time to grow.

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Design a livable community Framework

The World Health Organization identified eight domains of a livable community, which were incorporated into the Age-Friendly Cities project. These domains include:

1. Outdoor spaces and buildings: Public areas are well-maintained and clean; green spaces and outdoor seating are sufficient; pedestrian crossings are safe and drivers respectful; buildings and services are accessible.
2. Transportation: Public transportation is reliable, safe and cost-effective; roadways are maintained and signage adequate.
3. Housing: Affordable housing is available and well-maintained; buildings are designed for freedom of movement; housing is safe; and accommodations made for people with disabilities or illness.
4. Social participation: Various events and attractions are conveniently located; venues accessible and safe; time frames appropriate; and costs affordable.
5. Respect and social inclusion: Older adults are consulted and involved in public and private planning of services and environment; visible in public spaces and in the media; included in family and other community events; treated with respect.
6. Civic participation and employment: Flexible options for volunteers are available; employees are compensated and promoted; flexible and compensated work schedules are available; training and decision-making includes older adults.
7. Communication and information: Print communications use large and clear type fonts; oral communications are accessible; outreach of communication materials is extended to people who are socially isolated.
8. Community support and health services: Healthcare, social services and

residential care options are available and affordable; health and community service facilities are accessible and constructed safely; services are sufficient.

Resources

Checklist of Essential Features of Age-Friendly Cities

World Health Organization
www.who.int/ageing/publications/Age_friendly_cities_checklist.pdf?ua=1

Use this checklist to assess your community. In addition to the checklist, there are other resources on age-friendly cities. A governing principle is that older adults are involved in all aspects of planning and evaluation.

AARP Livable Communities

www.aarp.org/livable-communities

This site has many images that show what “livable” looks like, as well as examples from around the globe. There is also a toolkit of how your community can become a member of the Age-Friendly Communities Network. In the United States, AARP hosts the network of age-friendly cities and communities.

Age-Friendly Communities

Public Health Agency of Canada
www.phac-aspc.gc.ca/seniors-aines/afc-caa-eng.php

This federal health agency hosts the Pan-Canadian Age-Friendly Communities Network. Visit this site to find communities in Canada already on the path. Currently, the age-friendly movement is taking place in eight provinces.

Pathways to Better Community Wayfinding

Centers for Disease Control and Prevention's Healthy Aging Research Network
www.prc-han.org

Finding the way from place to place is something that people do every day,

whether walking, cycling, driving or taking transit. Wayfinding is more than signs; it's how streets, landmarks and lighting work together. “Pathways to Better Community Wayfinding” is a cool tool that provides a complete overview of good and bad wayfinding plus a handy assessment pocket guide. Use the checklist to evaluate a street or a neighborhood. It's free. A great project for a walking group or the environmental wellness committee.

Design a healthy community Framework

The “Ten Principles for Building Healthy Places” evolved as part of the Building Healthy Places Initiative, a project of the Urban Land Institute. These principles are:

1. Put people first: Design in a way that minimizes auto dependence by mixing land uses and offering safe, convenient options for people to get from one place to another. Make healthy living a priority and integrate it into the planning process.
2. Recognize the economic value: Compact, walkable mixed-use communities provide economic benefit to developers through higher property values, enhanced marketability, and quicker sales and leasing.
3. Empower champions for health: Encourage local champions to communicate the benefits, encourage grassroots action, broaden the base of support, and forge collaborations and partnerships with stakeholders who share an interest in healthy communities, such as medical professionals.
4. Energize shared spaces: Places with high levels of social isolation are correlated with declines in well-being and higher health costs. Incorporate public gathering places into the built environment and where appropriate prioritize pedestrians and cyclists



equipment should be provided close to children's playgrounds. Walking should be encouraged by looking at the provision of sidewalks and crosswalks, while cycling can be encouraged through bike share schemes.

Resources

Building Healthy Places

Urban Land Institute

<http://uli.org/health>

Download more details from the “Ten Principles for Building Healthy Places” and download the companion report, “Intersections: Health and the Built Environment.” These reports provide a lot of solid background information along with lots of ideas.

Healthy Community Design Toolkit

American Planning Association

www.planning.org/nationalcenters/health/communitydesigntoolkit.htm

The “Healthy Community Design Checklist” covers the following topics: active living, food choices, transportation choices, public safety, social cohesion, social equity, and environmental health. It’s also available in Spanish. A “Healthy Community Design Power-Point Presentation” can be downloaded and used to educate and initiate action, particularly when used with the Checklist.

Planning and Community Health Research Center

American Planning Association

www.planning.org/nationalcenters/health

Want to learn how to conduct a health impact assessment? Here’s where you can get an overview and action steps. This is a free, online course intended to educate people about how land use and development can potentially affect the health of a population.

Continued on page 62

over cars and provide recreational space.

5. **Make healthy choices easy:** Make the healthy choice the one that is SAFE—safe, accessible, fun and easy. Communities need to plan their environment to remove barriers that lead people to default to an unhealthy practice.
6. **Ensure equitable access:** Make healthy choices accessible to all income and demographic groups. Neighborhoods should have housing options for all ages enabling people to “age in place.”
7. **Mix it up:** Integrate a range of uses including residential, commercial, cultural and institutional uses. Mixed-use development is more likely to create walkable or transit-oriented communities and create mixed-income, cross-generational communities.
8. **Embrace unique character:** Places that are different, unusual or unique can be helpful in promoting physical activity and emotional well-being. Communities should rediscover existing assets such as waterfronts or historic neighborhoods and embrace the unique character of their area to boost physical and mental health among their population.
9. **Promote access to healthy food:** When considering what constitutes a healthy community, planners and developers seldom assign food the same prominence as transit, open space and housing mix. Rethink the modern grocery store to make it more accessible for cyclists and pedestrians, look at mobile food markets or use historic markets to create a destination to encourage economic development and healthy eating.
10. **Make it active:** Urban design should be used to create an active community, boosting physical activity and reducing reliance on the car. Amenities for adults and children should be located together to serve both groups; for instance, adult exercise

Parks and Trails Health Impact Assessment Toolkit

Centers for Disease Control and Prevention
www.cdc.gov/healthyplaces/parks_trails/default.htm

If your purpose is to advocate for green space, this toolkit will get you started.

Nutrition Environment Measures Survey

Built Environment Assessment Training (BEAT) Institute
www.med.upenn.edu/beat/onlinetraining.shtml

This is a free, online course that covers consumer nutrition basics, and gives a method for counting food outlets in a neighborhood, and evaluating them. There are tools for analyzing and presenting the results. Since the course includes visiting stores and restaurants, it might take about 20 hours to complete.

Design an active community Framework

Architects, planners, developers and agencies in New York City came together to develop “The Active Design Guidelines,” which are supported by supplements on promoting safety, shaping sidewalk experiences, and affordable designs for affordable housing. Key recommended measures include those for urban design and building design, as follows:

- Develop and maintain mixed land use in city neighborhoods.
- Improve access to transit and transit facilities.
- Improve access to plazas, parks, open spaces and recreational facilities, and design these spaces to maximize their active use where appropriate.
- Improve access to full-service grocery stores and fresh produce.
- Design accessible, pedestrian-friendly streets with high connectivity, traffic

calming features, landscaping, lighting, benches and water fountains.

- Facilitate bicycling for recreation and transportation by developing continuous bicycle networks and incorporating infrastructure like safe indoor and outdoor bicycle parking.
- Increase stair use among the able-bodied by providing a conveniently located staircase for everyday use, posting motivational signage to encourage stair use, and designing visible, appealing and comfortable stairs.
- Locate building functions to encourage brief bouts of walking to shared spaces such as mail and lunch rooms, provide appealing, supportive walking routes within buildings.
- Provide facilities that support exercise such as centrally visible physical activity spaces, showers, locker rooms, secure bicycle storage, and drinking fountains.
- Design building exteriors and massing that contribute to a pedestrian-friendly urban environment and that include maximum variety and transparency, multiple entries, stoops and canopies.

Resources

The Active Design Guidelines

Center for Active Design
<http://centerforactivedesign.org/guidelines/>

In addition to a complete presentation of the guidelines, there is a “Guide for Community Groups” on how to get involved.

Assessing the Built Environment for Physical Activity

Built Environment Assessment Training (BEAT) Institute
www.med.upenn.edu/beat/onlinetraining.shtml

This free, four-hour online course explains the main variables found in most physical activity-focused built-environment audit tools, with a more in-depth look at a few specific tools. You also learn how to customize the tools and train others to conduct assessments.

Active Neighborhood Checklist

Active Living Research
<http://activelivingresearch.org/active-neighborhood-checklist>

This checklist is easy to understand and allows you to assess five general areas: land use, public transit stops, street characteristics, quality of the environment for a pedestrian, and places to walk and bicycle.

Walkscore

www.walkscore.com

Walkscore is an online tool that measures a neighborhood’s walkability by using an algorithm to determine what amenities are within walking distance of a determined location. This is not a free application, or app, but you can enter an address and find the walk and transit score. Use this as a baseline. Developers and real estate companies are beginning to use Walkscore as a way to market their housing.

Walkability Checklist

Bicycling Checklist

Pedestrian and Bicycle Information Center
www.pedbikeinfo.org/community/walkability.cfm

These checklists begin with “you and your child.” This could be a checklist for an intergenerational program with grandchildren or local schools. The checklists are clear and cover items appropriate for all ages, and are available in English and Spanish.

Walkability and audits

Search the words “walkability” or “walkability audits” and you will find links to many organizations that support walking, and lots more tools. ☺

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

Receive a CD-ROM at the conference with all available session handouts, plus access them online 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.

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. 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 inspiring 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. To register, call ICAA toll-free at 866-335-9777 or go to www.icaa.cc.

Symposium agenda

8:45 a.m.–9:00 a.m.

Welcome and introduction to the day

9:00 a.m.–10:00 a.m.

Keynote: Capturing the mature market through Gerontographics

Alexis Abramson, PhD

Session description

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

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

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 they go through these changes, older consumers' needs for products obviously change, 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, and Erin Read, BA

Session description

The number of choices consumers make on a daily basis seem to be increasing at a rapid scale. The number of choices facing mature marketers also seem 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: topic TBA

Alexis Abramson, PhD, moderator

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

Session description

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

Multiple presenters

4:15 p.m.

Wrap-up and good-bye

Symposium speakers



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.



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.

Pre/postconference workshops

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®

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

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, American 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 Busteed 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
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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 Are you watching <i>Dr. Oz</i>? Prepare to meet the next generation of healthy food and service trends</p> <p><i>Debra Maynard, All Food Matters</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; Carrie Erickson, 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; Michael Ross, Vi</i></p>	<p>■ TW, LI Assisted living: the forgotten population</p> <p><i>Kristine Hettenhausen 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, Vice President of Education, 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, LI Culinary wellness—a new spin on the wheel for programming</p> <p><i>Connie Dow and Donna Herbst, Atria 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</p> <p>■ BF Brain fitness</p> <p>■ ML Management and leadership</p> <p>■ MS Marketing and sales</p>	<p>■ PDW Program design for wellness</p> <p>■ R Research</p> <p>■ 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 8 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 8 for details.

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



Photo: Julie Milner

“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 Are you watching *Dr. Oz*? Prepare to meet the next generation of healthy food and service trends

Mealtimes are important because eating together creates community. The more satisfied diners are with meals, the more they enjoy living in your community. Staff need to understand and embrace the cultural shift in progress with Boomers' demand for healthier food trends and higher service standards.

Lecture/Interactive.

You'll be able to:

- Explain why older adults value hospitality and quality service tailored to them, as well as their changing expectations.
- Discuss current food trends and what drives them.
- Explore how good nutrition can fuel active aging and recognize why serving meals is a team effort, and how building a winning team pays off for the organization.

Faculty: **Debra Maynard**, MS, RD/LDN, LALA, President/Owner, All Food Matters.

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.



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; **Carrie Erickson**, MS, National Manager of Life Enrichment Programs, 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.

- 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

Sessions

- Facilitate group singing, and singing to and with individuals, in their home communities.

Faculty: Robert Bergner, MDiv, Chaplain, Seabury.

CEUs awarded

■ 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; Michael Ross, BA, Corporate Director of Resident Services, Vi.

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: Kristine Hettenhausen, MBA, OTR/L, 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

Sessions

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 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.*

You'll be able to:

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!

- 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 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.

Sessions

- 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 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 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.**

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.

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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. This list does not expedite or waive visa procedures, but serves as a communication tool for Department of State Embassies and Consulates Worldwide. Refer to <http://athleticbusinessconference.com/hotel-travel/international-travelers> for further information.

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

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 CD, and exhibit hall entry.

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

A. As an ICAA 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

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

Q. What will I find at the trade show?

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

A. You'll receive a CD-ROM at the ICAA Conference containing all

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

Q. How do I become an ICAA member?

A. You can become an ICAA member when you register and receive 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 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

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.

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 CD • 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.

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International Council on Active Aging® (ICAA) members gain access to companies interested in doing business with them, and in supporting the active-aging industry, through the ICAA's Preferred Business Partner Program. The support of the following companies enables ICAA to provide members with programs and services. ICAA encourages its members to support these vendors in turn, and to take advantage of the additional savings they offer members on products and services.

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Continued on page 100

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Catch up with the association that supports professionals in older-adult wellness



More than 50 attendees participated in the ICAA Forum 2014 in Crystal City, Virginia. Image courtesy of Chris Foster, theDifference

Active-aging leaders tackle industry challenges

In its role as active-aging industry leader, the International Council on Active Aging® counts on the input of association members and allies to help identify key issues facing the industry. Every year the ICAA Forum brings together thought leaders from private and public organizations to form a think tank that develops strategies to turn these challenges into opportunities. The goal of the most recent Forum, held in April 2014, was to develop actionable recommendations to enhance or create a culture of wellness, with emphasis on the areas of staffing and physical environment.

Facilitating the April meeting was Tom Kehner, cofounder and executive director of theDifference, a professional services company in Marietta, Georgia, focused on strategy, people, process and change. Supported by colleagues Brea Parker and Chris Foster, Kehner guided the discussion throughout the day. The meeting proved to be particularly productive, with attendees generating a list of core areas to explore with recommended action items. Watch for more information to follow.

Thank you to the sponsors of the ICAA Forum 2014: Cybex, Keiser, Matrix Fitness, Morrison Senior Living, NuStep, Performance Health Systems, Playworld and Technogym. Thanks also to the team from theDifference for contributing to this event's success.

Spreading the message

ICAA's leaders value invitations to present at events and opportunities to discuss

aging-related issues with those who attend these meetings. Founder and CEO Colin Milner travels frequently to spread the positive message of active aging. Here are some recent highlights:

- The Senior Center in Charlottesville, Virginia, hosted Milner in February as part of its national accreditation celebration. In his presentation "Redefining Aging", the ICAA head shared insights into how the latest trends in active aging can help people enjoy healthier, more vibrant lifestyles. The Senior Center is one of only seven centers to be accredited three times by the National Institute of Senior Centers, a constituent group of the National Council on Aging.
- On a snowy day in March, Milner visited the Iowa City/Johnson County Senior Center in Iowa. His afternoon seminar, "Building Age-friendly Community: Changing the Way We Age," addressed an audience of community leaders, business owners, governmental officials and Iowa City citizens. An evening presentation on "Redefining the Image of Aging" focused on changing the way we age worldwide. Hosted by the Senior Center, the Community Foundation of Johnson County, and Hills Bank and Trust, these free public events—open to all ages—were aimed at helping the region "become a better place for everyone to age."
- Milner also recently ventured to West Hartford, Connecticut, for the Connecticut Association of Senior Center Personnel (CASCP) Annual Conference. On May 21, he introduced the CASCP attendees to ICAA's Nine Prin-

ciples of Active Aging in his first session of the day, "Building a Foundation for Active Aging." A later session focused on "Redefining Aging." This presentation looked at the latest trends in active aging that can help individuals live healthier, longer, more vital lives. ☺

ICAA 100: investing in the future

The ICAA 100 is a group of committed leaders who guide the active-aging industry through their contributions to strategic planning and research. In this *Journal on Active Aging*® issue, ICAA recognizes the following organizations for their industry support:

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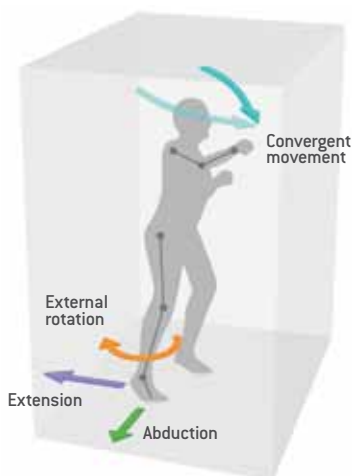
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