

International Council on Active Aging Conference 2016

REIMAGINE AGING

November 17-19
Orange County Convention
Center, Orlando, Florida

Conference partners



Register today and save!

Sponsors



John Ratey



Don Yaeger



Colin Milner



Dan Ritchie



Cynthia Green



Mary Sanders

Reimagine active aging



Conference photos by Riverview Photography, except where noted. Courtesy of Athletic Business

Access 4 conferences for the price of one

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

"This is a no-miss event for me! Colleagues with passion and purpose, plus stellar educational seminars. A wonderful wellness conference at its very best."

Nan Rush

Vice President, Woodcrest Villa

How we think about aging is changing. From governments and organizations, to family groups and individuals, our concepts of aging are shifting along with a 50+ population that now embraces the eldest members of Generation X through the centenarians of the Greatest Generation. It's an incredibly diverse demographic that reveals just how individually we age. And because there are not only so many more older people today, but also so many who are living longer, healthier lives, population aging is challenging dated ideas about what it means to grow old.

Since its launch almost 15 years' ago, the International Council on Active Aging® (ICAA) has brought together an industry—and a community—of forward-thinkers on aging who are passionate promoters of quality of life. This active-aging industry is in the vanguard of changing the way we age.

As a community, we embrace aging and support lifestyles that provide a foundation for living well, so individuals enjoy healthier, more vibrant and fulfilling years throughout the life span. The focus is on what people *can* do and their continuing potential to learn, grow and contribute.

The Age Wave will sweep away antiquated notions of aging as it ripples throughout society. Our industry is well-positioned to play an integral role as leaders and experts in older-adult well-being and potential. Where do we go from here?

Now is the time to reimagine aging. The annual ICAA Conference is the perfect place to do so.

An energizing experience

The ICAA Conference 2016 brings together professionals from across the active-aging spectrum for a powerhouse experience to move the industry forward. As an attendee, you'll learn and connect with colleagues, as well as industry leaders and active-aging experts, in an environment that stimulates and supports growth. Time and again, those who attend ICAA's annual conference emphasize the value of mixing with others who share not only their interests, but also their enthusiasm for older-adult wellness. Individuals say they return to work feeling energized and renewed.

Featuring lectures, panels, workshops, roundtables, and a keynote to inspire you, the conference's educational program targets topics and solutions that ICAA members consider important. The program also embraces the industry's different roles—from program development to program delivery, marketing to management, partnership to leadership.

Attendees turn to their expanded network and conference information to update or start new programs, and apply trends to their individual settings. They also learn about products and services at the accompanying expo.

Come to the ICAA Conference 2016, and leave with ideas, approaches, programs and tools that will help your organization stay ahead and reimagine aging.

What's new?

After every ICAA Conference, attendee feedback helps inform and inspire changes to the educational program. Here are some new or reenvisioned elements you'll find in 2016 based on what we heard last year:

- Emphasis on the multiple dimensions of wellness, with all seven dimensions included (and often integrated)
- More sessions focused on the arts and spirituality
- Sessions geared to professional motivation
- Various professional development formats, including case studies, interactive sessions, problem-based learning and work in small groups
- Revised program categories with descriptions (see "Tracks" on page 15)
- Physical and cognitive functional levels added to session descriptions
- More sessions on physical activity outside a fitness/gym environment
- New opportunities to meet others and build a professional network with speed networking and speed problem-solving sessions



"Like" the ICAA Conference 2016 on Facebook! Find information, updates and more at [facebook.com/icaaconference2016](https://www.facebook.com/icaaconference2016)

6

reasons to attend

1. Relevant education

Choose from an educational program of seminars and workshops targeted to the diverse roles, settings and dimensions in active aging.

2. First-rate presenters

Learn from industry leaders and experts with top-notch skills, knowledge and experience of the active-aging industry, who also reflect its varied backgrounds.

3. Session handouts

Gain access to available session handouts before the conference using your computer or electronic device, or download them later from the ICAA website.

4. Networking

Meet colleagues who share your passion for older-adult wellness and build your knowledge network.

5. Educational credits

Enhance your professional development by enrolling to receive continuing education units (CEUs) offered by key providers.

6. Trade show

Explore the Athletic Business Expo, featuring products and services for wellness, exercise and recreation. Check out offerings specifically for older-adult wellness at the ICAA Pavilion.



Stay current and connected! Use #ICAAorlando2016 to follow ICAA Conference news on Twitter, Facebook and Google+.

Who should attend?

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
Chaplains
Physicians
Nutritionists/dietitians
Therapists
Researchers
Professors

Visit www.icaa.cc for conference information.

Keynote speakers



John J. Ratey, MD

ICAA General Session keynote: ‘Exercise: A daily tonic to get the brain to its fullest potential—and keep it there’

Best-selling author Dr. John Ratey is an Associate Clinical Professor of Psychiatry at Harvard Medical School and an internationally recognized expert in neuropsychiatry. He has published over 60 peer-reviewed articles, and 11 books published in 14 languages. With the publication of *Spark: The Revolutionary New Science of Exercise and the Brain*, Ratey established himself as a foremost authority on the brain-fitness connection. His latest book, *Go Wild: Free Your Body and Mind from the Afflictions of Civilization*, explores how we can achieve optimal physical and mental health by getting in touch with our caveman roots, and how we can “re-wild” our lives.

Recognized by his peers as one of the Best Doctors in America since 1997, Ratey was recently named a winner of the 2016 “Outstanding Psychiatrist Award” by the Massachusetts Psychiatry Society. His work is frequently profiled in the media, where he’s been featured on ABC, CBS, NBC, PBS and NPR, as well as in the *New York Times*, *Newsweek*, *Washington Post*, *US News and World Report*, *Men’s Health*, and other national publications.

ICAA General Session brought to you by:

OHIOHEALTH
DELAY THE DISEASE™
THE #1 PARKINSON’S EXERCISE PROGRAM

TOTAL
HEALTHWORKS
The changing side & brain training for greater life



Don Yaeger

Athletic Business keynote: ‘What makes the great teams great’

Don Yaeger is a nationally acclaimed inspirational speaker, former longtime Associate Editor of *Sports Illustrated* and author of 25 books, nine of which have become *New York Times*’ best sellers. Yaeger began his career at the *San Antonio Light*, and worked at the *Dallas Morning News* and the *Florida Times-Union*, in Jacksonville, before joining *Sports Illustrated*.

As an author, Yaeger has written books with, among others, Hall of Fame running back Walter Payton, UCLA basketball coach John Wooden, baseball legends John Smoltz and Tug McGraw, and football stars Warrick Dunn and Michael Oher (featured in the movie *The Blind Side*).

In his public-speaking career, Yaeger imparts stories learned from the greatest winners of our generation with audiences as diverse as Fortune 10 companies to cancer survivor groups, where he shares his personal story. He has also built corporate webinar programs on lessons from great sporting franchises on building Cultures of Success. This has led to his newest keynote speech on “What Makes the Great Teams Great.”

Continuing education units

Gain continuing education units (CEUs), also called continuing education credits (CECs), at the ICAA Conference. Here's how:

- Sign up for CEUs to enhance your professional development.
- Pick up your logbook at the ICAA Registration Desk. This booklet shows sessions with credits, along with certifying organizations.
- Add your name and contact details to the back page to avoid having to purchase another booklet if it is lost. (ICAA reunites logbooks with identified owners when possible.)
- Obtain stamps from room monitors to verify attendance at sessions. You must stay at least 60 minutes in a 90-minute session and 45 minutes in a 75-minute session to qualify for credits.
- Return your logbook to the Registration Desk when you leave for home.
- Allow **eight weeks** for your transcript to arrive by email. (Remember to check your spam folder if the transcript is late.)

Sign up for the CEU program for \$25 if you enroll by **Monday, October 31**, or register on-site for \$40. This fee covers costs charged by certifying agencies.

Your association does not appear as a provider? Ask ICAA to send you a letter to confirm your attendance at this year's conference sessions. Use this letter to support your application for CEUs to your association.

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)
- NAYS (National Alliance for Youth Sports)
- NSCA-CPT (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.

Products & services expo

ICAA has a longstanding partnership with Athletic Business (AB), a conference provider that offers a premier expo showcasing health, wellness and recreation products and services. Check out the displays at the AB Expo in Exhibit Hall D of the Orange County Convention Center's West Building—and be sure to visit the ICAA Pavilion. The Pavilion features new innovations in technology, equipment and services targeted to older adults.

Attendees say they find the Expo valuable for the following reasons:

- Learning about new products and services
- Evaluating products and services
- Having their questions answered
- Learning a new way to use a product they already have

While you're at the Expo, stop by the ICAA booth (Booth 617) to pick up your ticket for the ICAA Networking Reception and your conference T-shirt. We look forward to seeing you!

ICAA Conference 2016 T-shirts sponsored by:



"The 2015 ICAA Conference was my first, but certainly won't be my last. Every workshop class was filled from beginning to end with usable and pertinent information. I couldn't have been more pleased."

Kelli Charlton

Director of Patient Education, Center for Active Aging; neuroplasticity trainer

Marketing symposium: Reimagine marketing

Register by July 24
and save \$20!

To register:

Call toll-free
866-335-9777.
Or visit
www.icaa.cc



Wednesday, November 16
8:00 a.m.–4:00 p.m.

Demographic change. Societal change. Generational change. These are challenging times for businesses that target the age 50-plus market. Nimbly navigating shifts in this market can maximize your opportunities for success. To do so, however, marketing needs to change—and that requires the knowledge to reimagine marketing to older adults.

By attending the ICAA Marketing Symposium 2016, you will:

- Learn how to adjust your marketing to better meet the changing expectations of older adults.
- Discover three simple steps to reinvent your brand, and understand why you may need to do this.
- Explore the latest trends in marketing and how they are most effective for increasing traffic and sales, plus how they will impact your future marketing.
- Gain key tools and frameworks to measure the return of your digital marketing spend and take away key concepts to help improve marketing efficiency.
- Learn how to build an effective, proactive offense for crisis scenarios and reputational risks to your brand.

CEUs awarded

Symposium agenda

8:00 a.m.–10:00 a.m.

Great expectations: What older adults want now, and in the future!

Colin Milner

Four generations make up today's 50-plus demographic. The first wave of Gen Xers is now in their 50s, leading-edge Boomers are marching into their 70s, and their parents and grandparents continue being a force to reckon with. Expectations of companies are changing. Do you know what these older adults want? Are you ready to meet and exceed expectations? And how will this shift impact the services you offer and the way you market them? These are just a few of the many questions to be answered during this thought-provoking session.

You'll learn:

- How older adults' needs are changing.
- What kinds of services older adults expect, both now and in the future.
- How to adjust your marketing to better meet the changing expectations of older adults.

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

10:00 a.m.–10:15 a.m.

IDEA exchange

(Bring your latest and greatest marketing adventures and ideas to share with other attendees.)

10:15 a.m.–11:45 a.m.

From innovation to execution: A case study that will change your thinking

Louisa Flinn

Put yourself in the shoes of an older adult who faces the prospect of moving from a house where he or she has lived for several years to somewhere called a "facility" or "old folks home." Now imagine yourself moving to an environment that is more about enjoying life and living actively. A place that understands that individuals have different needs. A place where you feel proud to say, "I live here." Reinventing your retirement business is not easy, but it will make a difference, guaranteed. Whether your organization is big or small, there are a number of important steps to making it the place that everyone talks about and where prospects line up to move in.

You'll learn:

- Three simple steps to reinvent your brand, and understand why you may need to do this.
- How to build the atmosphere for foundational transformation, show proof, and gain support and champions.
- Important implementation steps that can't be missed, plus test and measure your outcomes.

Faculty: Louisa Flinn, Vice President Marketing and Sales, PARC Retirement Living; and Publisher/Founder, Lifetime Daily.

11:45 a.m.–1:00 p.m.

Lunch (on your own)

to older adults

1:00 p.m.–2:00 p.m.

Marketing trends for active aging

Barbara Kleger

The complexity of modern marketing is only going to increase. To stay ahead of the curve, it is essential to keep up to date with the latest marketing trends and stand out from your competition. You need to use the most powerful tools today and create programs for attracting and nurturing the active-adult leads with new strategies. From mobile marketing to storytelling, everything is fast paced, and everything depends on the right cultural message. This session will be packed with thought-provoking insights and examples.

You'll learn:

- Find out the latest trends in marketing and how they are most effective for increasing traffic and sales. Learn how they will impact your future marketing.
- Gain insight into the profound impact of properly applied technology and learn how to harness its power to reach the active-adult buyers wherever they go.
- Learn how to select the right medium and the right agency to fit within your overall marketing and sales objectives and process.

Faculty: Barbara Kleger, President, Kleger Associates.

2:00 p.m.–2:15 p.m.

POWER THINK: How to get digital marketing working for you

Michael Macintyre

It's no exaggeration that we live in a digital world. From that perspective, it is imperative for your business to have an impressive professional presence online, as over 85% of consumers research online before interacting with companies and services. Digital marketing is the future of marketing. Companies need to understand how to leverage its channels and mediums to maximize their return on investment. This session will offer you the key

elements you need to achieve digital marketing success.

You'll learn:

- Find out how to monitor and manage your business's reputation in the digital space. Leave this session with three quick wins for your brand.
- Understand your digital marketing effectiveness. Learn about key tools and frameworks to measure the return of your marketing spend and take away key concepts to help improve marketing efficiency.
- Gain insight into the importance of collecting prospective-customer and customer email addresses and how you can leverage them as a valuable marketing channel.

Faculty: Michael Macintyre, Director of Internet Marketing, Lifetime Daily.

2:15 p.m.–2:30 p.m.

Break

(Bring your business cards and network with others who inspire you.)

2:30 p.m.–3:30 p.m.

Taking media matters into your own hands: Building an effective reputation management program

Simi Ranajee

Crises are part of doing business. In a world where communicating never stops, avoiding the media during these situations is a detriment to an organization's brand and bottom line—especially for healthcare and senior care providers. Negative press and advertising can tilt public opinion against a provider and demoralize staff, making reputation management programs more important than ever. There are various approaches to building an offense for reputational threats through proactive communications programming. Learn about the effective components of a reputation management program and discover programs that have successfully used proactive storytelling to get the positive message out.

You'll learn:

- How to build an effective, proactive offense for crisis scenarios and reputational risks to your brand.
- How to mine for positive stories within your organization, and tell them via the extensive landscape of today's communications networks.
- Best practices and tips for managing reputational risks in the heat of the moment.

Faculty: Simi Ranajee, PhD, MBA, Senior Vice President, Edelman Orlando.

3:30 p.m.–4:00 p.m.

Wrap up

Colin Milner

This session will help bring together all you have learned throughout the day to create an action plan to help your organization and your marketing efforts deliver an effective reimagined marketing campaign—one that positions your services and organization as a champion for healthy living.

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

Symposium rates

On or before July 24	
1st registrant	\$179
2nd & 3rd	\$169
4th or more	\$159
After July 24	
1st registrant	\$199
2nd & 3rd	\$189
4th or more	\$179

ICAA Marketing Symposium 2016 sponsored by:



Marketing symposium presenters



Louisa Flinn

Considered a marketing powerhouse, Louisa Flinn brings vision, innovation and intelligence to every challenge she undertakes. With a diverse background in marketing, sales and strategic implementation, Flinn designs solutions to help organizations reinvent themselves. She has held executive positions for companies such as Rogers Communications, British Columbia Auto Association (CAA), First West Credit Union (ISCU), PARC Retirement Living and, most recently, as Publisher and Co-founder of Lifetime Daily, an eminent online destination for North American adults 55-plus who want to live active, healthy lifestyles as they age.



Barbara Kleger

Barbara Kleger serves as president of Kleger associates, a division of KD Partners, LLC. The company specializes in strategic planning, consumer research and marketing solutions for the mature market. A Temple University graduate, Kleger coauthored the Senior Housing Marketing Specialist certification courses for retirement communities and assisted living residences. In addition, she has been active in many

organizations and boards, including the International Council on Active Aging, and the National Association of Home Builders (NAHB) 55+ Housing Council, which in 2009 awarded her the prestigious National “Icon of the Industry” award.



Michael Macintyre

Michael Macintyre currently runs the marketing for Lifetime Daily, an eminent online destination for North American adults 55-plus who want to live active, healthy lifestyles as they age. Prior to Lifetime Daily, Macintyre led the Marketing, Strategy & Business Intelligence group for Omni-channel retailer Indochino. Previously, he worked in marketing and operations roles for an international online marketplace that was later acquired by Amazon.com as well as led marketing for Vivity Labs, a cognitive development company acquired by Rosetta Stone.



Colin Milner

Colin Milner, founder and CEO of the International Council on Active Aging, is an award-winning author, public speaker, and leading expert on older-adult health and well-being.

Recognizing Milner as one of the “most innovative and influential minds” on aging-related topics, the World Economic Forum invited him to serve on its Network of Global Agenda Councils for six years. He has delivered speeches to business and government leaders, industry professionals and older adults worldwide, and authored more than 250 articles.



Simi Ranajee

Simi Ranajee, PhD, MBA, is a senior vice president, Orlando, within the Edelman South Practice. Ranajee brings more than 25 years of experience in marketing, business development, communication, and strategy to Edelman, a leading global communications-marketing firm. She has worked in pharmaceuticals, diagnostics, devices, reimbursement, revenue cycle management, market access, hospitals and home health, and understands today’s complicated healthcare landscape. Ranajee has received numerous awards and was named one of Chicago’s “Rising Stars” by *Today’s Chicago Woman*. In addition to corporate roles, Ranajee serves on the International Council on Active Aging’s Advisory Board, among other things.

explore the possibilities



September 25-
October 1, 2016



Barbara Womer

Say yes to an unforgettable week

Celebrate aging with Active Aging Week®, the annual health promotion event led by the International Council on Active Aging® and delivered by local host organizations. The event's positive spirit shines as people of all ages enjoy opportunities for fun, friendship and festivity—all with the goal of encouraging older adults to lead full, active lives.

In 2016, Active Aging Week urges participants and hosts to "Explore the possibilities." This theme comes from Barbara Womer, wellness director of Elim Park in Cheshire, Connecticut, who submitted the winning entry in the Name-the-Theme Competition. Barbara's suggestion was inspired by her community's "Why not?" attitude and its commitment to engaging residents in wellness. "We encourage exploration year-round and keep an open mind when considering the possibilities," she says. "Wouldn't Active Aging Week be the perfect time to encourage this across the globe?"

For campaign information and to register as a host site, visit www.activeagingweek.com



International Council on Active Aging®
3307 Trutch Street, Vancouver, BC V6L 2T3
Toll-free: 866-335-9777 Tel: 604-734-4466
www.icaa.cc www.activeagingweek.com

In partnership with



Sponsors



Cognitive wellness preconference

Space is limited. Register today!

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



Photo: Julie Milner

**Wednesday, November 16
8:30 a.m.–4:00 p.m.**

Wellness is of value for people across the cognitive continuum. Many programs and services created and organized by active-aging professionals help people maintain or improve their cognitive wellness. Brain-health expert Dr. Cynthia Green facilitates this preconference, which aims to inform and aid professionals in creating strategies for their settings.

By attending the Cognitive Wellness preconference, you will:

- Gain an in-depth understanding of the current state of the science regarding cognitive interventions across the wellness continuum.
- Learn how to apply a multi-dimensional brain-health intervention model for best-practices program development and delivery.
- Develop a deeper understanding regarding cognitive wellness interventions for people living with dementia, including potential barriers to participation and strategies for engagement across levels of cognitive decline.

- Translate the latest brain science for your brain health initiatives in active aging, including strategy and program implementation.

CEUs awarded

Preconference agenda

8:30 a.m.–9:00 a.m.

Registration and coffee

9:00 a.m.–10:00 a.m.

Brain science update

Cynthia Green

This high-level update presents the current state of the cognitive wellness science, including a review of the lifestyle behavioral interventions that show the greatest promise in optimizing intellectual function and lowering dementia risk, the controversy regarding brain-fitness software efficacy, and the growing evidence for using lifestyle behavioral interventions with cognitively challenged individuals.

Faculty: Cynthia Green, PhD, CEO, Total Brain Health.

10:00 a.m.–10:15 am

Break

10:15 a.m.–11:15 a.m.

Envisioning your brain health strategy
Cynthia Green

How can you best integrate brain fitness into your current wellness vision and develop a strategy for implementing your cognitive wellness initiative? Learn how to work with what you currently offer, along with new additions, to identify areas of strength and potential growth for brain-fitness programs and services, including the community environment, resident/client services, and staff development.

Faculty: Cynthia Green, PhD, CEO, Total Brain Health.

11:15 a.m.–12:15 p.m.

Roundtable working session: Where is the cognitive wellness in your community?

Preconference faculty

Join with preconference faculty for a small-group working session on planning and implementing brain health initiatives in your own community. As part of the discussions, you are encouraged to bring your community calendar to complete a self-assessment tool you can use as a takeaway reference cognitive-wellness planning guide upon returning to your community.

Faculty: Preconference faculty.

12:15 p.m.–1:15 p.m.

Lunch (on your own)

1:15 p.m.–2:15 p.m.

Strategies for bringing wellness to people with cognitive decline: The ICAA blueprint on cognitive wellness

Patricia Ryan

Recent research shows that individuals experiencing cognitive decline can continue to benefit from participation in cognitive interventions and other wellness activities. Learn about the specific challenges to developing and implementing brain-health programming for those facing cognitive challenge, including addressing barriers to participation

Preconference presenters

and the differential application of interventions along the continuum of cognitive decline.

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

2:15 p.m.–2:30 p.m.

Break

2:30 p.m.–3:30 p.m.

Implementing your brain health initiative: Practical advice from the field
Deborah Knight, Peggy Bargmann & Cynthia Green

How can we best meet the challenge of designing a best practices initiative, and plan a successful launch, all while considering the many practical challenges that introducing a new brain-wellness initiative entails? Discover real-world solutions for implementing a brain health strategy that reflects the state of the science and integrates with your organization's unique culture and current offerings. Professionals in the field will present case studies of two successful brain-health initiatives across the cognitive spectrum, including a candid discussion of what worked—and what didn't—along the way. Take away practical information you can readily use in rolling out successful brain-wellness initiatives in your community.

Faculty: Deborah Knight, MS, Director of Wellness, Galloway Ridge, Inc.; Peggy Bargmann, RN, BSN, Director, Brain Fitness Clubs; and Cynthia Green, PhD, CEO, Total Brain Health (Moderator).

3:30 p.m.–4:00 p.m.

Wrap-up question and answer session
Preconference faculty

Fee to attend this all-day preconference: \$85 per person



Cynthia Green, PhD

Cynthia Green, PhD, is a clinical psychologist, author and noted expert in memory and brain health. Green is the founder and president of TBH Brands LLC, provider of the Total Brain Health training products, including professional certification and the TBH Toolkits line of classes and programs for active-aging settings. Her latest book, *Your Best Brain Ever* (with Michael Sweeney and National Geographic Books), was named a “Top Guide to Life After 50” by the *Wall Street Journal*.



Peggy Bargmann, RN, BSN

Peggy Bargmann is director and developer of the ICAA Innovators Award-winning Brain Fitness Clubs, a community-based brain wellness program that serves individuals with mild cognitive impairment (MCI) and early dementia. A registered nurse, Bargmann has over 25 years of experience supporting individuals affected by Alzheimer's disease and dementia.



Patricia Ryan, MS

Pat Ryan is vice president of education for the International Council on Active Aging. Ryan conducts active-aging industry research, writes industry reports, develops educational content and facilitates work groups, meetings and projects for the association. In that role, she developed ICAA's white paper and Virtual Summit on cognitive health. Ryan is also program manager for the ICAA/ProMatura Wellness Benchmarks system.



Deborah Knight, MS

Deborah Knight is the director of wellness at Galloway Ridge, where she has served in various positions since 2011. A leader in the wellness industry with 30-plus years' experience, Knight holds a bachelor of science degree in health education from East Carolina University and a master of science degree in strategic leadership from Mountain State/University of Charleston.

Preconference workshops

Wednesday, November 16
8:30 a.m.–4:45 p.m.

Splash! Aquatic bootcamp for better living on land Mary Sanders, Cathy Maloney-Hills & Yoko Holcombe

Discover how to pump up your intensity progressively, based on your participant's readiness, ability and functional goals. During this workshop, you'll learn simple mobility assessments, and then practice a broad range of skills, that target individual needs, preferences and abilities. Two pool practice sessions include progression building, from low to higher intensity, using both loaded (grounded) and unloaded (suspended) exercises. Gain some "surf to turf" programming tools to check progress, to motivate, and to inspire your participants to adopt an active-lifestyle "stick to it" habit that nurtures wellness.

You'll be able to:

- Identify mobility and balance limitations as well as barriers to exercise to zero in on effective exercise designs in response.
- Practice a broad range of intensity progressions while responding to individual needs within a group-fitness class setting.
- Identify evidence-based exercises that target specific land-based functional goals shared commonly by older adults.

- Experience how depth changes can affect intensity, joint compression, axial load, training objectives and exercise design.
- Discover some "surf to turf" homework exercises from new studies and specific "upper core" progressive exercises, especially important for shoulder and neck pain and/or dysfunction.

Faculty: Mary Sanders, PhD, RCEP, CDE, University of Nevada, Reno; Cathy Maloney-Hills, PT, DPT, Courage Kenny Rehabilitation Institute/Allina Health; and Yoko Holcombe, BA, Faculty Trainer, WaterFit/MIZUNO International.

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:



Fee to attend this all-day workshop: \$85 per person

Workshop presenters Aquatic workshop



Mary Sanders, PhD, RCEP, CDE

Mary 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 of *ACSM's Health & Fitness Journal*®; a contributing editor to the *Journal on Active Aging*®; the director of WaterFit®/Golden Waves®; and an international trainer and researcher.



Cathy Maloney-Hills, PT, DPT

Cathy Maloney-Hills, a physical therapist with more than 30 years' experience, is the lead aquatic therapist 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.



Yoko Holcombe, BA

Yoko Holcombe is a faculty trainer for WaterFit/MIZUNO International, and a presenter for AFAA (Aerobics and Fitness Association of America) and NASM (National Academy of Sports Medicine). Holcombe, a group-exercise instructor and personal fitness trainer, is certified by AFAA, NBFEE (National Board of Fitness Examiners) and ACE (American Council on Exercise). She has 30 years' experience teaching and training in the fitness industry.

Wednesday, November 16
9:00 a.m.–4:00 p.m.

Functional Aging Specialist™ certification workshop
Dan Ritchie

The 55-plus age group is showing up in clubs, personal training studios, group exercise classes and bootcamps, yet few fitness professionals really know how to train them safely and effectively. In this hands-on workshop, you'll learn how to train this large, though virtually untapped, market using the most current functional-training techniques adapted for and applied specifically to the needs and interests of aging adults. Use these exercises in virtually any training environment to improve client outcomes and increase satisfaction. You will also gain access to over 10 hours of online educational content (videos, manuals, etc.) and be qualified to sit for the online certification exam at no additional cost.

You'll be able to:

- Perform and interpret data from functional fitness assessments that can be used for sales consults, program design and tracking progress.

- Utilize a wide variety of innovative exercise strategies and techniques from the Functional Aging Training™ model to improve all aspects of function that are critical to aging.
- Perform functional exercise movements using minimal equipment, which don't aggravate existing conditions.
- Develop functionally based exercise programs for a wide variety of ages (55-plus) and abilities (frail to athletic) that are safe, effective and enjoyable.
- Prepare your clients for functional exercises using movement preparation routines rather than basic cardio warm-ups.
- Improve flexibility in areas that are vital for continued physical function.

Faculty: Dan Ritchie, PhD, CSCS, Cofounder and President, Functional Aging Institute.

CEUs awarded

Fee to attend this all-day workshop: \$85 per person

Workshop presenter
Certification workshop



Dan Ritchie, PhD, CSCS

Dan Ritchie, Functional Aging Institute cofounder and president, is a National Strength and Conditioning Association (NSCA) Certified Strength and Conditioning Specialist, a FallProof Balance and Mobility Enhancement Specialist, and an Enhance Fitness Master Trainer. His broad background in fitness includes training and management in commercial, university and hospital-based fitness centers. Ritchie also owns and manages Miracles Fitness, a small-group and personal-training facility specializing in mature adults. His primary area of expertise is functional assessment and exercise for older clients.



Session guide

How to use session information

Check out these pointers for making your way through the session pages that follow.

Tracks

Presents session tracks, along with icons that represent them. **15**

Functional levels

Provides a key to codes showing targeted functional levels. **15**

Seminars at a Glance

Offers a quick guide to each day's educational sessions. **16**

Session descriptions

Offers session details by day and time. **22**

Session pages



Key to tracks and functional levels

Day

Session title

Learning objectives

Session track icon

Functional levels

Presenter names

Time

Continuing education units

Tracks

ICAA developed these icons to help you select the types of presentations that will be most valuable to you.



Big picture

Your professional development is important. These sessions are meant to inspire, generate ideas, and encourage you to stretch outside your comfort zone. Look here for trends, career growth and connections within the active-aging ecosystem.



Cognitive & emotional health

Two dimensions of wellness, cognitive/ intellectual and emotional, are important features of daily life. Expand your repertoire of activities that stimulate cognition, and develop opportunities in emotional and mental health, a trending need for older adults.



Physical activity

Physical movement is critical for overall health, and you can add movement to almost any activity. These sessions cover the range from formal exercise to recreational activity; from class structure to specific goals; from high-functioning to low-functioning older adults. Look for the levels of function indicated for each session.



Programming

A program can be a multidimensional calendar of all activities, or a single ongoing activity or class. You can find both types of program in this track, designed to assist you in managing and staffing the whole schedule or focusing on a single activity, class or sequence. Transfer the lessons learned by others to your own situation.



Management & marketing

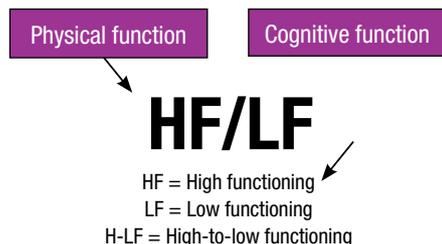
Growing in your job means refining management and leadership skills. You'll find techniques for leading an organization or managing a program. ICAA surveys show you are the champion marketer of wellness, so gain new ideas to reach older adults, their families and like-minded business partners.



Outdoor

You will go outside to join these sessions, which demonstrate techniques to bring participants into nature. Look for age-friendly outdoor environments, see how different types of physical activity fit outdoors, and blend in multiple dimensions of wellness. Put on your walking shoes. You may leave your bags at the ICAA desk while you are outside.

Functional levels



Key to functional levels

Average functional ability of older adults presenter is referring to

	<i>Physical function is before the /</i>	<i>Cognitive function is after the /</i>
Higher functioning	Higher PHYSICAL function: exercises, athletic; active in work or exercise; physically able but limited fitness	Higher COGNITIVE function: normal cognition; some impairment but functions well; cognitive impairment, needs some help
Lower functioning	Lower PHYSICAL function: physically able but limited fitness, poor fitness level or physical limitations; frail, needs assistance	Lower COGNITIVE function: cognitive impairment, needs some help; clear-cut cognitive decline; dementia

Note: Functional levels based on a five-point scale, with the midpoint (3) a transition between categories. **H-LF: Presenter states older adults include all five functional levels.**

Seminars at a glance Thursday, November 17, 2016

7:00 a.m.– 8:15 a.m.	A culture-change journey: Vitality and well-being <i>Kelly Stranburg, Sharon Towers</i> 	Using video to promote your CCRC and older- adult programming <i>Debra Atkinson, Voice for Fitness</i> 	Motivation, innovation and integration: The trifecta to programming excellence <i>Stacey Judge, Springpoint Senior Living</i> 	Climbing the ladder to a successful wellness program <i>Jordan Morrow, Westminster Village, West Lafayette</i>  HF/HF
8:30 a.m.– 10:00 a.m.	A scientific look at how we age <i>David Puett, Galloway Ridge at Ferrington</i> 	Culture shock: Experience a business revival <i>Traci Bild, Bild & Company</i> 	Enhancing spirituality: Creative programming <i>Rita Lopienski, Plymouth Place Senior Living</i>  H-LF/HF	Think groups: The why and how of social brain training <i>Cynthia Green, Total Brain Health</i>  H-LF/HF
10:15 a.m.– 11:45 a.m.	Better Balance with Choices (BBC): A collaborative interdisciplinary wellness program <i>Muriel Brunger, Mary Ann Anichini and Kim Gibbons, Presbyterian Homes</i>  H-LF/H-LF	Compelling communication <i>Karen Woodard, Premium Performance Training</i> 	OASIS CATCH Healthy Habits: Improved health through volunteerism and education <i>Melissa Bess, The OASIS Institute</i>  H-LF/HF	The call to serve– The power of passionate work <i>Gregg Levoy, Author</i> 
12:00 p.m.– 5:00 p.m.	TRADE SHOW GRAND OPENING Exhibit Hall D	TRADE SHOW GRAND OPENING Exhibit Hall D	TRADE SHOW GRAND OPENING Exhibit Hall D	TRADE SHOW GRAND OPENING Exhibit Hall D
3:00 p.m.– 4:00 p.m.	ICAA SPEED PROBLEM- SOLVING Exhibit Hall D	ICAA SPEED PROBLEM- SOLVING Exhibit Hall D	ICAA SPEED PROBLEM- SOLVING Exhibit Hall D	ICAA SPEED PROBLEM- SOLVING Exhibit Hall D
4:30 p.m.– 5:30 p.m.	ICAA GENERAL SESSION <i>John Ratey</i>	ICAA GENERAL SESSION <i>John Ratey</i>	ICAA GENERAL SESSION <i>John Ratey</i>	ICAA GENERAL SESSION <i>John Ratey</i>
8:00 p.m.– 11:00 p.m.	AB WELCOME RECEPTION BB King's Blues Club	AB WELCOME RECEPTION BB King's Blues Club	AB WELCOME RECEPTION BB King's Blues Club	AB WELCOME RECEPTION BB King's Blues Club

<p>Effective floor-class design for the older adult</p> <p><i>Julie Schuster and Allissa Raway, Friendship Village of Bloomington</i></p>  H-LF/HF	<p>Reimagine aging—Redefine functional fitness</p> <p><i>Patricia VanGalen, Active & Agile</i></p>  HF/HF	<p>Kick off the conference with speed networking</p> <p><i>Patricia Ryan, International Council on Active Aging</i></p> 	
<p>Getting “The Knack” of bladder control</p> <p><i>Rozena McCabe, Fitness for Brain, Body & Balance</i></p>  H-LF/HF	<p>Bare your sole: Reimagine barefoot training for active aging</p> <p><i>Lawrence Biscontinini and Bernadette O’Brien, FG2000</i></p>  HF/HF	<p>ACTIONtivities strategies to boost physicality of recreational/leisure activities</p> <p><i>Kim Eichinger and Renee Harlow, Country Meadows Retirement Communities</i></p>  LF/LF	<p>Mindful walking for all ages</p> <p><i>Tracey Harvey, EnerG by Aegis</i></p>  H-LF/H-LF
<p>Creating space: Weaving art and creativity into your community or organization</p> <p><i>Jeff Nachtigall, Open Studio Projects</i></p> 	<p>Sit + stand=F.A.B. (function and balance)</p> <p><i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i></p>  H-LF/HF	<p>3Ms of good health: Movement, meditation and music</p> <p><i>Robert Bergner and Cindy Senk, Seabury</i></p>  HF/HF	<p>Dance walk</p> <p><i>Peggy Buchanan, Vista del Monte Retirement Community; Patricia VanGalen, Active & Agile; and David Dworkin, Conductorcise, Inc.</i></p>  HF/HF
<p>TRADE SHOW GRAND OPENING Exhibit Hall D</p>	<p>TRADE SHOW GRAND OPENING Exhibit Hall D</p>	<p>TRADE SHOW GRAND OPENING Exhibit Hall D</p>	<p>TRADE SHOW GRAND OPENING Exhibit Hall D</p>
<p>ICAA SPEED PROBLEM- SOLVING Exhibit Hall D</p>	<p>ICAA SPEED PROBLEM- SOLVING Exhibit Hall D</p>	<p>ICAA SPEED PROBLEM- SOLVING Exhibit Hall D</p>	<p>ICAA SPEED PROBLEM- SOLVING Exhibit Hall D</p>
<p>ICAA GENERAL SESSION <i>John Ratey</i></p>	<p>ICAA GENERAL SESSION <i>John Ratey</i></p>	<p>ICAA GENERAL SESSION <i>John Ratey</i></p>	<p>ICAA GENERAL SESSION <i>John Ratey</i></p>
<p>AB WELCOME RECEPTION BB King’s Blues Club</p>	<p>AB WELCOME RECEPTION BB King’s Blues Club</p>	<p>AB WELCOME RECEPTION BB King’s Blues Club</p>	<p>AB WELCOME RECEPTION BB King’s Blues Club</p>

Seminars at a glance Friday, November 18, 2016

6:30 a.m.– 7:45 a.m.				
6:30 a.m.– 8:00 a.m.	EARLY-MORNING WORKOUT Exhibit Hall D	EARLY-MORNING WORKOUT Exhibit Hall D	EARLY-MORNING WORKOUT Exhibit Hall D	EARLY-MORNING WORKOUT Exhibit Hall D
8:00 a.m.– 9:30 a.m.	Innovate: Best practices to reimagine wellness programs <i>Patricia Ryan, International Council on Active Aging (moderator)</i> 	It's a family affair: Mobilizing families as wellness partners <i>Kay Van Norman, Brilliant Aging</i> 	Discover how to create unique, outside-the-box wellness programming <i>Peggy Buchanan, Vista del Monte Retirement Community</i>  H-LF/HF	Unlocking the ABCs of longevity: The magic of the mind <i>Michael Mantell, Michael R. Mantell, PhD, Inc.</i>  H-LF/HF
9:45 a.m.– 11:00 a.m. (75 minutes)	The fun theory: The intersection of technology and aging <i>Jack York and Juliet Kerlin, It's Never 2 Late</i> 	Marketing an outcomes-based program to assisted living communities <i>Dara Gorgas and Brittany Austin, RehabCare</i> 	Empowering aging cancer survivors to reclaim their health <i>Beth Kollas and Jennifer Brumbaugh, YMCA of Central Florida</i>  H-LF/HF	Positive living: Creative strategies to sustain happiness and wellness <i>Robin Bacon Hoffman, Springpoint Senior Living</i>  H-LF/HF
11:15 a.m.– 12:30 p.m.	AB KEYNOTE Don Yaeger	AB KEYNOTE Don Yaeger	AB KEYNOTE Don Yaeger	AB KEYNOTE Don Yaeger
12:30 p.m.– 4:00 p.m.	TRADE SHOW Exhibit Hall D	TRADE SHOW Exhibit Hall D	TRADE SHOW Exhibit Hall D	TRADE SHOW Exhibit Hall D
4:00 p.m.– 5:30 p.m.	Reimagine building mental muscle: Neuroplasticity <i>Lawrence Biscontini and Bernadette O'Brien, FG2000</i>  HF/HF	6 tools to transform a good organization into a consistently excellent organization <i>Karen Woodard, Premium Performance Training</i> 	Garden to table: Creating memorable culinary experiences through resident involvement <i>Jack Carman, Design for Generations, LLC; and John Kennedy, Flik Lifestyles at Foulkeways</i>  HF/HF	Aging gracefully: Research to practice <i>Terry Eckmann, Minot State University</i> 
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>	POSTER SESSION <i>Multiple presenters</i>
7:00 p.m.– 9:00 p.m.	ICAA NETWORKING RECEPTION Rosen Plaza Hotel	ICAA NETWORKING RECEPTION Rosen Plaza Hotel	ICAA NETWORKING RECEPTION Rosen Plaza Hotel	ICAA NETWORKING RECEPTION Rosen Plaza Hotel

	<p>Active-aging chair yoga <i>Sara Kooperman, SCW Fitness Education</i></p>  HF/HF	<p>Powerful progressions <i>Andi Kwapien and MaryBeth Dziubinski, Healthways</i></p>  HF/HF	
EARLY-MORNING WORKOUT Exhibit Hall D	EARLY-MORNING WORKOUT Exhibit Hall D	EARLY-MORNING WORKOUT Exhibit Hall D	EARLY-MORNING WORKOUT Exhibit Hall D
<p>Programs to prevent and recover from a fall <i>Terry-Ann Gibson and Lee Hannah, Boise State University; Jan Middleider, College of Southern Idaho; and Jennifer Bennett, Cornell University Wellness Program</i></p>  HF/HF	<p>Core control for better backs <i>Maureen Hagan, GoodLife Fitness and canfitpro</i></p>  HF/HF	<p>High-speed training: Power, function and beyond <i>Joseph Signorile, University of Miami</i></p>  HF/HF	<p>Not just walking–Innovative ideas to keep walking programs interesting <i>Julie Kidwell, Healthcare Therapy Services, Inc.</i></p>  HF/HF
<p>Benefits of aromatherapy in the memory care setting <i>Dana Donovan, Highgate Senior Living; and Nancy Hutchinson, doTERRA</i></p>  LF/LF	<p>Boomer BEAT <i>Cammy Dennis and Jessica Pinkowski, On Top of the World Communities, Inc.</i></p>  HF/HF	<p>Conductorcise your potential: The secret ingredient every program <i>must</i> have <i>David Dworkin, Conductorcise, Inc.</i></p>  H-LF/H-LF	<p>The importance of exercise in nature for older adults <i>Jack Carman, Design for Generations, LLC; and Missy Benson, Playworld Systems, Inc.</i></p>  HF/HF
AB KEYNOTE Don Yaeger	AB KEYNOTE Don Yaeger	AB KEYNOTE Don Yaeger	AB KEYNOTE Don Yaeger
TRADE SHOW Exhibit Hall D	TRADE SHOW Exhibit Hall D	TRADE SHOW Exhibit Hall D	TRADE SHOW Exhibit Hall D
<p>Values-based marketing and communication for mature adults <i>Dan Ritchie, Functional Aging Institute</i></p> 	<p>All movement matters–Live, work, play and train! <i>Patricia VanGalen, Active & Agile</i></p>  HF/HF	<p>Integrate function and cognitive challenges into your older-adult fitness group <i>Kymerly Williams-Evans, Fun and Fit: Active Aging Answers for Boom Chicka Boomers</i></p>  HF/HF	
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 Rosen Plaza Hotel	ICAA NETWORKING RECEPTION Rosen Plaza Hotel	ICAA NETWORKING RECEPTION Rosen Plaza Hotel	ICAA NETWORKING RECEPTION Rosen Plaza Hotel

Seminars at a glance Saturday, November 19, 2016

<p>7:00 a.m.– 8:15 a.m.</p>		<p>Bringing community and healthcare together to provide sustainable falls prevention <i>Christine Katzenmeyer, Consortium for Older Adult Wellness</i></p> 	<p>Music as medicine 101 <i>Robert Bergner, Seabury</i></p> 	<p>Restoring physical, mental and social connections with intentional seated exercise <i>Sara Kyle, Nicoya Health and Lifestyle; and Catherine Reade, Resistance Dynamics</i></p>  LF/HF	<p>Delay the disease: Is exercise the newest medicine for Parkinson's disease? <i>David Zid, OhioHealth Delay the Disease</i></p>  H-LF/HF
<p>8:30 a.m.– 9:45 a.m.</p>	<p>Leadership through serving others <i>Maureen Hagan, GoodLife Fitness and canfitpro</i></p> 	<p>Happy, happy, happy=retention, productivity and satisfied residents/ members <i>Julie Kidwell, Healthcare Therapy Services, Inc.</i></p> 	<p>Give them the AAAAHHHHH! <i>Jackie Halbin, Lakeview Village</i></p>  HF/HF	<p>Dance for diversity in your seat and on your feet <i>Terry Eckmann, Minot State University</i></p>  HF/HF	<p>Walk it out: Balance, brains and more on the move <i>Stacey Judge, Springpoint Senior Living</i></p>  H-LF/HF
<p>10:00 a.m.– 11:15 a.m.</p>	<p>Reframing technology for experienced eyes—Seniors engage digitally through photography <i>Mellany Hanson, Vi at La Jolla Village; and Kevin Linde, Museum of Photographic Arts</i></p>  HF/HF	<p>Fostering accommodation to low vision via therapeutic horticulture <i>Barbara Kreski, Chicago Botanic Garden; and Doug Anzlovar, Hadley Institute for the Blind and Visually Impaired</i></p>  HF/HF	<p>Labyrinths: A meditation in motion <i>Nanette Tummers, Eastern Connecticut State University</i></p>  HF/HF	<p>Targeted yoga interventions: New directions for an ancient practice <i>Joseph Signorile, University of Miami; and Kiersten Mooney, greenmonkey</i></p>  HF/HF	

This schedule is subject to change.

Tracks

<p> Big picture: trends, careers, ecosystems</p> <p> Cognitive & emotional health: brain health, emotional and mental health</p> <p> Physical activity: exercise, recreational activity, balance</p>	<p> Management & marketing: program and company management, outreach</p> <p> Programming: multidimensional programs, single programs, development</p>	<p> Outdoor: suited to outdoors; session is conducted outdoors</p> <hr/> <p><i>Functional levels (physical function/ cognitive function)</i> HF = higher functioning LF = lower functioning H-LF = high-to-low functioning</p>
--	---	--

Active aging is a worldwide movement



With the collective power of 10,000 members in 37 countries—professionals, organizations and subject matter experts—the International Council on Active Aging® has improved the lives of millions of people worldwide. ICAA's actions have also opened a market of vast opportunity for individuals and businesses.

Are you interested in adding your strength to the association that is “Changing the Way We Age®” and taking advantage of these opportunities?

The timing has never been better to make a difference. And the first step has never been easier. **Join us.**

To learn more about ICAA membership, **call toll-free 866-335-9777 or email info@icaa.cc**



International Council on Active Aging®
3307 Trutch Street, Vancouver, BC V6L 2T3
Toll-free: 866-335-9777 Tel: 604-734-4466
www.icaa.cc

Sessions THURSDAY

Tracks



Big picture: trends, careers, ecosystems



Cognitive & emotional health: brain health, emotional and mental health



Physical activity: exercise, recreational activity, balance



Management & marketing: program and company management, outreach



Programming: multidimensional programs, single programs, development



Outdoor: suited to outdoors; session is conducted outdoors

*Functional levels (physical function/
cognitive function)*

HF = higher functioning

LF = lower functioning

H-LF = high-to-low functioning



Photo: Julie Milner

Equipment at the ICAA Conference 2016 is brought to you by:



7:00 a.m.–
8:15 a.m.

A culture-change journey: Vitality and well-being

Kelly Stranburg

Ever wondered how to create a new organizational culture that will support your strategic wellness goals? This session shares an organization's journey from conception to implementation. Steps outlined include where to begin, leadership's role, staff buy-in processes, communication techniques, and implementation strategy. Examples will be shared.

You'll be able to:

- Emphasize the rationale to pursue a change in culture to attain strategic wellness goals with key personnel of your organization.
- Identify steps to expand the culture-change message across various positions and departments to ensure awareness and acceptance.
- Create a road map of strategic tasks to implement a culture-change process at your organization.

Faculty: Kelly Stranburg, MEd, CEP, CSCS, Director of Vitality and Well-being, Sharon Towers; and owner, Excellence in Wellness, LLC.



| CEUs

Using video to promote your CCRC and older-adult programming

Debra Atkinson

The best marketing gets the right message in front of the right audience at the right time. Video opens up a new way to connect with prospects on a low budget. Learn insider secrets for creating titles, thumbnails, descriptions and annotations; promoting videos; plus how to repurpose video content. Participate in a make-a-video activity during the session.

You'll be able to:

- Create a systematic plan for using a video as a marketing tool.
- Identify the format of a strong video based on length, introduction, content, call to action, and close.
- Identify key resources in Facebook, YouTube, and Vimeo and Wistia for loading, sharing and optimizing videos that meet specific objectives.

Faculty: Debra Atkinson, MS, CSCS, COE (CEO of Everything), Voice for Fitness, LLC.



| CEUs

Motivation, innovation and integration: The trifecta to programming excellence

Stacey Judge

Any program can go from zero to hero when three vital elements to a successful program are present—motivation, innovation and integration. Whether you want to enhance existing programs or start from scratch, learn how to use specific tools to create an experience that engages residents and takes programs to the next level. Interactive; prepare to share!

You'll be able to:

- Identify champions in the areas of motivation, innovation and integration within your organization.
- Construct a development plan for implementing or enhancing your wellness program offerings.
- Build a strong wellness work group that integrates staff, members/residents and even families.

Faculty: Stacey Judge, BS, CG, Community Wellness Program Director, Springpoint Senior Living.



| CEUs

Climbing the ladder to a successful wellness program

Jordan Morrow

Building a successful wellness program is no different than climbing a ladder. Success requires a dedicated focus on each rung—the right people, the right programming, the right place, and the right

resources and tools. Gain the knowledge to hire the right people, implement programming for your unique community, seek resources, and spark excitement.

You'll be able to:

- Identify key qualities in staff and contractors so you hire the right people to support the success of your wellness program.
- Recall the tools and resources to successfully promote wellness programs to increase attendance *and* adherence.
- Innovate and positively impact your programming repertoire using a host of new resources not previously considered.

Faculty: Jordan Morrow, MBA, Health and Wellness Director, Westminster Village, Lafayette Village.



| HF/HF | CEUs

Effective floor-class design for the older adult

Julie Schuster & Allissa Raway

Cultivate your skills for research-based floor-class design. Floor classes are a unique intervention to target core and hip musculature plus integrate whole-body movement for older adults. Exercises translate well into functional movements and help improve strength, balance and flexibility. Classes also incorporate getting down to the floor and back up safely.

You'll be able to:

- Design safe and effective floor classes with appropriate progressions for the older adult.
- Instruct clients/residents on getting up and down from the floor safely.
- Apply knowledge of modifications and contraindications in a class setting.

Faculty: Julie Schuster, BS, Fitness Manager, and Allissa Raway, BS, Lead Personal Trainer, Friendship Village of Bloomington.



| H-LF/HF | CEUs

Reimagine aging—Redefine functional fitness

Patricia VanGalen

Who is fit? To do what? Where? How often? How well? According to whom? “Medicalized aging” is holding us back from engaging and expanding our movement environments. Explore new ways to “measure” function, fitness and work capacity. This session will help you expand and reassess your personal capabilities to influence clients, residents or patients.

You'll be able to:

- Expand your view of functional fitness, the ability to “do” work.
- Rethink measurement [benchmarks] for functional fitness and work capacity.
- Dissect prevalent attitudes towards “active and agile” aging, and “spring” into an action plan.

Faculty: Patricia VanGalen, MS, Owner, Active & Agile.



| HF/HF | CEUs

Kick off the conference with speed networking

Patricia Ryan & multiple presenters

Meet new colleagues and hone the description of your work during this speed networking session, a structured way to meet and share interests in short bursts. Rotate among colleagues, exchange names and brief backgrounds, business cards and contact information for about five minutes, then move on. Leave with a stronger professional network.

You'll be able to:

- Meet delegates who are like-minded.
- Solve some of your issues at your community.
- Develop long-term relationships to improve your community.

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



| CEUs

8:30 a.m.—
10:00 a.m.

A scientific look at how we age

David Puett

The geroscience field has emerged to foster a better understanding of the basic tenets of aging from a biochemical, genetic and physiological perspective, and to develop approaches that extend the years of healthy living. Learn about the currently viewed underpinnings of aging, the impact lifestyle can have in improving health span, and more.

You'll be able to:

- Explain to others in general terms the fundamental biochemical, genetic and physiological mechanisms that are believed to be responsible for aging.
- Justify the scientific basis of how a healthy lifestyle, including good dietary practices, frequent exercise and cognitive pursuits, can lead to a longer health span.
- Explain to clients and/or their families that aging is a major risk factor for chronic diseases that give rise to morbidity and mortality and that a positive lifestyle can delay biological aging, and be aware that several potential medications to minimize chronic illnesses are under study.

Faculty: David Puett, PhD, Resident, Galloway Ridge at Farrington; Regents Professor and Department Head Emeritus, University of Georgia; Adjunct Professor, University of North Carolina at Chapel Hill School of Medicine; and Past-President, Association of Medical and Graduate Departments of Biochemistry.



| CEUs

Sessions THURSDAY

Culture shock: Experience a business revival

Traci Bild

Seniors housing and long-term care have transformed over the past five years—and will continue to do so as the health-care landscape evolves. While the nature of our business has changed, many corporate cultures have not. The impact is evident. Attend this session and find out what you need to do as the leader of your organization or department to revive and energize business as usual.

You'll be able to:

- Create a culture of collaboration, accountability and a commitment to results.
- Identify five barriers to your leadership success and how to break through them in 30 days or less.
- Comprehend why you must take time to work *on* your business versus working *in* it.

Faculty: Traci Bild, CEO, Bild & Company.



| CEUs

Enhancing spirituality: Creative programming

Rita Lopienski

Learn how to meet the spiritual needs of individuals through use of assessments, plus how to maximize provision of pastoral care. Improve daily spiritual programming through involvement with church, chaplain and religious groups in the community. Develop unique, quality programs that improve physical and mental health. Creative examples provided.

You'll be able to:

- Describe the wellness benefits of spiritual programming.
- Contact, partner and utilize community religious resources effectively.
- Comprehend ways to provide meaningful and innovative spiritual experiences to meet needs and increase the well-being of residents.

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



| H-LF/HF | CEUs

Think groups: The why and how of social brain training

Cynthia Green

Popular brain-training products have primarily focused on single-user interventions. Yet brain-health science suggests social-based interventions provide tremendous benefits across the cognitive wellness continuum. Learn how to use a social-based model in developing and implementing brain-health programs. Innovative approaches will be presented, along with examples.

You'll be able to:

- Comprehend the scientific value of social-based brain training, as well as the additional benefits such programs can bring to your communities and clients.
- Explain how to implement social-based brain training within your own communities.
- Identify how to think innovatively about engaging your clients in social-based brain training through newer models of engagement, including personal and competitive team challenges.

Faculty: Cynthia Green, PhD, President, Total Brain Health.



| H-LF/HF | CEUs

Getting "The Knack" of bladder control

Rozena McCabe

Learn the proper way to perform and teach a variety of urge-suppression and bladder-control techniques. Topics will include "The Knack" (which is also known as the "Squeeze Before You Sneeze" technique), recommended bathroom behaviors to reduce urinary frequency, and how to "decondition" triggers that cause urinary urgency.

You'll be able to:

- Identify appropriate bladder-control strategies for stress incontinence versus urge incontinence.

- Perform the instructional sequence for teaching "The Knack."
- Describe three strategies for reducing urinary urgency and frequency.

Faculty: Rozena McCabe, PhD, Owner, Fitness for Brain, Body & Balance.



| H-LF/HF | CEUs

Bare your sole: Reimagine barefoot training for active aging

Lawrence Biscontini & Bernadette O'Brien

We all use our feet to some degree. If we don't take care of our feet, we can't logically hope they will take care of us. Explore foot care in general, including self-myofascial release, massage, and limbering and strengthening movements for the foot, including toes and ankles. Learn seated and standing foot movements to improve gait and falls-prevention strategies.

You'll be able to:

- Comprehend strategies (including research) for convincing people to train the feet, plus new, useful terminology to reference the feet and its functions.
- Describe strategies for both seated and standing foot-limbering movements and self-care for feet.
- Recall strategies for both seated and standing proprioceptive/balancing movements to improve gait efficiency and falls-prevention strategies.

Faculty: Lawrence Biscontini, MA, Mindful Movement Specialist, and Bernadette O'Brien, MA, Mindful Movement Motivator, FG2000.



| HF/HF | CEUs

ACTIONivities strategies to boost physicality of recreational/leisure activities

Kim Eichinger & Renee Harlow

Reach beyond the exercise class and gym environment to offer movement that improves mobility for older adults. Program facilitators don't have to be fitness experts to address balance, range of motion and strength by applying the

ACTIONtivities concept. Activity leaders, exercise instructors and volunteers can gain strategies to increase their programs' physicality.

You'll be able to:

- Identify opportunities to introduce gentle movement into otherwise sedentary activities.
- Enhance recreational and leisure activities to offer exercise for balance, core strength, range of motion, and fine motor skills.
- Adapt physical activity to meet the cognitive and physical levels of the participants.

Faculty: Kim Eichinger, ACE, Executive Director of Fitness, and Renee Harlow, ACE, Fitness Director, Country Meadows Retirement Communities.



Mindful walking for all ages

Tracey Harvey

(Meet at the ICAA Registration Desk.)

Transform current programming to incorporate mindful-walking programs with low-impact interval and circuit training strategies that benefit all ages. Discover how walking programs can generate outreach opportunities and build community clubs outside your walls of business. The final 40 minutes puts strategies into practice with a brisk 1.7-mile outdoor walk.

You'll be able to:

- Exhibit a deeper understanding of how to adapt current programming to incorporate low-impact training tips along with brain-boosting strategies focusing on client engagement.
- Recall new ideas on how to positively leverage walking programs outside your walls and leave with business strategies and tips on how to grow local and regional partnerships.
- Refer to an alternative seated-activities tip sheet along with occupational and emotional wellness activity sheets for your residents/clients.

Faculty: Tracey Harvey, National Program Director, Wellness Services, EnerG by Aegis.



10:15 a.m.–
11:45 a.m.

Better Balance with Choices (BBC): A collaborative interdisciplinary wellness program

Muriel Brunger, Mary Ann Anichini & Kim Gibbons

BBC, a Presbyterian Homes' initiative, is based on research showing a positive effect on balance and falls prevention linked to participation and engagement in as many dimensions of wellness as possible. Explore the program's background, planning and implementation process, and measures and results. Also learn about future follow-up programming.

You'll be able to:

- Explain that balance comes from engagement in all seven dimensions of wellness and why.
- Recognize how focusing on an intensive topic and program with an interdisciplinary group can help operationalize a wellness program on all levels of care.
- Involve residents, visitors and staff along the continuing care retirement community (CCRC) continuum in education, activities and fun related to falls prevention and balance.

Faculty: Muriel Brunger, BA, Administrator of Community Life, and Kim Gibbons, BA, Fitness Program Manager, The Moorings of Arlington Heights/Presbyterian Homes; and Mary Ann Anichini, MA, Vice President of Continuous Quality Improvement, Presbyterian Homes.



Compelling communication

Karen Woodard

Gain tools to be a more relaxed, prepared and compelling communicator. The ability to present a well thought-out concept or presentation is critical for professional growth. Designed for managers/leaders who lead meetings or staff trainings, this session shares steps to design/create compelling, engaging meetings in which your staff or audience will find value.

You'll be able to:

- Provide a more concise, clear message in group/public communication.
- Provide a more meaningful experience for your audiences.
- Communicate effectively with precision in personal and professional arenas.

Faculty: Karen Woodard, President, Premium Performance Training.



OASIS CATCH Healthy Habits: Improved health through volunteerism and education

Melissa Bess

OASIS CATCH Healthy Habits engages older adults in leading elementary school-aged children in a nutrition lesson and healthy snack, and playing physically active, inclusive games. Based on this model, OASIS launched Healthy Habits for Adults workshops. Discover details of both programs and information on how to engage older adults in volunteerism.

You'll be able to:

- Use both OASIS programs (CATCH Healthy Habits and Healthy Habits for Adults) as models for planning intergenerational or volunteer-led programs.
- Develop partnerships with OASIS or other similar organizations to provide opportunities for healthy aging.
- Plan and implement strategies for volunteer recruitment, retention and engagement.

Sessions THURSDAY

Faculty: Melissa Bess, EdD, National Health Program Manager, CATCH Healthy Habits, The OASIS Institute.

 | H-LF/HF | CEUs

The call to serve—The power of passionate work

Gregg Levoy

People fueled by a sense of calling—“a deep feeling of fit and purpose, a match between who they are and what they do”—bring that passion to their jobs, companies and lives. Any leap that brings this sense of authenticity and engagement is a calling. Gain clarity to take whatever “next step” deepens your alignment with the call to serve, and explore questions posed.

You'll be able to:

- Identify what the call-to-serve is calling-for from you at this juncture of your career.
- Move forward with greater clarity and courage toward what you will have

identified as a next step in that calling, whether it involves a creative leap or career change, a role to take on or let go of, a new venture or style of leadership, or a course-correction in your work or life.

- Model more effectively the sense of passion and mission that's a hallmark of authentic leadership, helping inspire others to contribute, be engaged, and become impassioned about their work and lives.

Faculty: Gregg Levoy, BA, Author; *Callings* and *Vital Signs*; former Adjunct Professor, University of New Mexico; and Behavioral Specialist, *USA Today*.

 | CEUs

Creating space: Weaving art and creativity into your community

Jeff Nachtigall

We are all born artists! Unfortunately, many of us become separated from our creativity. How do we reclaim this impulse and make it truly accessible? How

can we engage older adults in meaningful creative expression that transforms art into a vehicle for wellness, healing and hope? Explore the OPEN STUDIO model and how to include artistic experience in your practice.

You'll be able to:

- Examine the role that art and creativity play in promoting wellness, healing and hope.
- Cultivate creative culture-change in your community; and develop strategies for incorporating creative expression into practice.
- Demystify the “myths” and “tear down” the walls that separate us from our creativity.

Faculty: Jeff Nachtigall, Artist/Founder, Open Studio Projects.

 | CEUs

Sit + stand=F.A.B. (function and balance)

Cammy Dennis & Jessica Pinkowski

Seated exercises offer a great opportunity to improve strength and flexibility,



Photo: Kelsey Wittig

plus provide a rehearsal effect for exercise progression. Once these goals are accomplished, add standing exercises to more effectively train function and balance. Besides demonstrating progressions, this session will implement economical training toys to heighten challenge and keep classes fresh.

You'll be able to:

- Lead seated and standing exercises that incorporate balls, hula-hoops and drumsticks into older-adult group fitness classes.
- Develop a progression of exercises utilizing a rehearsal technique that takes students from seated to standing to functional movement patterns.
- Incorporate balance and gait training drills within the format of a group fitness class.

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



| H-LF/HF | CEUs

3Ms of good health: Movement, meditation and music

Robert Bergner & Cindy Senk

Grounded in recent scientific research on the health benefits of these ancient healing practices, this session interweaves chair and mat yoga, breath and walking meditation, and simple chanting to evoke a sense of well-being and vibrant calm. Learn approaches to singing and community-building through shared song, plus discuss yoga and meditation in daily lives.

You'll be able to:

- Advocate for and initiate yoga, meditation and voice programming in your home communities, and be aware of how these three practices inform and complement each other.
- Guide those with limited mobility in the use of alternative, chair-supported versions of traditional yoga postures.
- Make more effective use of yoga, meditation and voice in your own self-care practice.

Faculty: Robert Bergner, MDiv, Chaplain, and Cindy Senk, MEd, Director of Fitness and Wellness, Seabury.



| HF/HF | CEUs

Dance walk

Peggy Buchanan, Patricia VanGalen & David Dworkin

(Meet at the ICAA Registration Desk.)

Knock your socks off while you strut your stuff “walking the talk”! Turn the volume up on your traditional walking program by adding music and dance to your daily step routine. This high-energy creative approach to programming will add some pizzazz to your everyday walking regimen while putting a smile on your face and a bounce in your step.

You'll be able to:

- Perform simple dance steps while walking to enhance interest and coordination.
- Integrate FUNction and cognitive stimulation into your walking programs.
- Improve basic balance techniques to decrease falls risk and polish activities of daily living.

Faculty: Peggy Buchanan, MA, Director, Fitness, Aquatics & Physical Therapy, Vista del Monte Retirement Community; Patricia VanGalen, MS, Owner, Active & Agile; and David Dworkin, MA, MEd, President, Conductorcise, Inc.



| HF/HF | CEUs

3:00 p.m.—

4:00 p.m.

ICAA Speed problem-solving

Patricia Ryan & multiple presenters

Reimagine problem-solving by teaming up with other ICAA Conference attendees. Share your problem in a concentrated sound bite of about 60 seconds, then work together to brainstorm solutions. After a few minutes, you will say good-

bye and move to another person, where the problem-solving continues. Bring notecards, business cards and your experience to this idea exchange.

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

4:30 p.m.—

5:30 p.m.

ICAA GENERAL SESSION

Exercise: A daily tonic to get the brain to its fullest potential—and keep it there

John Ratey

Dr. John Ratey has provided us with the reason why we need to take physical fitness seriously: It impacts the brain more than we know. His two recent books, *Spark: The Revolutionary New Science of Exercise and the Brain* and *Go Wild: Free Your Body and Mind from the Afflictions of Civilization*, describe the science that already exists showing the best way to live life to the fullest is to challenge the body and brain. This literally builds our bodies and brains and makes them more resilient, as well as raises us to our highest level of well-being.

You'll be able to:

- Comprehend what exercise does to brain health and how to raise BDNF—the “miracle grow” for the brain.
- Discuss why it is important to take challenges as they arise.
- Explain how it is so much better for the brain when individuals exercise with a group.

Faculty: John Ratey, MD, Associate Clinical Professor of Psychiatry, Harvard Medical School; bestselling author; and internationally recognized expert in Neuropsychiatry.

CEUs

Sessions FRIDAY

Tracks

-  **Big picture:** trends, careers, ecosystems
-  **Cognitive & emotional health:** brain health, emotional and mental health
-  **Physical activity:** exercise, recreational activity, balance
-  **Management & marketing:** program and company management, outreach
-  **Programming:** multidimensional programs, single programs, development
-  **Outdoor:** suited to outdoors; session is conducted outdoors

Functional levels (physical function/ cognitive function)

HF = higher functioning

LF = lower functioning

H-LF = high-to-low functioning



Photo: Julie Milner

6:30 a.m.–
7:45 a.m.

Active-aging chair yoga Sara Kooperman

This workshop focuses on yoga postures done with the support of a chair. Standing, seated and floor work poses blend into chair asanas that encompass a creative strength-building and flexibility-promoting workout. A union of mind, body and spirit are at this program's heart, with special attention to activities of daily living and the ability to rise, fall and flow by oneself.

You'll be able to:

- Focus on yoga postures with a chair.
- Blend chair and floor asanas.
- Teach how aging adults can blend and flow on their own in a safe way.

Faculty: Sara Kooperman, CEO, SCW Fitness Education and WATERinMOTION.

 | HF/HF | CEUs

Powerful progressions

Andi Kwapien & MaryBeth Dziubinski

Accomplish more in a group session with multiple skill levels through effective exercise progressions/regressions. Teach functional exercise movements to improve everyday activities. Incorporate translational cycling techniques in class programming so that postural and safety cues provided in class stay with participants and translate into their daily activities.

You'll be able to:

- Engage and challenge class participants skillfully by incorporating appropriate exercise progressions and regressions throughout the class.
- Comprehend and use translational cycling techniques that empower the class participant to carry over principles learned in the class setting to safely execute their everyday activities.

- Integrate exercises that progress from simple to compound to train functional movement skills for a multi-level group.

Faculty: Andi Kwapien, BLS, National Trainer, and MaryBeth Dziubinski, RYT, National Trainer, Healthways.

 | HF/HF | CEUs

8:00 a.m.–
9:30 a.m.

Innovate: Best practices to reimagine wellness programs

Patricia Ryan

A single activity, comprehensive program or small-but-effective change can boost a wellness program from good to great. Join the Innovators Award winners as they share details of how they conceived, planned and delivered programs, both big and small. Discover what occurred, what went well and what did not work as a blueprint you can borrow and expand on.

You'll be able to:

- Identify types of programs that attract the interest of older adults.
- Identify characteristics of effective programs for older adults.
- Name at least three programs that are successful in increasing participation among older adults.

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

 | CEUs

It's a family affair: Mobilizing families as wellness partners

Kay Van Norman

First interactions with residents and family members often come after a need is identified for care and support. How can you turn customers of health management services into partners in resident engagement and wellness? Un-

derstand how to evaluate relationship paradigms with resident family members, discuss unseen barriers to family member buy-in, and much more.

You'll be able to:

- Define clearly your relationship paradigm with family members.
- Identify common family “aging scripts” that may block resident motivation to engage in wellness offerings.
- Outline specific strategies to engage both family members and residents as active partners in well-being.

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



| CEUs

Discover how to create unique, outside-the-box wellness programming

Peggy Buchanan

This session is a lively, creative and nontraditional approach to wellness programming. Take a virtual tour of how to incorporate a multidimensional approach to traditional activities for and involving all levels of care. Find out how to add a cognitive-stimulating component to help participants enhance concentration and memory, plus add mindful exercise to muscular activity.

You'll be able to:

- Create multifunctional level activities addressing all dimensions of wellness.
- Upcycle traditional programs for a more contemporary experience.
- Add fun and easy-to-do brain games to movement classes.

Faculty: Peggy Buchanan, MA, Director, Fitness, Aquatics & Physical Therapy, Vista del Monte Retirement Community.



| H-LF/HF | CEUs

Unlocking the ABCs of longevity: The magic of the mind

Michael Mantell

The magic of the mind fuels Authentic Behavior Change (ABC). Learn essential tools and skills to help clients transform obstacle-filled self-talk into empowered forward movement and build a well-

anchored tripod of “ThEaMo” (Thinking, Eating and Moving). ABC relies on Actions, Beliefs and Consequences. The most current approaches will be presented.

You'll be able to:

- Recognize how Authentic Behavior Change relies entirely upon healthy, rational self-talk, the ABCs of longevity.
- Coach clients to catch their Beliefs about Actions that lead to emotional Consequences, and challenge and change those beliefs.
- Identify the most commonly heard irrational beliefs held by those who are most likely to impede wellness and longevity, and how to help clients advance past them to be able to live to 100.

Faculty: Michael Mantell, PhD, Behavior Science Coach, Michael R. Mantell, PhD, Inc.



| H-LF/HF | CEUs

Programs to prevent and recover from a fall

Terry-Ann Spitzer Gibson, Lee Hannah, Jan Middleider & Jennifer Bennett

Learn about a program design to provide the “Fit and Fall Proof” program for rural and underserved older-adult communities. Hear examples and link to free curriculum materials. Adapt concepts from the “Falling Safely Workshop.” Discuss marketing, handouts, workshop details and evaluation, then watch case-study videos that put things into practice.

You'll be able to:

- Describe how a train-the-trainer method and volunteer peer leaders may be used to provide group exercise instruction.
- Identify what modifications to falling forward, backward and sideways are needed to improve the falling pattern.
- Identify resources that are needed to implement an effective falls-prevention or falls-recovery program.

Faculty: Terry-Ann Spitzer Gibson, PhD, Associate Professor, and Lee Hannah, DVM, PhD, Associate Professor,

Boise State University; Jan Middleider, MS, Professor Emeritus, College of Southern Idaho; and Jennifer Bennett, MS, Health & Fitness Specialist, Cornell University Wellness Program.



| HF/HF | CEUs

Core control for better backs

Maureen Hagan

The risk for back pain and injury increases with age. Learn how to minimize the risk by understanding common postural types and naturally occurring muscle imbalances that result from the daily stresses of immobility and sedentary lifestyle. Discover the “top 10” exercises that make a healthy back program and help correct these postural faults and muscular imbalances.

You'll be able to:

- Provide an overview of the most common age-related risk factors that lead to chronic back pain and injury.
- Review the four common postural types and muscle imbalances associated with each.
- Learn 10 effective core-conditioning exercises that help build a healthy back, plus ways to integrate these exercises into your client's exercise program or therapy session.

Faculty: Maureen Hagan, PT, Vice President, Program Innovation and Fitness Development, GoodLife Fitness, and Education Director, canfitpro.



| HF/HF | CEUs

High-speed training: Power, function and beyond

Joseph Signorile

High-speed training has traditionally been used to increase power output during resistance training. Discover research from Dr. Signorile's laboratories and others showing the capacity of high-speed training to address oxidative capacity, metabolic syndrome, balance, falls reduction, and maintenance of independence. Explore new research addressing emerging training designs.

Sessions FRIDAY

You'll be able to:

- Recognize the multidimensional nature of high-speed training and eliminate the myth that this type of training solely targets so-called “anaerobic exercise.”
- Comprehend the underlying physiological principles that allow high-speed training to address the needs of diverse populations.
- Comprehend how high-speed training techniques can be modified so that targeted training can be provided.

Faculty: Joseph Signorile, PhD, Professor, University of Miami.



| HF/HF | CEUs

Not just walking—Innovative ideas to keep walking programs interesting

Julie Kidwell

(Meet at the ICAA Registration Desk.)

Learn to design walking programs for a large variety of fitness and interest levels. Several dimensions of wellness can overlap when incorporating other activities into a walking program (e.g., Walking and Meditation, Walking Book Club). These programs can capture the interest of those who typically would not engage in physical fitness programs.

You'll be able to:

- Design an engaging circuit-walking program.
- Obtain practical examples to start, build, maintain and evolve a well-attended circuit-walking program.
- Meet the needs of all fitness levels and several different dimensions of wellness.

Faculty: Julie Kidwell, BS, Director of Wellness, Healthcare Therapy Services, Inc.



| HF/HF | CEUs

9:45 a.m.–
11:00 a.m.

The fun theory: The intersection of technology and aging

Jack York & Juliet Kerlin

By providing access to person-centered recreational/leisure activities and therapy activities that can be tailored to individual preferences, person-based technologies allow staff to embrace the belief that well-being goes beyond infirmity and encompasses mind, body and spirit. Explore the technological transformation taking place in society and how technologies will impact aging.

You'll be able to:

- Learn about various types of interactive technologies that can improve the quality of life for older adults.
- Acquire practical strategies to integrate these technology-based, person-centered recreational and therapy programs.
- Review research that is quantifying the benefits of technology-based programs as part of person-centered initiatives.

Faculty: Jack York, BS, President and Cofounder, and Juliet Kerlin, MA, Director of Research, It's Never 2 Late.



| CEUs

Marketing an outcomes-based program to assisted living communities

Dara Gorgas & Brittany Austin

Learn how to design/promote both team and individual outcomes-based programs that are competitive and athletic for assisted living residents. Create adaptive sports programs as well as multifunctional movements derived from self-defense tactics. These programs are developed with defined goals using the lowest outcomes measures of functional fitness testing.

You'll be able to:

- Develop outcomes-based, competitive and creative athletic programs for assisted living communities.
- Execute an outcomes-based program showing improved components of fitness from start to finish.
- Market evidence-based programs to clients and communities.

Faculty: Dara Gorgas, BS, Wellness Coordinator, and Brittany Austin, MBA, National Wellness Director, RehabCare.



| CEUs

Empowering aging cancer survivors to reclaim their health

Beth Boyer Kollas & Jennifer Brumbaugh

Older people with cancer often have a different set of concerns than other adults with cancer. The toll on these individuals calls for a focused program to help them reclaim health and well-being not only from a physical perspective, but also from a psychosocial one. Understanding processes for consideration makes it easier to personalize interventions.

You'll be able to:

- Identify the unique needs of aging adults with cancer.
- Develop an understanding of program elements for consideration when working with older cancer survivors.
- Explore existing resources to assist in caring for older cancer survivors.

Faculty: Beth Boyer Kollas, PhD, Executive Director of Health Outcomes, and Jennifer Brumbaugh, Senior Program Director, Health Strategies, YMCA of Central Florida.



| H-LF/HF | CEUs

Positive living: Creative strategies to sustain happiness and wellness

Robin Bacon Hoffman

Discover ingredients for happiness that are independent of both health and wealth. Specific strategies can enhance quality of life at any age. Understand and practice these strategies in preparation for encouraging their use by others.

Leave with the ability to use and teach diverse coping methods, as well as plans for developing habits such as gratitude and altruism.

You'll be able to:

- Present a coherent set of strategies to enhance emotional, social, spiritual and vocational wellness.
- Practice and teach a diverse set of coping methods suitable for dealing with age-related changes.
- Select from a toolbox of evidence-based approaches for improved life satisfaction.

Faculty: Robin Bacon Hoffman, MDiv, ThM, Chaplin, Springpoint Senior Living.

 | H-LF/HF | CEUs

Benefits of aromatherapy in the memory care setting

Dana Donovan & Nancy Hutchinson

Learn how essential oils can relieve stress and calm agitation in people with dementia, as well as how essential oils may affect emotions and behaviors (including stimulating appetite and energizing residents) in memory care. Leave this session with recipes for diffusers, lotions, spritzers and rollerball remedies, plus tips on how and when to use these resources.

You'll be able to:

- Comprehend how and why essential oils work.
- Use essential oils effectively to benefit residents' and team members' wellness and emotions.
- Analyze what oils will help a situation in your community and what interventions you can try.

Faculty: Dana Donovan, BS, Cottage Coordinator, Highgate Senior Living; and Nancy Hutchinson, DPT, Wellness advocate/Physical Therapist, doTERRA.

 | LF/LF | CEUs

Boomer BEAT

Cammy Dennis & Jessica Pinkowski

Ignite your inner rock star in this fitness jam-session, using drumsticks to pound

out the "BEAT" and work up a sweat (no chairs in this workout!). "Boomer BEAT" provides a significant challenge, improving cardiovascular capability, strength and balance. Drumsticks encourage range of motion, support coordination, and provide opportunities for training balance.

You'll be able to:

- Incorporate drumsticks into older-adult group fitness classes.
- Lead choreography that incorporates simple drumming to provide a stimulus for cardiovascular health, and improved strength and cognition.
- Execute rhythmic movement patterns in multiple planes of motion that support sensory processing for balance by challenging base of support, weight transfers and center of gravity.

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

 | HF/HF | CEUs

Conductorcise your potential: The secret ingredient every program *must* have

David Dworkin

Experience what your residents will experience with Conductorcise. Learn that movement and brain stimulation—created through the energy of music—does affect all participants, regardless of the level of care/living involved. Also, discover how music is being used positively with individuals with Alzheimer's/dementia or Parkinson's disease.

You'll be able to:

- Use the list of music from this session in your own presentations.
- Refer to information and tools to offer this program in your venue. Bring home skills in listening, engaging and searching online to find information on music, composers and time periods in which music was composed.
- Comprehend Conductorcise by experiencing the program and learning about the philosophy and thought process underneath the fun and phys-

ical activity—all useful in starting your own programs.

Faculty: David Dworkin, MA, MEd, President, Conductorcise.

 | H-LF/H-LF | CEUs

The importance of exercise in nature for older adults

Jack Carman & Missy Benson

(Meet at the ICAA Registration Desk.)

Outdoor activities are critical for maintaining health. Activities such as walks in the park, using outdoor exercise equipment, involvement in community gardens and other natural settings positively impact quality of life in many ways as well. Explore case studies demonstrating the positive impacts of maintaining and expanding activities outside.

You'll be able to:

- Demonstrate the importance of maintaining access to nature for older adults' health and quality of life.
- Discuss current research about how outdoor exercise benefits our health and well-being.
- Explore the top design guidelines for successful outdoor spaces for older adults.

Faculty: Jack Carman, FASLA, LLA, RLA, President, Design for Generations, LLC; and Missy Benson, BLA, Play Advocate, Playworld Systems, Inc.

 | HF/HF | CEUs

11:15 a.m.—

12:30 p.m.

ATHLETIC BUSINESS KEYNOTE

What makes the great teams great

Don Yaeger

The great teams understand "The Why." They are connected to a greater purpose. Learn how to constantly remind your employees of who they are in service of, while being acutely aware of downstream beneficiaries. The more a

Sessions FRIDAY

company creates “mission moments” for employees and team members to understand that greater purpose, the better off the team will be when it comes to enduring challenges along the way to achieving its goal. In this session, best-selling author and speaker Don Yaeger shares his findings from interviews with Olympic Gold Medal winners like USA Basketball Head Coach Mike Krzyzewski (Coach K), 2014 NBA Most Valuable Player Kevin Durant, and USA Basketball CEO Jerry Colangelo, as well as four-time Super Bowl champion quarterback Tom Brady, thought-leader Simon Sinek and longtime Medtronic CEO Bill George.

Faculty: Don Yaeger, *New York Times* best-selling author, inspirational speaker, and former longtime Associate Editor, *Sports Illustrated*.
CEUs

4:00 p.m.—
5:30 p.m.

Reimagine building mental muscle: Neuroplasticity

Lawrence Biscontini & Bernadette O'Brien

Enjoy an updated, research-based look at neuroplasticity and our ability to train the brain, in all of its five major functions, to build mental muscle and, consequently, improve the overall quality of our lives. Three of the ages we can train include social, functional and psychological age, and this lecture explores how to maximize our training of the same.

You'll be able to:

- Discuss a research-based factual update on neurogenesis, Alzheimer's, and brain intervention strategies.
- Review the areas and function of the brain, plus implement practical, research-based strategies to train right-and-left-brain areas for social, functional and psychological age.

- Add neuroplasticity games into all aspects of training from intro, body and outro of sessions; and name practical terminology to add into the training repertoire.

Faculty: Lawrence Biscontini, MA, Mindful Movement Specialist, and Bernadette O'Brien, MA, Mindful Movement Motivator, FG2000.



| HF/HF | CEUs

6 tools to transform a good organization into a consistently excellent organization

Karen Woodard

Why is being consistently excellent illusive for many organizations? Assess how your company does with these six transformative tools that will turn your organization into an environment that attracts, retains and develops the best people for your culture to go from good to consistently excellent. This session starts with an activity for your next all-staff meeting.

You'll be able to:

- Recognize the difference between groups and teams and which you have in your organization.
- Comprehend the difference between primary purpose and secondary purpose; and create accountability of and for the vision, mission and core values of your company.
- Craft a more effective culture of communication to deepen trust and collaboration; and create a framework for organizational integration, rather than independence, for stronger teamwork and collaboration.

Faculty: Karen Woodard, President, Premium Performance Training.



| CEUs

Garden to table: Creating memorable culinary experiences through resident involvement

Jack Carman & John Kennedy

Developing relationships between culinary staff and residents is key to creating successful, enjoyable dining programs. Establishing a team—including

residents, culinary staff, wellness professionals and a horticulturalist—can lead to new dining experiences. Explore innovative ways to increase interest and excitement in meal programs as well as resident participation.

You'll be able to:

- Incorporate innovative approaches to the dining experience through increased resident and staff participation and involvement.
- Present examples of various communities that have implemented successful changes to the dining experience through increased garden usage.
- Overcome barriers to the use of organically grown fruit, vegetables and herbs harvested from on-site community gardens.

Faculty: Jack Carman, FASLA, LLA, RLA, President, Design for Generations, LLC; and John Kennedy, CDM, Director of Dining Services, Flik Lifestyles at Foulkeways.



| HF/HF | CEUs

Aging gracefully: Research to practice

Terry Eckmann

Live a long, productive life with healthy lifestyle choices that can positively affect your brain and body. This healthy-aging survival kit will share research supporting the key lifestyle choices that make a significant difference in how we age. Put research into practice in this humorous, practical session to make your life and the lives of your residents/clients even better.

You'll be able to:

- Identify the critical domains to a healthy brain and body.
- Explore research regarding the effects of lifestyle choices and aging.
- Put research into practice with activities throughout the session, and take home key concepts and brain boosters you can share with residents/clients.

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



| CEUs

Values-based marketing and communication for mature adults

Dan Ritchie

The Boomer cohort, sometimes referred to as the New Customer Majority, feels that they are either being ignored or completely misunderstood by most companies. This session will identify and describe key concepts and strategies for reaching the hearts and minds of these potential clients and customers. Individual and small group work will help participants put concepts into practice.

You'll be able to:

- Describe how human development, maturation and self-actualization play key roles in how aging adults interpret and respond to marketing messages, and discuss how to use whole-brain marketing to enhance the effectiveness of marketing messages.
- Identify the Five Primary Core Values and how to communicate the benefits of your program or product in terms that clients/customers understand.
- Describe common values of the leading- and trailing-edge Boomer cohorts, and avoid common communication mistakes between Millennials, Gen Xers and Boomers.

Faculty: Dan Ritchie, PhD, CSCS, Cofounder and President, Functional Aging Institute.



All movement matters—Live, work, play and train!

Patricia VanGalen

Look beyond purposeful and planned physical activity and exercise for your residents or clients. Harness hobbies, recreation, sport, caregiving and chores to keep individuals moving and challenge “boundaries.” “Train” to fill in the gaps for what people “need” and “want to be able to do.”

You'll be able to:

- Expand your understanding of how and why all movement matters.
- Implement multiple means to facilitate and stimulate movement in daily patterns, aside from planned exercise.

- Raise awareness of all aspects of living, working, caregiving, playing and social environments to facilitate movement.

Faculty: Patricia VanGalen, MS, Active & Agile.



Integrate function and cognitive challenges into your older-adult fitness group

Kymerly Williams-Evans

Over-55 exercisers look for effective, yet comfortable, exercise options. They worry about losing cognitive skills, getting hurt, gaining weight, losing strength, and not being able to do activities. This session offers functional examples and options for various ability levels. Why teach “standard” classes when you can create movements/sequences that offer layered benefits?

You'll be able to:

- Identify and incorporate five movement habits that enhance memory and cognitive skills.
- Create on- and off-site class exercise programs built on five principles targeted to older adults' needs.
- Select exercises and movements that offer at least two benefits for every move, such as improving balance and cognition, or increasing coordination while activating the core.

Faculty: Kymerly Williams-Evans, MA, Fun and Fit: Active Aging Answers for Boom Chicka Boomers.



6:30 p.m.—
7:30 p.m.

Poster session: programs, best practices and research

Multiple presenters

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.



Sessions SATURDAY

Tracks

-  **Big picture:** trends, careers, ecosystems
-  **Cognitive & emotional health:** brain health, emotional and mental health
-  **Physical activity:** exercise, recreational activity, balance
-  **Management & marketing:** program and company management, outreach
-  **Programming:** multidimensional programs, single programs, development
-  **Outdoor:** suited to outdoors; session is conducted outdoors

Functional levels (physical function/ cognitive function)

HF = higher functioning

LF = lower functioning

H-LF = high-to-low functioning



Photo: Julie Milner

7:00 a.m.–
8:15 a.m.

Bringing community and healthcare together to provide sustainable falls prevention

Christine Katzenmeyer

Learn about the successful Falls Prevention Center models from Colorado that can be replicated in urban and rural communities. This session shares how these Falls Centers work, how they are sustained, and the data proving that they are working. Learn how hospitals and the community work jointly to make this happen, and how they are preventing falls and their associated costs.

You'll be able to:

- Recognize what an evidence-based Falls Screening tool is and which ones are currently being used to refer clients to falls interventions.
- Identify if a Falls Center program is appropriate for your community, as well as what partners need to be involved.
- Obtain a toolkit already prepared as a complete “how-to,” with forms and tools, to begin implementation discussions for a Falls Center in your local community.

Faculty: Christine Katzenmeyer, MA, Founder, Consortium for Older Adult Wellness.

 | CEUs

Music as medicine 101

Robert Bergner

Familiarize yourself with the relationship between music and medicine, as well as review current scientific research on therapeutic applications among older adults. Consider the many innovative music programs available and learn tools for assessing which might best suit your organization's needs. Also experience the inspirational, transformative power of making music together.

You'll be able to:

- Explain the historical relationship between music and medicine, and describe current scientific research on therapeutic applications of music—both active music-making and passive music-listening—among older adults.
- Determine which of the variety of music programs currently available would be best suited for implementation in your setting and then advocate for, and initiate, those programs.
- Make more effective use of music in your self-care practice.

Faculty: Robert Bergner, MDiv, Chaplain, Seabury.

 | CEUs

Restoring physical, mental and social connections with intentional seated exercise

Sara Kyle & Catherine Reade

Maintaining functional independence is a great need in long-term care. Restoring physical connections with group sessions that incorporate mobility training can enhance cognitive function and social well-being. This interactive, experiential session uses several modalities to help strengthen upper and lower body. Options will be presented for highest to lowest-functioning individuals.

You'll be able to:

- Identify the effects of aging on physical function, cognition and social well-being and how to restore these with group mobility training to strengthen body, brain, and interpersonal relationships, regardless of health challenges. Intentional exercise interventions coupled with social and cognitive elements will be demonstrated, and training principles of endurance, strength and flexibility will be identified.
- Explain how physical activity and exercise positively impact cognitive function, as well as how adding cognitive stimulation to group sessions enhances neuroplasticity while decreasing isolation, building friend-

ships, and educating the community-at-large. Experience the link between motor learning and cognition during physical activity.

- Provide a programming framework toolkit to create deliberate, outcome-based physical activities that seek to strengthen specific muscular weaknesses that lead to loss of independence and functional levels. After an initial assessment, what subsequent assessments can be performed throughout the year to measure program/initiative effectiveness?

Faculty: Sara Kyle, PhD, Director, Resident Wellness, Nicoya Health and Lifestyle; and Catherine Reade, MS, RD, CEO, Resistance Dynamics.

 | LF/HF | CEUs

Delay the disease: Is exercise the newest medicine for Parkinson's disease?

David Zid

Learn about the OhioHealth Delay the Disease program from cofounder David Zid. Delay the Disease is specifically designed for people with Parkinson's disease. This session will be a lecture/workshop showing basic Delay the Disease exercises and the impact they will have on Parkinson's disease and the brain.

You will be able to:

- Discuss the positive impact that the Delay the Disease Parkinson's-Specific Wellness program has on the symptomatic progression of Parkinson's disease.
- Explain the process of neuroplasticity and the brain's ability to reorganize itself to learn new behaviors and modify existing pathways.
- Provide examples of evidence-based interventions and safe exercise prescription for adults with Parkinson's disease based on their impairments.

Faculty: David Zid, BA, ACE, APG, Director for Movement Disorders and Musculoskeletal Wellness, OhioHealth Delay the Disease; and owner and president, David Zid Healthworks.

 | H-LF/HF | CEUs

8:30 a.m.–
9:45 a.m.

Leadership through serving others **Maureen Hagan**

Learning to lead is having the ability to relate and to connect with people for the purpose of inspiring and empowering their lives. In this session, you will explore seven ways of leading and learn how to evolve as a leader that will best serve you in your role within the fitness and healthcare industry.

You'll be able to:

- Explore seven ways of leading yourself and others.
- Expand your perspectives as a leader, so as to open your mind to new ways of leading.
- Gather practical tools and strategies that will best serve you in your role.

Faculty: Maureen Hagan, PT, Vice President, Program Innovation and Fitness Development, GoodLife Fitness, and Education Director, canfitpro.

 | CEUs

Happy, happy, happy=retention, productivity and satisfied residents/members **Julie Kidwell**

Hear the latest research from Harvard, Forbes, and other industry leaders on employee satisfaction and what truly makes employees happy. Also learn how employee happiness can improve morale, productivity and the bottom line, plus how employee happiness affects your customers. Gain a better understanding of why money is not the enticement it used to be.

You'll be able to:

- Realize return on investment using the strategies presented to benefit the organization, employees and members/residents.

- Apply the skills learned to increase productivity, satisfaction, retention and happiness.
- Implement new incentive programs and management techniques that will deliver desirable employee outcomes.

Faculty: Julie Kidwell, BS, Director of Wellness, Healthcare Therapy Services, Inc.

 | CEUs

Give them the AAAAHHHHH!

Jackie Halbin

Gain some ideas on how you can teach your clients the art of self-massage and stretching. The idea is the massage makes individuals feel good, warms up the muscle, takes pain away, and thus allows clients to follow up with some stretches to achieve a bigger range of motion. Learn techniques using a variety of inexpensive tools that most people have in their home.

You'll be able to:

- Teach self-massage techniques and how to apply stretching to the process.
- Implement this type of programming into group classes or have a fun functional seminar topic.
- Teach this approach to a variety of levels and have your clients see immediate success.

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

 | HF/HF | CEUs

Dance for diversity in your seat and on your feet

Terry Eckmann

Learn country, Latin, waltz, polka, Hawaiian, and Philippine dances in your seat and then take them to your feet. The focus of the session will be seated dances followed by an easy format to take them from your seat to your feet. Make diverse dances work for everyone! Discover, too, what research shows about the benefits of dance.

Sessions SATURDAY

You'll be able to:

- Utilize six seated dances.
- Dance for diversity on your feet with six diverse dances.
- Explore current dance research to support benefits of dance.

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

 | HF/HF | CEUs

Walk it out: Balance, brains and more on the move

Stacey Judge

(Meet at the ICAA Registration Desk.)

By incorporating other dimensions of life into walking programs, you can attract participants who might not otherwise participate. Learn how to integrate fun, innovative elements into your already existing programs or build one from scratch. These techniques will increase participation, plus engage older adults in brain health, balance and other activities while on the move.

You'll be able to:

- Create a multidimensional wellness program.
- Incorporate balance and brain health into a walking program.
- Employ residents/members in program development.

Faculty: Stacey Judge, BS, CG, Community Wellness Program Director, Springpoint Senior Living.

 | H-LF/HF | CEUs

10:00 a.m.–
11:15 a.m.

Reframing technology for experienced eyes—Seniors engage digitally through photography

Mellany Hanson & Kevin Linde

By partnering with a local museum, this

CCRC offered residents an opportunity to explore the photographic arts in a socially engaging format using their smartphones and tablets. Discover best practices for using photography as a gateway to increase resident comfort with technology, and how best to structure and implement a collaborative program with an arts institution.

You'll be able to:

- Activate resident engagement with new technology through familiarity with the medium of photography.
- Structure and implement a successful program in partnership with a visual arts institution.
- Assess the program's immediate and continued impact on resident well-being, social engagement, and pursuits in the creative arts.

Faculty: Mellany Hanson, MS, Lifestyle Director, Vi at La Jolla Village; and Kevin Linde, AFA, Adult Programs Manager, Museum of Photographic Arts.

 | HF/HF | CEUs



Photo: Julie Milner

Fostering accommodation to low vision via therapeutic horticulture

Barbara Kreski & Doug Anzlovar

Adjusting to vision loss is often met with a period of denial that includes a reluctance to learn accommodations that maintain safe independence. Accommodations such as specific organizational techniques can be embedded in enjoyable activities focused on tending to plants. Gain ideas to use with individuals or small groups, including demonstrations.

You'll be able to:

- Identify common emotional adjustments made by individuals who are experiencing vision loss.
- Identify several accommodations that can be applied in daily life to maintain safe independence and resources for further information and assistance.
- Apply the complimentary practice of therapeutic horticulture to help overcome denial and resistance to adjusting to vision loss.

Faculty: Barbara Kreski, MHS, OTR/L, HTR, Director of Horticultural Therapy Services, Chicago Botanic Garden; and Doug Anzlovar, MS, Vice President of Education and Training, Hadley Institute for the Blind and Visually Impaired.

 | HF/HF | CEUs

Labyrinths: A meditation in motion

Nanette Tummers

A growing body of scientific evidence supports the use of labyrinths as a sustainable lifestyle practice. Because the labyrinth provides kinesthetic and introspective learning, it serves as mind-body integrative and reflective physical activity. Explore the richness of this resource, and engage in a “walking the labyrinth” activity that creates sacred space for enhancing wellness.

You'll be able to:

- Identify the research evidence of the benefits of labyrinth use as a sustainable lifestyle practice.

- Demonstrate the use of labyrinths as a wellness tool in your life and the community you serve.
- Design and implement an action plan to integrate labyrinth activities in your own self-care and/or the community you serve.

Faculty: Nanette Tummers, PhD, Professor of Health Education, Eastern Connecticut State University.

 | HF/HF | CEUs

Targeted yoga interventions: New directions for an ancient practice

Joseph Signorile & Kiersten Mooney

Using yoga as a targeted intervention to improve fitness and treat older individuals during rehab from injury or illness has received little attention. Hear novel findings and practical applications resulting from the collaboration between the University of Miami and Green Monkey Yoga. Successful targeted yoga sequences and modifications in poses will be presented.

You'll be able to:

- Describe the importance of yoga as an “active” tool to positively transform the aging process.
- Recognize the power of creating a synergistic approach fusing the strengths of yoga practice and research to develop practical clinical interventions for the fitness industry and medical community.
- Explain that modifying yoga training through research-based change strengthens, rather than challenges, the importance of this ancient practice.

Faculty: Joseph Signorile, PhD, Professor, University of Miami; and Kiersten Mooney, MS, Cofounder, greenmonkey.

 | HF/HF | CEUs

Celebrate a milestone at ICAA's Networking Reception

Come celebrate ICAA's 15th Anniversary and our successes as a community in Changing the Way We Age®. At ICAA's Networking Reception, you'll connect with others who share your passion for active aging—ICAA Conference attendees, presenters, exhibitors, volunteers and staff. Feel energized by an evening of camaraderie and fun. And create memories with friends, old and new, with snapshots taken in an on-site photo booth.

This lively event is a great opportunity to expand your professional network. Mix and mingle with colleagues who truly understand your challenges and share your interests and goals. Bring your questions and your business cards. You'll leave invigorated and inspired to “reimagine” aging back home.

Tasty light refreshments will be served. **Cash bar.**

ICAA Networking Reception

Friday, November 18, 2016

7:00 p.m.–9:00 p.m.

Rosen Plaza Hotel
9700 International Drive
Orlando, Florida



Sponsored by the International Council on Active Aging®

Travel information



HOTELS

The ICAA Conference takes place at the Orange County Convention Center—West Building, 9800 International Drive, Orlando, Florida. Registration takes place in the lobby of Exhibit Hall D.

Book with OnPeak

For the eighth year, ICAA has designated onPeak as the official housing provider for the conference. **You must book your hotel reservation with onPeak in order to receive the conference rate.**

OnPeak has a great reputation and works with several hundred conventions and events per year. ICAA selected onPeak 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.

The following hotels have room blocks for the conference:

Hyatt Regency Orlando (formerly Peabody Orlando)

Address: 9801 International Drive
Location: 0.2 miles (across the street from the convention center)
Rate: \$249–289 per night

Rosen Centre Hotel

Address: 9840 International Drive
Location: 0.3 miles (adjacent to Hall A)
Rate: \$195–215 per night

Rosen Plaza Hotel

Address: 9700 International Drive
Location: 0.4 miles (adjacent to Hall F)
Rate: \$185–205 per night

Hyatt Place Orlando—Convention Center

Address: 8741 International Drive
Location: 1.0 miles
Rate: \$149–169 per night

Homewood Suites by Hilton International Drive

Address: 8745 International Drive
Location: 0.9 miles
Rate: \$136 per night

Hampton Inn—Convention Center

Address: 8900 Universal Boulevard
Location: 0.9 miles
Rate: \$124–144 per night

Rosen Inn at Pointe Orlando

Address: 9000 International Drive
Location: 0.7 miles
Rate: \$89–99 per night

Extended Stay Deluxe Orlando—Convention Center

Address: 8750 Universal Boulevard
Location: 1.1 miles
Rate: \$89 per night

Go to www.icaa.cc/conferenceandevents/hotel.htm for more information and to book your room. Prefer to book via telephone? Call toll-free 855-992-3353.

TRANSPORTATION

Discount air travel/car rental

Special discounted air rates for conference attendees will be available with several airlines, along with discounted rates on rental vehicles. Call Burkhalter Travel at 608-833-5218 (Monday to Friday, 8:30 a.m.–5:00 p.m. Central) to receive a quote and to make reservations. Ask for Dan Davenport at extension 234 and refer to the ICAA Conference/Athletic Business Show. It is suggested that you book no later than 30 days prior to the conference to receive the best rates.

Shuttle buses

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

Parking

The convention center's West Building parking lot can be accessed via Exhibit Drive, Convention Way, and West Entrance Drive off Westwood Boulevard.

Visit www.occc.net and click on "Attendee" for maps, directions and information on attendee parking.

I-Ride Trolley

Fully enclosed, air-conditioned trolleys operate year-round throughout the International Drive resort area, running 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.

International travelers

The ICAA Conference and the Athletic Business Conference & Expo are registered with the Visa Services Office and are listed under the United States Department of State–Intranet Listing for Conferences in the United States. This list does not expedite or waive visa procedures, but serves as a communication tool for Department of State Embassies and Consulates Worldwide. More information for international travelers is available at <http://athleticbusinessconference.com/hotel-travel/international.aspx>.

Early-morning transportation

Plan ahead when it comes to transportation for early-morning sessions and workouts. The I-Ride Trolley begins running at 8 a.m. daily. Conference busing starts at different times depending on the day, and these times may not coordinate with your desired arrival times. If you have yet to register for the conference, you might want to beat the crowds by finding your own way to the convention center on Thursday morning (the ICAA Registration Desk opens at 6 a.m.). Also, Saturday's sunrise is at 6:52 a.m. for those considering a walk to the center.

"[The ICAA Conference] serves as my professional guide for references, resources, renewal (professional and personal), representation (of the best in wellness and fitness), and realistic approaches to help the mature-adult population age actively with purpose, and dignity."

Cheryl Bartholomew

President, Seniors 'N Sync, LLC



Frequently asked questions



Photo: Julie Milner

“Attending the ICAA Conference was a great way to learn about new fitness equipment, gather ideas from other professionals in similar organizations, [and] try new programs, . . . [It] left me feeling jazzed up and ready to revamp the programs at my site.”

Amy Jewett

Recreation Program Specialist for Active Adults, City of San Jose

Q. Where is the ICAA Conference held?

A. The ICAA Conference 2016 will be held November 17–19 at the Orange County Convention Center, West Building, 9800 International Drive, Orlando, Florida. The ICAA Registration Desk will be located beside the Athletic Business registration area in the Lobby of Exhibit Hall D.

Q. What does the ICAA Conference fee include?

A. Your registration fee includes the following: educational seminars, ICAA Networking Reception, Athletic Business All-Conference Welcome Reception, AB Keynote and ICAA General Session, early-morning workout, conference session handouts, 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 can access four conferences for the price

of one. Feel free to take in—at no extra charge—AB educational seminars, as well as those offered at AB’s other partner conferences, the Medical Fitness Association Conference and the National Alliance for Youth Sports Congress.

Q. Are the ICAA preconference programs or the Marketing Symposium included in the registration fee?

A. No, an additional per-person cost of \$85 is payable to participate in any of the all-day preconference programs. A different fee applies to the Marketing Symposium (see page 7 for rates). There is limited space available for these educational opportunities. Register early to avoid disappointment.

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

A. Sign up for the CEU program to earn credits for continuing education. To cover costs charged by certifying agencies, there is a \$25 fee if you enroll by **Monday, October 31**, or a \$40

fee on-site. When you arrive at the conference, you'll receive a logbook that shows certifying organizations and sessions that offer credits. (CEU providers appear on page 5 of this brochure.) It is recommended that you fill out the contact information on the logbook's back page to increase the likelihood of the booklet being returned to you should you misplace it. There is a cost to replace a logbook.

The room monitor will stamp your book to verify your attendance at a session. To qualify for credits, you must stay for at least 60 minutes in a 90-minute session and 45 minutes in a 75-minute session. Return your stamped booklet (with your completed contact information) to the ICAA Registration Desk when you leave the conference. **Allow eight weeks for your CEU transcript to arrive via email.** If your transcript is overdue, please check your spam filter as a first step.

Q. What will I find at the trade show?

A. The AB Expo, a premier industry event, showcases products and services aimed at wellness, sports, exercise and recreation, as well as support and educational services. Check out the displays to find options for physical activity and exercise across the levels of function. The ICAA Pavilion, also in the exhibit hall, is your "one stop" shop for new technologies, equipment and services geared to older-adult wellness.

Q. How do I receive session handouts?

A. A software application ("app") will allow you access to all available session handouts on your desktop, laptop or mobile device prior to the ICAA Conference. You'll receive an email with a link to the AB-hosted app a few weeks before the conference. Scroll through the schedule to find desired sessions and see if speaker handouts are available. Be sure to download and/or print handouts **before** you leave home. After the conference, all available ICAA

session handouts will be permanently posted on the association's website, and you'll receive a login number and password for convenient access.

Q. How do I become an ICAA member?

A. You can join ICAA and receive 20% off the one-year ICAA membership dues when you register for the conference by the **July 24** deadline. This is a one-time offer for first-time members only and cannot be combined with any other offers. To become a member, complete the optional membership section on the conference registration form at www.icaa.cc/registrationForm.asp. Membership options and benefits are described on the ICAA website.

Q. We have several people attending the conference. How do we register?

A. You can make the most of your investment when you send more than one person to this year's conference. To qualify for a group discount, register all attendees from your organization at the same time and make one payment for the total fees. Go to www.icaa.cc/registrationForm.asp and fill out one online application form for each person, then pay by PayPal. Alternatively, you can download a registration form to print/copy and complete for each attendee. Fax all the forms together to 604-708-4464, and state that you will be paying by check or credit card. You can also call us 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, and pay afterwards (you may call us with your credit card information, or mail a check). If payment is still outstanding after 30 days, your registration will be cancelled. After **October 31**, if you plan to pay by check, please note on your form that you'll pay by check on-site. Your payment must be received before the conference or on-site 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, personal trainer or administrator.

Q. When will I receive confirmation of my registration?

A. Watch for an email confirming your conference registration within one week of ICAA's receipt of your registration. Please contact us if you have not heard from us 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. Please submit your request in writing if you must cancel your registration. A \$100 cancellation fee will apply. No cancellations are permitted after **October 31**. However, you may transfer your registration to another attendee or a future year.

Q. Is there a dress code for the ICAA conference?

A. Conference dress is casual. We recommend you wear comfortable walking shoes. **Be sure to pack a sweater or jacket as well**, as meeting rooms are air-conditioned and often chilly.

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

A. Convention centers typically do not have many food choices, particularly healthy food choices (ICAA has no control over food available on-site). Consider bringing healthy snacks with you or visiting a local store to purchase items. The hotel concierge should be able to direct you to the nearest grocery or corner store.

Schedule at a glance



"I always find the ICAA Conference to be inspiring and energizing. There are cutting-edge presentations for our industry and very creative ideas exchanged."

Muriel Brunger
*Administrator of Community Life,
Presbyterian Homes*

Choose from ICAA's educational opportunities, plus access sessions offered by Athletic Business (AB), the Medical Fitness Association, and the National Alliance for Youth Sports at no additional charge.

Tuesday, November 15

4:00 p.m.–6:00 p.m. Registration (Lobby area, Exhibit Hall D)

Wednesday, November 16

7:00 a.m.–6:00 p.m. Registration (Lobby area, Exhibit Hall D)
Times vary Preconference programs and Marketing Symposium

Space is limited, so register early to avoid disappointment. The preconference programs each cost an additional \$85 per registrant. See page 7 for the additional fee to attend the Marketing Symposium. *Aquatics workshop sponsored by HydroWorx and Solivita by AV Homes*

Thursday, November 17

6:00 a.m.–6:00 p.m. Registration (Lobby area, Exhibit Hall D)
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.–5:00 p.m. Trade show grand opening
3:00 p.m.–4:00 p.m. ICAA Speed Problem-solving
4:30 p.m.–6:00 p.m. ICAA General Session
8:00 p.m.–11:00 p.m. AB all-conference welcome reception

Friday, November 18

6:00 a.m.–5:00 p.m. Registration (Lobby area, Exhibit Hall D)
Note: Trade show-only registration opens at 6:15 a.m.
6:30 a.m.–7:45 a.m. Educational seminars
6:30 a.m.–8:00 a.m. Early-morning workouts in Exhibit Hall D
8:00 a.m.–11:00 a.m. Educational seminars
11:15 a.m.–12:30 p.m. AB keynote
12:30 p.m.–4:00 p.m. Trade show
4:00 p.m.–5:30 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®*

Note: ICAA Conference registrants may attend the Networking Reception free of charge. A \$25 per-person fee applies to guests.

Saturday, November 19

6:45 a.m.–12:00 p.m. Registration
7:00 a.m.–8:15 a.m. Educational seminars
8:30 a.m.–11:45 a.m. Educational seminars

Conference registration

	On or before July 24	On or before October 31	After October 31
ICAA members			
1st registrant	\$319	\$449	\$549
2nd and 3rd registrants	\$269	\$399	\$499
4th and more registrants	\$169	\$199	\$299
Nonmembers			
1st registrant	\$380	\$449	\$549
2nd and 3rd registrants	\$329	\$399	\$499
4th and more registrants	\$199	\$199	\$299

Note: All registration fees are in US dollars.

Special offer: Receive 20% off an Individual or Organizational membership when you join ICAA and register for the ICAA Conference at the same time before July 24, 2016. 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 session • general session • online conference hand-outs • early-morning workouts • entry to expo in Exhibit Hall D

Additional fees are required for pre-conference programs (**\$85 each**); continuing education unit registration (**\$25 before October 31, \$40 on-site**); and the Marketing Symposium (see page 7 for rates).

Cancellation policy: Please submit your request in writing. A \$100 fee will apply. No cancellations are permitted after October 31, 2016, but you may transfer your registration to another attendee or a future year.

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

Dress code: Conference dress is casual. **Be sure to pack a sweater or jacket**, as air-conditioned meeting rooms are often chilly. Comfortable walking shoes are also recommended.

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 today for the ICAA Conference 2016! Call toll-free 866-335-9777 (North America only) or 604-734-4466. Or refer to www.icaa.cc/conferenceandevents/rates.htm to register online or download PDF forms to complete and return via fax or mail.

Ask about our group rate!

Register today and save

To register

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

"This Conference is always energizing. ICAA is the place to go for current trends to engage active adults."

Donna Campbell
Office Manager, Johnson City Senior Center

Conference partners



Sponsors





International Council on Active Aging®

3307 Trutch Street
Vancouver, BC, V6L 2T3
Toll-free: 866-335-9777
Tel: 604-734-4466
Fax: 604-708-4464
www.icaa.cc