

ICAA Conference and Trade Show 2017

Register now
and
SAVE

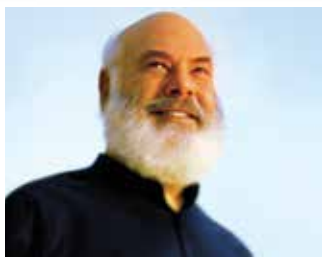
Ignite

the Future of Active Aging



October 12–14, 2017
Gaylord Palms Resort and Convention Center
Orlando, Florida

New dates, new location, new experience.



Andrew Weil, MD
Founder and Director, Clinical Professor of Medicine and Professor of Public Health, and Lovell-Jones Endowed Chair in Integrative Rheumatology, University of Arizona Center for Integrative Medicine



Richard Carmona, MD, MPH, FACS
17th Surgeon General of the United States; Vice Chairman, Canyon Ranch, and President of the nonprofit Canyon Ranch Institute



Brent Bauer, MD
Founder and Research Director, Integrative Medicine and Health Program, Mayo Clinic; and Medical Director, Well Living Lab



Lilian Myers
Global Leader, Aging and the Longevity Economy, IBM's Watson Health Consumer Group

Conference partners





A new experience

“Coming together is a beginning. Keeping together is progress. Working together is success.”

Henry Ford

International Council on Active Aging®

603-1112 West Pender Street
Vancouver BC V6E 2S1
1.866.335.9777
Tel: 604-734-4466
Fax: 604-708-4464
www.icaa.cc

An educational retreat designed to inspire change

This October, participate in an event that will spark ideas. Fuel growth. Build collaboration. And more than anything, ignite your future and the future of active aging.

Who will benefit from this experience?

- CEOs, presidents, vice presidents, owners
- Executive directors, administrators, board members
- Wellness directors, program directors, activities directors
- Sales and marketing personnel
- Developers and architects
- Resident life executives, resident services personnel
- Dining services directors, dining services staff
- Fitness instructors, personal trainers, health educators
- Social workers, chaplains
- Resident Advisory Council members, committee members
- Physicians, nutritionists/dietitians, therapists
- Researchers, professors

Step away from the day-to-day at the Florida resort Gaylord Palms for this year’s International Council on Active Aging Conference. Connect with your colleagues and reinvigorate yourself—mind, body and spirit—with a more holistic learning and networking experience.

From preconference workshops to special events to general and regular sessions, delve into an educational program developed with our industry’s needs and goals in mind. Topics target the varied roles, settings, client functional levels, and challenges found in active aging. One seminar stream, for example, focuses on discovering the future of such key influencers as technology, marketing, community design, older female consumers, and more. Included are “Open Space” sessions that’ll allow you and other attendees to drive the discussion, share your knowledge and innovate solutions.

At the ICAA Conference 2017, you’ll join a conference community that learns with and from each other. You’ll have more opportunities and locations for networking—from informal mixing at the resort coffee bar to the event’s “brain



dating” and welcoming Reception En Blanc. Plus you’ll access an expo of products and services targeted to active aging, featuring exhibitors committed to your success with the older adult. Investigate solutions in technology, equipment, services, transportation, dining, leasing and financing. All in an environment focused on healthy, active aging.

Highlights

- new formats for learning
- more robust educational programs
- greater sense of community
- improved networking opportunities
- targeted trade show
- En Blanc reception

A platform to shape the industry

The ICAA Conference is your platform not only to focus on the future of the industry, but to engage in shaping it. Beyond what you’ll gain by attending, there’s what you’ll be able to give.

Immerse yourself in an interactive design forum focused on products and services. By contributing real-world input in this Design Lab session, you’ll help industry partners design effective products and services that address all functional levels and the future needs of

your clients. Collaborate with colleagues to ensure our industry seizes opportunities and drives change. Share your knowledge and ideas to inspire others to reach new levels of understanding and improve quality of life for older adults. New milestones await.

Share in the excitement. Bring yourself. Bring your team. Enjoy an experience that reenergizes your passion and helps put emerging trends into action. Do more than glimpse the future of active aging. **Help ignite it!**

Stay connected with ICAA Conference news. Use #ICAACONFERENCE for updates on Twitter, Facebook and Google+.

“Like” the ICAA Conference 2017 on Facebook. Discover information, updates, videos and more at [facebook.com/icaahome](https://www.facebook.com/icaahome)

For information and to register online, go to www.icaa.cc/conferenceandevents/overview.htm

Six reasons to attend

1. The **presentations** are exceptional in quality and content.
2. The **experience** energizes and refreshes you with new purpose.
3. The **knowledge** you gain is a win for you and your company.
4. The **networking opportunities** lead to new ideas and resources.
5. The **topics** are relevant and meaty.
6. The **continuing education units** (CEUs) are offered by key providers.



A new location

"The ICAA Conference is worth every penny, brimming with inspiring presenters, excellent training, rich networking opportunities, exposure to the latest and greatest research, as well as cutting-edge equipment and products. . . . This conference will provide inspiration to our team, our residents and our programs that will last. Thank you, ICAA!"

Heidi Savage

Fitness Manager, RiverWoods at Exeter

An inspiring environment

Immerse yourself and your team in the grandeur of the Gaylord Palms Resort & Convention Center, located in Kissimmee, Florida, near Orlando. The ICAA Conference headquarters and hotel is the ideal locale for inspiring minds.

Spanning 63 acres, Gaylord Palms provides a holistic setting for ICAA's educational retreat. The property features waterways, gardens and glass atriums as well as the award-winning Relâche spa, fitness center and adult-only South Beach pool. These are perfect spots to recharge your energies and soothe your senses at day's end. If a splash with your kids is how you prefer to recharge, explore the Cypress Springs Water Park for family fun.

With the conference hotel hosting attendees, you'll share experiences, opportunities and connections as a conference community. From workshops to keynotes, demonstrations to classrooms, every aspect of the conference will be amply accommodated.

Gaylord Palms is also less than a five-mile drive from the gates of Epcot®, with Disney and Hollywood Studios® less than two miles beyond plus premier golfing and sightseeing close at hand. A

world-class pleasure trip with the family is easily added before or after the event.

You can learn more about Gaylord Palms, including how to book rooms, in the "Travel" section that appears in the pages that follow.

Highlights

- enriched holistic setting
- abundant dining options
- luxurious on-site spa and fitness center
- ideal environment for staff retreats and family vacations

A professional development opportunity

You can enhance your professional development with continuing education units (CEUs), also referred to as continuing education credits (CECs), at the ICAA Conference 2017. Sign up for the CEU program for \$29 if you enroll by October 1, or register on-site for \$45. This fee covers costs charged by certifying agencies.

Watch for the list of Continuing Education Providers to come! If your association is not listed, ask ICAA to send you a letter confirming your attendance. You can use this letter to support an application for CEUs.

Come with your team. Leave with a vision



This is the year to invest more deeply in your vision and create a unified strategy where all team members are equally engaged. This is your opportunity to strive together toward the vision of maximum wellness for—and with—your clients. Make the ICAA Conference 2017 the incentive to get your entire organization on the same visionary quest.

Connect. This resort setting offers much more than a conference-like experience; it can provide the foundation for a company retreat, a well-earned reward or a team-building exercise. Here, colleagues can connect with one another and with other like-minded individuals in a more holistic environment, all to inspire mindfulness and curiosity, harmony and growth.

Share. Sharing expertise, gaining knowledge and generating ideas to-

gether from so many different facets of aging and wellness will encourage your entire team's momentum and drive. In such an open forum, ideas will flow. New strategies will emerge.

Invest. By engaging the entire team, you'll make a statement about the importance of wellness and each individual's participation and contribution. It's an investment in your collective future.

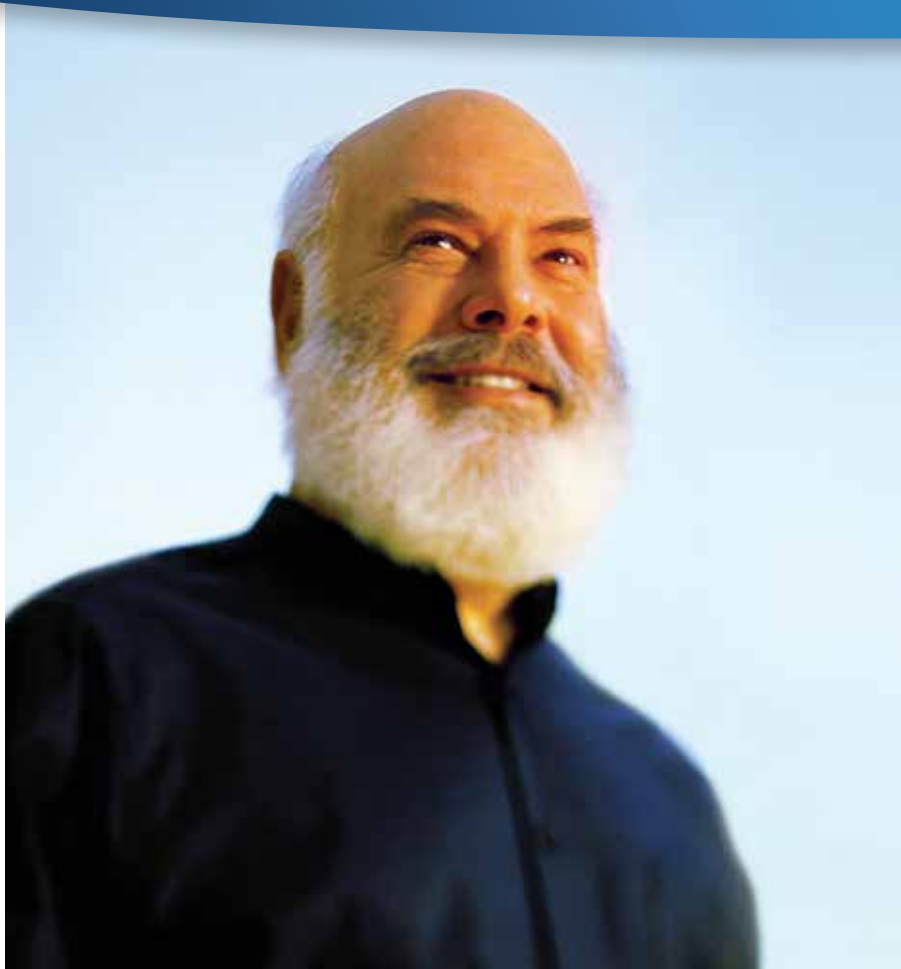
Include. A team event is a perfect opportunity to include people throughout your community or organization who focus on quality of life for older adults. In addition to staff, why not invite Resident Advisory Council members, individual residents, committee members and others so they can learn about and discuss the wellness philosophy? Through their engagement, personal opinions and real-life insights, they can help drive change. They can also help create culture change and advocate on behalf of your initiatives.

Through shared experiences and conversations at the conference and beyond, team members will create the foundation of your future success. A new vision will emerge. One to ignite your organization—and the future of active aging.

Highlights: Why host a company retreat?

- motivate your team at industry and organizational levels
- share learnings together from ICAA's educational program
- engage in brainstorming some strategies to implement new ideas
- build relationships and understanding of wellness
- educate and engage clients
- reward staff with a longer resort stay

ICAA General Sessions



Exploring healthy aging with Dr. Andrew Weil

"This was the first ICAA Conference I have attended. Even though I had been told it was going to be great, it far exceeded my expectations. It was tons of fun and extremely educational. . . . I will most definitely attend again in the future."

Kereen Lazaruko

Recreation Therapist, Community Older Adult, Seniors' Health and Continuing Care, Saskatoon Health Region

Healthy aging: An integrative approach to wellness for older adults

Add to your agenda: October 12, 10:15 a.m.–11:30 a.m.

At the ICAA Conference 2017, individuals whose passion is improving older-adult quality of life can look forward to an inspiring keynote speaker whose focus is an integrative approach to health that encompasses mind, body and spirit plus optimizes well-being through lifestyle.

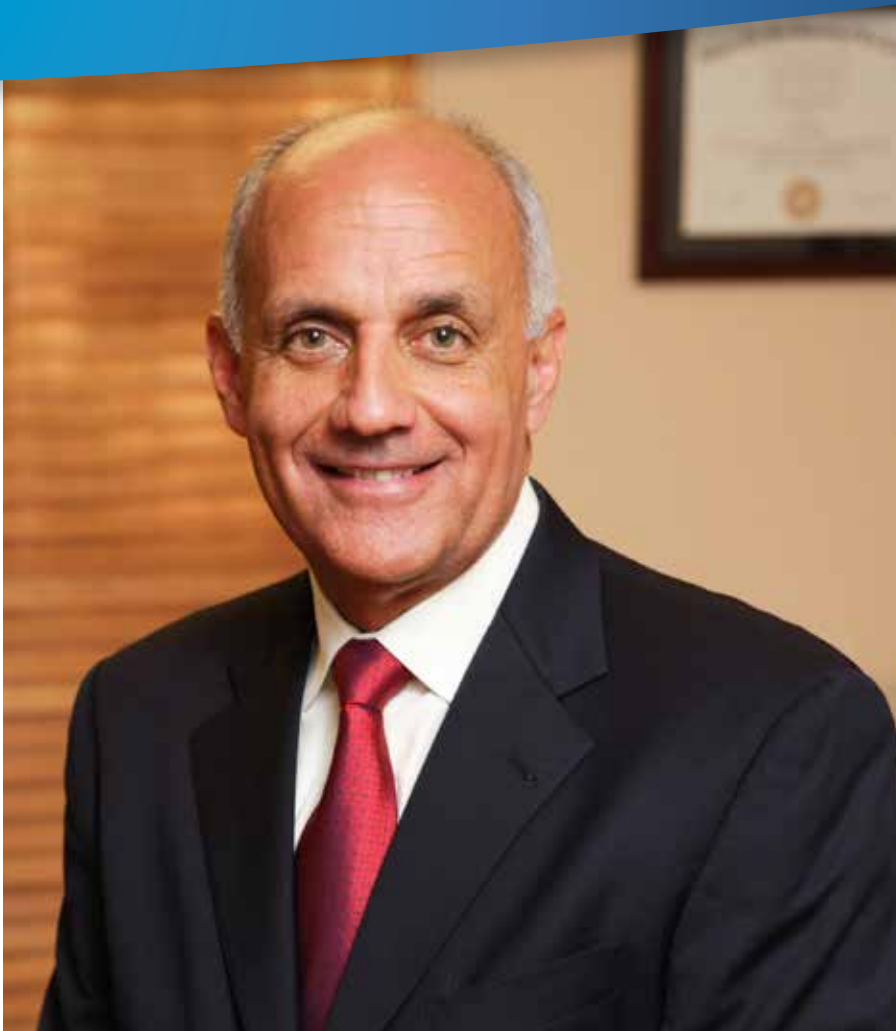
Andrew Weil, MD, is a world-renowned leader and pioneer in the field of integrative medicine. Combining a Harvard education and a lifetime of practicing natural and preventive medicine, Dr. Weil is the founder and director of the University of Arizona Center for Integrative Medicine (AzCIM) in Tucson. There, he also serves as a Clinical Professor of Medicine and Professor of Public Health as well as the Lovell-Jones Professor of Integrative Rheumatology.

A frequent lecturer and guest on talk shows, Dr. Weil is recognized for his views on leading a healthy lifestyle, his philosophy of healthy aging, and his critique of the future of medicine and healthcare. He is an expert on medicinal plants, alternative medicine, and the reform of medical education. The best-selling author has written 15 books on healthy living, including the recent *Mind Over Meds*; *Fast Food, Good Food*; *True Food*; *Spontaneous Happiness*; *Healthy Aging*; and *8 Weeks to Optimum Health*.

Dr. Weil serves as the editorial director of drweil.com, a leading online resource for healthy living based on the philosophy of integrative medicine. In addition, he pens the popular *Dr. Andrew Weil's Self Healing* monthly newsletter.

Special keynote & trade show pass

You aren't able to make the full conference? Come check out what's new in active aging at the **free** ICAA Trade Show on Thursday or Friday. Add one keynote on Thursday for just \$49, or both keynotes for \$75. Registration opens both days at 6:00 a.m.



Surveying an ‘ignited’ future with Dr. Richard Carmona

“The ICAA Conference is a source of rejuvenation for both the attendee and their employers, offering so many practical yet innovative programs that can be applied directly for resident benefit upon return to work. I am never disappointed by all that I gain by attending ICAA.”

Maggie Cooper, LMT, HTPA
*Director, Lifestyles and Wellness,
Asbury Place Kingsport*

What an “ignited” older adult will look like in 2035

**Add to your agenda: October 12,
3:45 p.m.–4:45 p.m.**

How will “ignited” older adults influence expectations of aging over the coming decades as they embrace their potential? And, how will society address these forces of nature? Seismic change is in the works. Hear how technology, science and knowledge will play a role in what people do to live well.

Born to a poor immigrant family in New York City, Richard H. Carmona experienced homelessness, hunger, and health disparities during his youth. The experiences greatly sensitized him to the relationships among culture, health, education and economic status, and ultimately shaped his future.

After dropping out of high school, Dr. Carmona enlisted in the US Army in 1967. By the time he left active duty, he was a Special Forces, combat-decorated Vietnam veteran. He then pursued a college degree and entered medical school at the University of California–San Francisco, where he won the prestigious Gold Cane award as the top graduate.

A surgeon with a subspecialty in trauma, burns and critical care, Dr. Carmona was recruited to Tucson where he successfully established the first trauma system in southern Arizona. Later, while working full time as a hospital and health system CEO, he earned a master’s degree in public health policy and administration at the University of Arizona.

In 2002 Dr. Carmona was nominated by the president and unanimously confirmed by the United States Senate to become the 17th Surgeon General of the United States. After completing his statutory four-year term in 2006, he joined Tucson-based Canyon Ranch as Vice Chairman. Dr. Carmona is President of the nonprofit Canyon Ranch Institute and Distinguished Professor at the Zuckerman College of Public Health at the University of Arizona.

Preconference programs

Top 5 things attendees do with what they learn

- Return to work energized and refreshed for the job **76%**
- Change or update an existing program or activity **72%**
- Apply the trends and ideas that they heard **66%**
- Launch a new program **52%**
- Propose a new initiative at their organization **46%**

Source: 2016 ICAA Conference evaluations

Only \$89 per person.
Register early!
866-335-9777
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Group exercise for people with Parkinson's using the Delay the Disease program

Jackie Russell & David Zid

Add to your agenda: October 11, 8:00 a.m.–5:00 p.m.

Delve into evidenced-based updates about the effects of exercise on the symptomatic management of Parkinson's disease (PD). Research shows that exercise may enhance the process of neuroplasticity (the brain's ability to reorganize itself by forming new nerve connections) and may positively impact progression of PD symptoms. In this workshop, you'll review the etiology (cause) and clinical presentation of PD. Following interactive symptom-specific exercises, you'll be able to integrate evidenced-based components of exercise protocols for people with PD into a group fitness program. This session will also include a review of appropriate assessment tools and outcome measures to evaluate people living with PD. Learn methods for class structure, intake protocols, risk stratification and class organization as well.

You'll be able to:

- Understand basic etiology and clinical presentation for PD.
- Describe how exercise may enhance the process of neuroplasticity and impact symptoms.
- Give examples of evidence-based interventions and safe exercise prescription for adults with PD based on their impairments and stage of disease.
- Discuss the importance of motivation, enthusiasm, optimism and methods of teaching.
- Integrate knowledge and teaching techniques to create and lead a community-based group exercise program for people with PD based on the Delay the Disease fitness agenda.

Faculty: Jackie Russell, RN, BSN, CNOR, Cofounder and Program Development Coordinator, and David Zid,

BA, ACE, APG, Cofounder and Director Movement Disorders/MSK Wellness, OhioHealth Delay the Disease™.

CEUs awarded

Splash! Training for life's "chutes and ladders" with a "Surf to Turf" approach to activity

Mary E. Sanders, Cathy Maloney-Hills & Yoko Holcombe

Add to your agenda: October 11, 8:30 a.m.–4:45 p.m.

Your participants may face mobility challenges such as joint replacements, unexpected illnesses, hospitalizations or injuries that sideline them from activities of daily living (ADL) and their favorite sports. This workshop will address specific periods along the continuum of health when a "surf to turf" program can help participants regain mobility as they encounter events such as pre-op training, post-rehab and/or fitness conditioning. Discover how participants can actively respond to the "chutes" in life, with conditioning programs that move them up the mobility "ladder" for better ADL and/or favorite sports like bocce ball.

You'll be able to:

- Examine exercise responses to events such as pre-/post-surgery, including challenges and options for lower body and spine conditions.
- Explore the role of therapy versus fitness training for participants preparing for surgery and afterward.
- Identify progressions designed to return participants to ADL and selected sports play.
- Practice "Surf & Turf":
 - aquatic and land-based exercise options and modifications for pre-surgical training, post-rehab and reconditioning for ADL and a return to activity and sports play;
 - effective and motivational cueing skills and leadership tips that guide participants to successful exercise performance;

- complete shallow-water workout targeting muscular power for life and sports.

Faculty: Mary E. Sanders, PhD, RCEP, CDE, FACSM, Registered Clinical Exercise Physiologist, School of Medicine, University of Nevada, Reno; Cathy Maloney-Hills, PT, DPT, Aquatic Lead Therapist, 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. 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



"Going to the ICAA Conference gave me the opportunity to not only network with other professionals, but to gain a new perspective on the importance of promoting active aging to our community—it's not just about exercise."

Britnee Cason

*Fitness Programming Manager,
Williamsburg Landing*

Industry suppliers workshop



Learn how your buyers think

**Add to your agenda: October 11,
9:00 a.m.–5:00 p.m.**

Buyers in the field will share their wants and needs in this *must attend* event for product designers, industry suppliers, marketers and sales staff whose passion it is to sell/market products or services that contribute to resident wellness in senior living communities. In this workshop, you'll hear from key industry leaders in active-adult communities, independent living, life plan/continuing care retirement communities, assisted living and long-term care/therapy. Each 45-minute session will include two 15-minute presentations followed by 15 minutes where presenters take questions from the audience. Gain a valuable "road map" that will help you reach your buyers more effectively.

Faculty: Multiple presenters.

Kicking off your day ...

9:00 a.m.–9:45 a.m.

The hottest wellness opportunities in active aging

Opportunities abound for suppliers of health, exercise and wellness

products that support the concept of active aging. But given the wide array of solutions, what platforms are most opportunistic based on unmet consumer needs? By analyzing the importance of various wellness-related topics and comparing with specific levels of satisfaction, this session will identify gaps that provide specific focus. Learn how these opportunities will impact senior living and how you can create meaningful and relevant marketing strategies.

You'll be able to:

- Explore the drivers of a healthy, balanced, active lifestyle.
- Measure specific levels of importance and satisfaction of various wellness metrics.
- Analyze gaps that are driving the wellness market.
- Develop specific opportunities for your business.

Faculty: Steve French, MBA, Managing Partner, The Natural Marketing Institute (NMI).

The per-person fee to attend this workshop is \$500.

Cognitive wellness preconference

Brain health: The ROI of cognitive wellness in active aging

Cynthia R. Green, multiple presenters

**Add to your agenda: October 11,
9:00 a.m.–5:00 p.m.**

Brain health is a leading “next level” amenity in active-aging settings, but how do you know what the return on your investment will be when you add cognitive training to your wellness initiative? Brain health expert Dr. Cynthia Green (Total Brain Health) chairs this exciting day of learning, featuring industry thought leaders across corporate wellness leadership, program development and cognitive science. Whether you are an emerging professional or seasoned administrator, you will leave with a deeper understanding of the potential added value of a brain-health initiative to your wellness offerings, and clear steps towards implementation.

Only \$89 per person.

Register early!

866-335-9777

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You'll be able to:

- Gain an in-depth understanding of current concepts in brain-training methodologies for active aging and the scientific rationale behind them.
- Learn from thought leaders in wellness about the ROI cognitive programs have brought to their wellness initiatives across engagement, implementation and additional outcomes.
- Understand the value of and hear about different modalities for cognitive programs in memory care settings.
- Leave with a working strategy to further identify the added value of cognitive wellness programming to the overall wellness initiative in your community or organization.

CEUs awarded

9:00 a.m.–10:00 a.m. Current concepts in cognitive health

Review of the current brain-health science and popular methodologies of brain-training delivery in active aging, including neurotechnical approaches, cognitive stimulation and group-based training modalities. **Faculty:** Cynthia Green, PhD, CEO, Total Brain Health.

10:15 a.m.–11:15 a.m. Brain health and your wellness initiative: Perfect together?

A review of the value of brain-health programming to the promotion and delivery of wellness initiatives in active-aging settings. **Faculty:** Cynthia Green, PhD, CEO, Total Brain Health.

11:15 a.m.–12:15 p.m. The corporate perspective: Cognitive programs for wellness initiatives

Brain health ties to many aspects of wellness, and offers an opportunity to highlight the additional cognitive value of many existing wellness programs and services. Corporate directors of wellness across varying size companies will present their perspectives on the ROI that cognitive programs have brought

to their company's wellness initiatives.

Topics covered will include such things as engagement, implementation, integration and outcomes. **Faculty:** Stacey Judge, BS, CG, Director of Wellness, Springpoint; Theresa Perry, MBA, BS, Corporate Director of Wellness Services, Acts Retirement-Life Communities; and Carol Cummings, BSN, RN, Senior Director, Optimum Life Engagement and Innovation, Resident and Family Engagement, Brookdale Senior Living.

1:15 p.m.–2:15 p.m. Roundtable working session: Where's your brain health? Discovering opportunities for brain health in your wellness initiatives

Small breakout groups will discuss and do working exercises with the presenters to help attendees apply learned concepts regarding the value of brain-health programming to their existing or future wellness initiatives. **Faculty:** All presenters.

2:30 p.m.–3:30 p.m. Panel: Brain wellness across the cognitive continuum: Cognitive programs for memory care

Brain-wellness initiatives should include opportunities for residents/clients with cognitive challenge to engage in interventions demonstrated by the evidence to promote better quality of life and wellness in those populations. This panel will present different methodologies for offering cognitive engagement in memory care settings. **Faculty:** Peggy Bargmann, RN, BSN, Director, Brain Fitness Clubs; Andrew Tubman, BS, MT-BC, Chief Clinical Officer, SingFit; and Cynthia Green, PhD, CEO, Total Brain Health (Moderator).

3:30 p.m.–4:30 p.m. Questions & answers

Faculty: Cynthia Green, PhD, CEO, Total Brain Health (Moderator); all presenters.

Preconference presenters



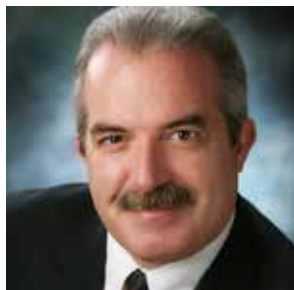
Peggy Bargmann, RN, BSN

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.



Carol Cummings, BSN, RN

Carol Cummings is a nationally recognized expert on senior health and well-being. For the first half of her 30-year nursing career, Cummings cared for older adults in clinical settings. For the past 15 years, she has worked as a wellness professional for Brookdale. In her current role as senior director of Optimum Life® engagement and innovation, Cummings creates programs and services designed to integrate whole-person wellness into Brookdale's culture. Her passion is empowering older adults to live life to the fullest.



Steve French, MBA

Steve French is managing partner and co-owner of the Natural Marketing Institute (NMI), a leading international strategic-marketing consulting and market-research firm specializing in health and wellness. With over 30 years of strategic-marketing expertise and a Master of Business Administration degree in marketing from the University of Scranton, French has accumulated extensive insight and knowledge into today's global consumer and market trends. He has pioneered a range of large-scale consumer databases based on over one million global consumer interviews.



Cynthia R. Green, PhD

Cynthia R. Green is a clinical psychologist, author and noted expert in memory and brain health. She 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. Currently, Green serves on the International Council on Active Aging Advisory Board. She frequently presents on brain health at professional conferences, to the lay public, and in the media.



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.



Stacey Judge, BS, CG

Stacey Judge is the community wellness program director at Springpoint Senior Living. Springpoint's program LivWell received the 2014 Excellence in Innovation Award from LeadingAge New Jersey. Judge has more than 25 years of experience in the health, fitness and wellness industries with the last 13 years concentrating on programs for healthy aging.

Preconference presenters



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.



Jackie Russell, RN, BSN, CNOR

Jackie Russell is a graduate of the Ohio State University and has been employed in a variety of surgical nursing specialties. She is the cofounder and program development coordinator for OhioHealth Delay the Disease™, a wellness program for people with Parkinson's disease. Russell has been a featured speaker with David Zid, her partner in Delay the Disease, at many Parkinson's disease symposia in the United States and Canada. She has also been involved with teaching healthcare professionals about Parkinson's-specific practice.



Andrew Tubman, BS, MT-BC

Andrew Tubman is chief clinical officer of SingFit. Tubman is a certified music therapist with a degree from Temple University and more than 15 years of experience in clinical practice. He is the founder of Integrative Music Therapy Services (IMTS) and the cofounder of Musical Health Technologies (also known as SingFit).



Theresa Perry, BS, MBA, RD

Theresa Perry has a Bachelor of Science degree from Florida International University and a Master of Business Administration degree from Florida Atlantic University. Perry is a registered dietitian. She serves as corporate director of wellness services for Acts Retirement-Life Communities. In her role, Perry works with all 21 communities to ensure that the ACTS Wellness culture is supported throughout the organization.



Mary E. Sanders, PhD, RCEP, CDE

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



David Zid, BA, ACE, APG

David Zid is a graduate of Ohio State University and a professional fitness instructor. In 2006, he collaborated with Jackie Russell to create Delay the Disease, a Parkinson's-specific group-exercise program. Certified through ACE and APG as a personal trainer and functional fitness trainer, respectively, Zid is the owner and president of personal training company David Zid Health Works. He is currently the director for movement disorders/musculoskeletal wellness at OhioHealth Delay the Disease and cofounder of Delay the Disease.

Reception En Blanc: An experience to remember



ICAA Reception En Blanc

Thursday, October 12
7:15 p.m.–9:15 p.m.
Gaylord Palms' Coquina Lawn
(held indoors in bad weather)

Dress code: White clothing preferred, but everybody is welcome.

Don your finest whites for ICAA's first Reception En Blanc. This chic welcome to the ICAA Conference 2017 will take place at Gaylord Palms' Coquina Lawn. Featuring lush foliage, palms and

outdoor fireplaces, the tropical gardens will provide an intimate backdrop for this evening affair.

Violinists will stroll the grounds as you socialize over gourmet delights and light refreshments. You'll enjoy invigorating conversations with like-minded people from across the settings and sectors that create the active-aging industry. (Don't forget your business cards!) And, while you're at it, why not challenge team members or industry colleagues to a game of jumbo chess or checkers on the lawn?

The Reception En Blanc is a fun, inviting way to ease into the conference on your first evening. Afterwards, if you so choose, continue your socializing and fun at Wreckers Bar, mere steps away. **Cash bar.**

Reception sponsored by



Session guide

How to use session information

The pointers below will help you make 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**

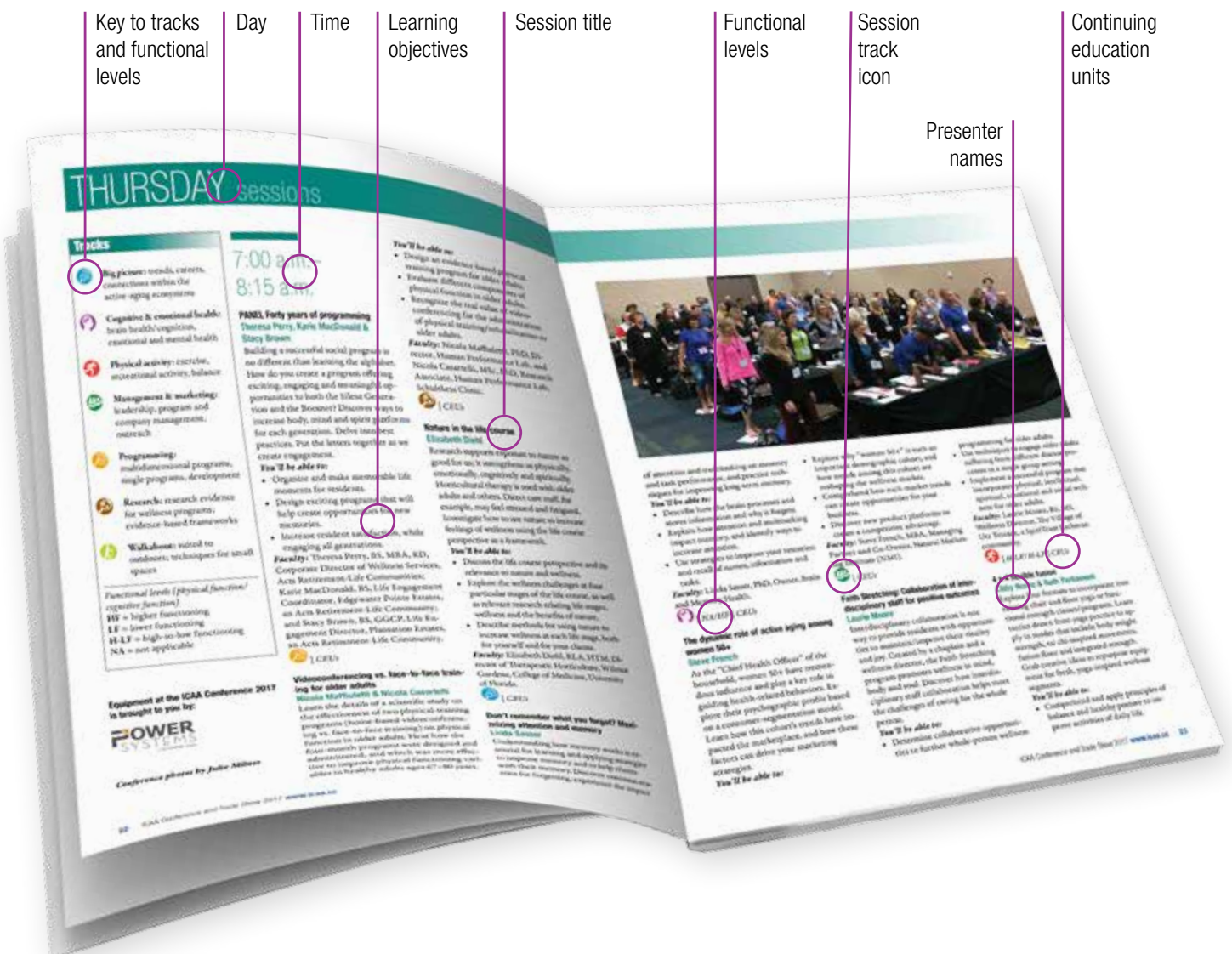
Seminars at a Glance

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

Session descriptions

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

Session pages



Tracks

These icons will help you tailor the educational program to presentations of most value 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

Critical for overall health, physical movement can be added to almost any activity. Sessions

cover the range from formal exercise to recreational activity; class structure to specific goals; high-functioning to low-functioning older adults. Look for the levels of function indicated.



Management & marketing

Growing in your job means refining management and leadership skills. 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, families and business partners.



Programming

A program can be a multidimensional calendar of activities, or a single ongoing activity or class. Discover both types here, to help you manage and staff the whole schedule or focus on a single activity, class or sequence. Transfer the lessons learned by others to your own situation.



Research

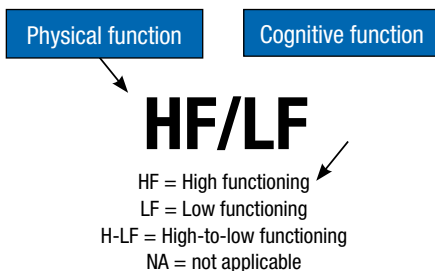
It's not always simple to separate opinions from facts, or discover an approach shown to be successful. There is increasing priority on using research evidence for wellness programming. You can get the facts and evidence-based frameworks in these sessions.



Walkabout

You can lead walking groups even with few sidewalks/trails. Walking combines social, cognitive and physical challenge into a single activity with the bonus of being outdoors. Go outside and follow techniques to use small spaces for great impact. Wear walking shoes (ICAA will hold onto your bags).

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, October 12, 2017

7:00 a.m.– 8:15 a.m.	PANEL Forty years of programming <i>Theresa Perry, Karie MacDonald & Stacy Brown</i> 	Videoconferencing vs. face-to-face training for older adults <i>Nicola Maffiuletti & Nicola Casartelli</i> 	Nature in the life course <i>Elizabeth Diehl</i> 	Don't remember what you forgot? Maximizing attention and memory <i>Linda Sasser</i>  NA/HF
8:30 a.m.– 10:00 a.m.	PANEL Beyond entertainment: Utilizing outcomes and innovation to elevate programming <i>Sara Kyle, Jolene Moore, Bethany Garrity & Kelly Stranburg</i> 	PANEL A CEO's perspective on healthy aging <i>Susan Docherty, Sean O'Connell, Mike Siemens & Stephanie Ludwig</i> 	Starting and developing a retirement living theater group <i>Nathaniel Szkil</i> 	Treatment by design: Neuroscience and aging well <i>Joshua Freitas</i>  HF/LF
10:15 a.m.– 11:30 a.m.	ICAA GENERAL SESSION <i>Dr. Andrew Weil</i>	ICAA GENERAL SESSION <i>Dr. Andrew Weil</i>	ICAA GENERAL SESSION <i>Dr. Andrew Weil</i>	ICAA GENERAL SESSION <i>Dr. Andrew Weil</i>
11:45 a.m.– 3:30 p.m.	TRADE SHOW GRAND OPENING/ BUYERS LAB Sun Ballroom	TRADE SHOW GRAND OPENING/ BUYERS LAB Sun Ballroom	TRADE SHOW GRAND OPENING/ BUYERS LAB Sun Ballroom	TRADE SHOW GRAND OPENING/ BUYERS LAB Sun Ballroom
3:45 p.m.– 4:45 p.m.	ICAA GENERAL SESSION <i>Dr. Richard Carmona</i>	ICAA GENERAL SESSION <i>Dr. Richard Carmona</i>	ICAA GENERAL SESSION <i>Dr. Richard Carmona</i>	ICAA GENERAL SESSION <i>Dr. Richard Carmona</i>
5:00 p.m.– 6:30 p.m.	Poof, now you are a manager <i>Karen Woodard</i> 	Creative aging exploration: Four inspiring and engaging programs <i>Roxy Kline</i> 	Nutritional self-management strategies for older adults with diabetes <i>Ashley Bronston</i> 	Dance walk 2017 <i>Peggy Buchanan, Pat VanGalen & David Dworkin</i>  HF/HF
7:15 p.m.– 9:15 p.m.	ICAA RECEPTION EN BLANC Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC	ICAA RECEPTION EN BLANC Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC	ICAA RECEPTION EN BLANC Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC	ICAA RECEPTION EN BLANC Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC


















This schedule is subject to change.

<p>The dynamic role of active aging among women 50+</p> <p><i>Steve French</i></p> 	<p>Faith Stretching: Collaboration of interdisciplinary staff for positive outcomes</p> <p><i>Laurie Moore</i></p>  H-LF/H-LF	<p>4 x 4 flexible fusion</p> <p><i>Libby Norris & Ruth Parliament</i></p>  HF/HF	<p>PANEL Wearable and artificial intelligence technology: Changing how we live, work and play</p> <p><i>Brent Bauer & Lilian Myers</i></p> 	
<p>PANEL The physical therapy/wellness connection: What's next?</p> <p><i>Martha Schram, Dan Hirschfield, Lori Schrod & Michael Capstick</i></p> 	<p>Functional aging circuits</p> <p><i>Dan Ritchie</i></p>  HF/HF	<p>Fall risk reduction: Are we barking up the wrong tree?</p> <p><i>Pat VanGalen</i></p>  HF/HF	<p>ROI-Return on inspiration</p> <p><i>Petra Kolber</i></p> 	<p>OPEN SPACE LEARNING Women in wellness</p> <p><i>Tara Dinyer</i></p> 
<p>ICAA GENERAL SESSION</p> <p><i>Dr. Andrew Weil</i></p>	<p>ICAA GENERAL SESSION</p> <p><i>Dr. Andrew Weil</i></p>	<p>ICAA GENERAL SESSION</p> <p><i>Dr. Andrew Weil</i></p>	<p>ICAA GENERAL SESSION</p> <p><i>Dr. Andrew Weil</i></p>	<p>ICAA GENERAL SESSION</p> <p><i>Dr. Andrew Weil</i></p>
<p>TRADE SHOW GRAND OPENING/ BUYERS LAB</p> <p>Sun Ballroom</p>	<p>TRADE SHOW GRAND OPENING/ BUYERS LAB</p> <p>Sun Ballroom</p>	<p>TRADE SHOW GRAND OPENING/ BUYERS LAB</p> <p>Sun Ballroom</p>	<p>TRADE SHOW GRAND OPENING/ BUYERS LAB</p> <p>Sun Ballroom</p>	<p>TRADE SHOW GRAND OPENING/ BUYERS LAB</p> <p>Sun Ballroom</p>
<p>ICAA GENERAL SESSION</p> <p><i>Dr. Richard Carmona</i></p>	<p>ICAA GENERAL SESSION</p> <p><i>Dr. Richard Carmona</i></p>	<p>ICAA GENERAL SESSION</p> <p><i>Dr. Richard Carmona</i></p>	<p>ICAA GENERAL SESSION</p> <p><i>Dr. Richard Carmona</i></p>	<p>ICAA GENERAL SESSION</p> <p><i>Dr. Richard Carmona</i></p>
<p>PANEL Innovative trends in technology and wellness</p> <p><i>Mary Furlong, Ted Fisher, Laurie Orlov & Rebecca Shaw</i></p> 	<p>Mindfulness matters- Make it easy!</p> <p><i>Nanette Tummers</i></p> 	<p>Engaging residents to become "Research Pioneers" in studies for fall risk management</p> <p><i>Cynthia Gibson-Horn & Kim Eichinger</i></p> 	<p>How to ACE your digital marketing strategy</p> <p><i>Robin Craig & Tyler Honzel</i></p> 	<p>OPEN SPACE LEARNING Ignite the future of active aging</p> <p><i>Tara Dinyer</i></p> 
<p>ICAA RECEPTION EN BLANC</p> <p>Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC</p>	<p>ICAA RECEPTION EN BLANC</p> <p>Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC</p>	<p>ICAA RECEPTION EN BLANC</p> <p>Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC</p>	<p>ICAA RECEPTION EN BLANC</p> <p>Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC</p>	<p>ICAA RECEPTION EN BLANC</p> <p>Gaylord Palms' Coquina Lawn Sponsored by NuStep, LLC</p>












Seminars at a glance Friday, October 13, 2017

6:30 a.m.– 7:45 a.m.				
6:30 a.m.– 7:45 a.m.	EXPERIENCE LAB/ EARLY-MORNING WORKOUTS Sun Ballroom	EXPERIENCE LAB/ EARLY-MORNING WORKOUTS Sun Ballroom	EXPERIENCE LAB/ EARLY-MORNING WORKOUTS Sun Ballroom	EXPERIENCE LAB/ EARLY-MORNING WORKOUTS Sun Ballroom
8:00 a.m.– 9:30 a.m.	Nothing that's forever is forever interesting! <i>Peggy Buchanan</i> 	How music and technology are elevating cognitive care <i>Andrew Tubman</i>  LF/LF	How to develop, im- plement and evaluate effective fall prevention programs <i>Vicky Scott</i> 	Brain Boosters for stress management <i>Terry Ferebee Eckmann</i>  HF/HF
9:45 a.m.– 10:45 a.m.	DESIGN LAB Sun Ballroom	DESIGN LAB Sun Ballroom	DESIGN LAB Sun Ballroom	DESIGN LAB Sun Ballroom
11:00 a.m.– 12:30 p.m.	Inviting difficult conversation <i>Karen Woodard</i> 	PANEL Person-centered wellness and care: An equation for success <i>Leah Klusch, Renee Kinder, Melissa Allen & Angela McAllister</i> 	Buds to blossoms– Fostering intergenerational relationships <i>Salimah Walij-Shivji & Connie Hesjedal</i> 	Foods, nutrients and dietary patterns for healthy aging <i>Katherine Tucker</i> 
12:35 p.m.– 3:00 p.m.	BUYERS LAB/ICAA TRADE SHOW Sun Ballroom	BUYERS LAB/ICAA TRADE SHOW Sun Ballroom	BUYERS LAB/ICAA TRADE SHOW Sun Ballroom	BUYERS LAB/ICAA TRADE SHOW Sun Ballroom
3:15 p.m.– 4:30 p.m.	Mining the gems within: Spirit and dementia <i>Carol Hassell & Stacy Flemming</i> 	Seven essential elements of building a business case for wellness <i>Hollie Fowler</i> 	Make every connection matter: Experiences for spirit, mind and body <i>Roxy Kline</i> 	Healing gardens: The right garden for the right client <i>Elizabeth Diehl & Jack Carman</i> 
4:45 p.m.– 6:15 p.m.	The power of harnessing hospitality in your community <i>David Koelling</i> 	Holistic programming: The science of purpose and social connection <i>Bethany Garrity</i> 	Producing the next generation of leaders <i>Maria Connelly</i> 	Integrating individual characteristics with physical activity: The role of personality <i>Laura Covert</i> 

This schedule is subject to change.

<p>Conductorcise celebrates 10 years presenting with ICAA + engaging Alzheimer's <i>David Dworkin</i></p>  HF/LF	<p>Medicine for the aging brain and neurologic disease progression—Exercise! <i>Jackie Russell & David Zid</i></p>  H-LF/H-LF	<p>Body Bar Flex brain/body balance <i>June Kahn</i></p>  HF/HF		
<p>EXPERIENCE LAB/EARLY-MORNING WORKOUTS Sun Ballroom</p>	<p>EXPERIENCE LAB/EARLY-MORNING WORKOUTS Sun Ballroom</p>	<p>EXPERIENCE LAB/EARLY-MORNING WORKOUTS Sun Ballroom</p>	<p>EXPERIENCE LAB/EARLY-MORNING WORKOUTS Sun Ballroom</p>	<p>EXPERIENCE LAB/EARLY-MORNING WORKOUTS Sun Ballroom</p>
<p>PANEL A new paradigm for old age <i>Mary Furlong & Margaret Drumheller</i></p> 	<p>Great regressions <i>Libby Norris & Ruth Parliament</i></p>  HF/HF	<p>Making tai chi simple for you and your community <i>Dianne Bailey</i></p>  HF/HF	<p>Community asset mapping: From domains to practice <i>Laura Caron-Parker & Felicia Chew</i></p> 	<p>Spell your name walking workout <i>Tracey Harvey & Donna Diedrich</i></p>  HF/HF
<p>DESIGN LAB Sun Ballroom</p>	<p>DESIGN LAB Sun Ballroom</p>	<p>DESIGN LAB Sun Ballroom</p>	<p>DESIGN LAB Sun Ballroom</p>	<p>DESIGN LAB Sun Ballroom</p>
<p>PANEL Innovative ideas from award-winning programs <i>Jana Decker & ICAA Innovators Award winners</i></p> 	<p>Brain, body and balance at the barre <i>Julie Schuster & Allissa Raway</i></p>  HF/HF	<p>Balance to the BEAT <i>Cammy Dennis & Jessica Pinkowski</i></p>  HF/HF		
<p>BUYERS LAB/ICAA TRADE SHOW Sun Ballroom</p>	<p>BUYERS LAB/ICAA TRADE SHOW Sun Ballroom</p>	<p>BUYERS LAB/ICAA TRADE SHOW Sun Ballroom</p>	<p>BUYERS LAB/ICAA TRADE SHOW Sun Ballroom</p>	<p>BUYERS LAB/ICAA TRADE SHOW Sun Ballroom</p>
<p>PANEL The intergenerational imperative <i>Lori Bitter & panelists TBA</i></p> 	<p>A body balance class demonstrating the power of posture <i>Dayna Stoddart</i></p>  HF/HF	<p>The whole package: Current trends in programming for older adults <i>Kimberly Huff</i></p>  HF/HF	<p>Moving to happiness—Living the prosperous life after 50 <i>Petra Kolber</i></p> 	
<p>Those who can, teach: Peer-led training in brain fitness <i>Cynthia Green & Stacy Brown</i></p>  HF/HF	<p>Neuroplasticity can be as easy as child's play! <i>Cody Sipe & Denise Medved</i></p>  LF/HF	<p>Hip senior exercises <i>Laurie Denomme</i></p>  HF/HF	<p>PANEL Wellness: A resident point of view <i>Kelly Stranburg & residents of Sharon Towers</i></p> 	

Seminars at a glance Saturday, October 14, 2017

7:00 a.m.– 8:15 a.m.	Engaging autonomy in older adults for improved outcomes <i>Stacey Zeigler & Diane Clark</i> 	Take the struggle out of communications: Use this proven approach <i>Jennifer Rawlings & Jason Brennan</i> 	Yoga for the ages <i>June Kahn</i>  HF/HF	Dance blast <i>Terry Ferebee Eckmann</i>  HF/HF	Fast to slow: Did my power, speed and agility go? <i>Pat VanGalen</i>  HF/HF
8:30 a.m.– 9:45 a.m.	Implementing research into practice for effective outcomes <i>Vicky Scott</i> 	Games brain play: Bringing next level gamification to cognitive wellness <i>Cynthia Green</i>  HF/HF	Walking for optimal bone health: Managing osteoporosis in older adults <i>Neely Sullivan</i>  HF/HF	Golden oldies groove and gait <i>Cammy Dennis & Jessica Pinkowski</i>  HF/HF	Turn back the clock: Reducing sarcopenia in older adults <i>Katherine McDonnell & Rhonda Zonoozi</i>  HF/HF
10:00 a.m.– 11:15 a.m.	Bridging the gap from clinical wellness to functional well-being <i>Jordan Morrow</i> 	Herding cats: The art of matrix management <i>Hollie Fowler</i> 	Chair Chi: Seated tai chi for the movement-impaired populations <i>Patrick Griffith</i>  LF/H-LF	Wellness program discovery for enhanced engagement <i>Sarah Robertson</i> 	Aging and movement—The cognitive connection <i>Sharlyn Green</i>  HF/LF

This schedule is subject to change.

Tracks



Big picture: trends, careers, connections within the active-aging ecosystems



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



Physical activity: exercise, recreational activity, balance



Management & marketing: leadership, program and company management, outreach



Programming: multi-dimensional programs, single programs, development



Research: research evidence for wellness programs; evidence-based frameworks



Walkabout: suited to outdoors; techniques for small spaces

Functional levels (physical function/cognitive function)

HF = higher functioning

LF = lower functioning

H-LF = high-to-low functioning

NA = not applicable

ICAA management stream

Are you seeking the market intelligence to shape your organization's present and future goals and operations? The ICAA Conference 2017 has a management stream designed just for you.

ICAA's educational and networking event focuses exclusively on achieving quality of life through wellness. A culture that promotes wellness benefits the health of your residents or members—and your bottom line.

Below are some of the sessions presented at this year's conference that will benefit you in your role as CEO, president, vice president, executive director, developer or manager. There are many other sessions to experience as well. Detailed descriptions of all conference sessions appear on the following pages.

Thursday, October 12

7:00 a.m.–8:15 a.m.

The dynamic role of active aging among women 50+

Steve French, Natural Marketing Institute (NMI)

PANEL Wearable and artificial intelligence technology: Changing how we live, work and play

Brent Bauer, Mayo Clinic and Well Living Lab; Lilian Myers, IBM's Watson Health Consumer Group

8:30 a.m.–10:00 a.m.

PANEL A CEO's perspective on healthy aging

Susan Docherty, Sean O'Connell, Mike Siemens and Stephanie Ludwig, Canyon Ranch

PANEL The physical therapy/wellness connection: What's next?

Martha Schram Aegis Therapies; Dan Hirschfield, Genesis Rehab Services/Respiratory Health Services/Internation-

al Operations and GRS Academy; Lori Schrodtt, Western Carolina University; Michael Capstick, Select Rehabilitation, Inc.

5:00 p.m.–6:30 p.m.

Poof, now you are a manager

Karen Woodard, Premium Performance Training

PANEL Innovative trends in technology and wellness

Mary Furlong, Mary Furlong and Associates; Ted Fisher, Hasbro; Laurie Orlov, Aging in Place Technology Watch; Rebecca Shaw, Sodexo

How to ACE your digital marketing strategy

Robin Craig, MBK Senior Living; Tyler Honzel, G5 Search Marketing

Friday, October 13

8:00 a.m.–9:30 a.m.

PANEL A new paradigm for old age

Mary Furlong, Mary Furlong and Associates; Margaret Drumheller, AARP

Community asset mapping: From domains to practice

Laura Caron-Parker, Genesis Rehab Services–Vitality to You (V2U); Felicia Chew, Genesis Rehab Services

11:00 a.m.–12:30 p.m.

Inviting difficult conversation

Karen Woodard, Premium Performance Training

PANEL Person-centered wellness and care: An equation for success

Leah Klusch, The Alliance Training Center; Renee Kinder, Encore Rehabilitation; Melissa Allen, Riverview Healthcare Center; Angela McAllister, Signature HealthCare

3:15 p.m.–4:30 p.m.

Seven essential elements of building a business case for wellness

Hollie Fowler, Prestige Care, Inc.

The intergenerational imperative

Lori Bitter, The Business of Aging; additional panelists to be announced

4:45 p.m.–6:15 p.m.

The power of harnessing hospitality in your community

David Koelling, Strategic Dining Services

Producing the next generation of leaders

Maria Connelly, THEWELLESSEEDGE

PANEL Wellness: A resident point of view

Kelly Stranburg and residents, Sharon Towers

Saturday, October 14

7:00 a.m.–8:15 a.m.

Engaging autonomy in older adults for improved outcomes

Stacey Zeigler, Clarkson University; Diane Clark, University of Alabama at Birmingham

Take the struggle out of communications: Use this proven approach

Jennifer Rawlings, Asbury Inverness Village; Jason Brennan, Asbury Communities

10:00 a.m.–11:15 a.m.

Bridging the gap from clinical wellness to functional well-being

Jordan Morrow, Westminster Village

Herding cats—The art of matrix management

Hollie Fowler, Prestige Care, Inc.

THURSDAY sessions

Tracks



Big picture: trends, careers, connections within the active-aging ecosystems



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



Physical activity: exercise, recreational activity, balance



Management & marketing: leadership, program and company management, outreach



Programming: multi-dimensional programs, single programs, development



Research: research evidence for wellness programs; evidence-based frameworks



Walkabout: suited to outdoors; techniques for small spaces

*Functional levels (physical function/
cognitive function)*

HF = higher functioning

LF = lower functioning

H-LF = high-to-low functioning

NA = not applicable

Equipment at the ICAA Conference 2017
is brought to you by



Conference photos by Julie Milner

7:00 a.m.–
8:15 a.m.

PANEL Forty years of programming Theresa Perry, Karie MacDonald & Stacy Brown

Building a successful social program is no different than learning the alphabet. How do you create a program that offers exciting, engaging and meaningful opportunities to both the Silent Generation and the Boomer? Discover ways to increase body, mind and spirit platforms for each generation. Delve into best practices. Put the letters together as we create engagement.

You'll be able to:

- Organize and make memorable life moments for residents.
- Design exciting programs that will help create opportunities for new memories.
- Increase resident satisfaction, while engaging all generations.

Faculty: Theresa Perry, BS, MBA, RD, Corporate Director of Wellness Services, Acts Retirement-Life Communities; Karie MacDonald, BS, Life Engagement Coordinator, Edgewater Pointe Estates, an Acts Retirement-Life Community; and Stacy Brown, BS, GGCP, Life Engagement Director, Plantation Estates, an Acts Retirement-Life Community.



| CEUs

Videoconferencing vs. face-to-face training for older adults

Nicola Maffioletti & Nicola Casartelli

Learn the details of a scientific study on the effectiveness of two physical-training programs (home-based videoconferencing vs. face-to-face training) on physical function in older adults. Hear how the four-month programs were designed and administered, and which was more effective to improve physical functioning variables in healthy adults ages 67–80 years.

You'll be able to:

- Design an evidence-based physical training program for older adults.
- Evaluate different components of physical function in older adults.
- Recognize the real value of videoconferencing for the administration of physical training/rehabilitation to older adults.

Faculty: Nicola Maffioletti, PhD, Director, Human Performance Lab, and Nicola Casartelli, MSc, PhD, Research Associate, Human Performance Lab, Schulthess Clinic.



| CEUs

Nature in the life course

Elizabeth Diehl

Research supports exposure to nature as good for us; it strengthens us physically, emotionally, cognitively and spiritually. Horticultural therapy is used with older adults and others. Direct care staff, for example, may feel stressed and fatigued. Investigate how to use nature to increase feelings of wellness using the life course perspective as a framework.

You'll be able to:

- Discuss the life course perspective and its relevance to nature and wellness.
- Explore the wellness challenges at four particular stages of the life course, as well as relevant research relating life stages, wellness and the benefits of nature.
- Describe methods for using nature to increase wellness at each life stage, both for yourself and for your clients.

Faculty: Elizabeth Diehl, RLA, HTM, Director of Therapeutic Horticulture, Wilmot Gardens, College of Medicine, University of Florida.



| CEUs

Don't remember what you forgot? Maximizing attention and memory Linda Sasser

Understanding how memory works is essential for learning and applying strategies to improve memory and to help clients with their memory. Discover common reasons for forgetting, experience the impact




of attention and multitasking on memory and task performance, and practice techniques for improving long-term memory.

You'll be able to:

- Describe how the brain processes and stores information and why it forgets.
- Explain how attention and multitasking impact memory, and identify ways to increase attention.
- Use strategies to improve your retention and recall of names, information and tasks.

Faculty: Linda Sasser, PhD, Owner, Brain and Memory Health.

 | NA/HF | CEUs

The dynamic role of active aging among women 50+

Steve French

As the “Chief Health Officer” of the household, women 50+ have tremendous influence and play a key role in guiding health-related behaviors. Explore their psychographic profile based on a consumer-segmentation model. Learn how this cohort’s trends have impacted the marketplace, and how these factors can drive your marketing strategies.

You'll be able to:

- Explore why “women 50+” is such an important demographic cohort, and how trends among this cohort are reshaping the wellness market.
- Comprehend how such market trends can create opportunities for your business.
- Discover new product platforms to create a competitive advantage.

Faculty: Steve French, MBA, Managing Partner and Co-Owner, Natural Marketing Institute (NMI).

 | CEUs

Faith Stretching: Collaboration of interdisciplinary staff for positive outcomes
Laurie Moore


Interdisciplinary collaboration is one way to provide residents with opportunities to maintain/improve their vitality and joy. Created by a chaplain and a wellness director, the Faith Stretching program promotes wellness in mind, body and soul. Discover how interdisciplinary staff collaboration helps meet the challenges of caring for the whole person.

You'll be able to:

- Determine collaborative opportunities to further whole-person wellness programming for older adults.

- Use techniques to engage older adults suffering from different disease processes in a single group setting.
- Implement a successful program that incorporates physical, intellectual, spiritual, emotional and social wellness for older adults.

Faculty: Laurie Moore, BS, MS, Wellness Director, The Village of Utz Terrace, a SpiriTrust Lutheran community.

 | H-LF/H-LF | CEUs

4 x 4 flexible fusion
Libby Norris & Ruth Parliament

Explore four formats to incorporate into existing chair and floor yoga or functional strength classes/programs. Learn tactics drawn from yoga practice to apply in modes that include body weight strength, tai chi-inspired movements, fusion floor and integrated strength. Grab creative ideas to repurpose equipment for fresh, yoga-inspired workout segments.

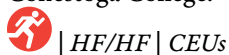
You'll be able to:

- Comprehend and apply principles of balance and healthy posture to improve activities of daily life.

THURSDAY sessions

- Simulate and integrate yoga and pilates techniques into a class format inclusive for all older active adults.
- Apply foundation tactics from Reebok Flexible Strength—Active Back Extension, Hip Hinge, Upper Body Weight Bearing and Abdominal Stabilization—to create functional mobility and strength.
- Formulate a class plan that includes the principles of progress, regression and modification for multilevel abilities.

Faculty: Libby Norris, BA, Fitness Manager, City of Mississauga; and Ruth Parliament, BSc, MA, Faculty, Conestoga College.



| HF/HF | CEUs

PANEL Wearable and artificial intelligence technology: Changing how we live, work and play

Brent Bauer & Lilian Myers

Does technology solve problems or enhance productivity? Will it make life better—or more confusing? Gain insight into how wearable and artificial intelligence (AI) technologies impact quality of life today for older adults, and how future application may benefit these customers as well as organizations that provide them with wellness opportunities, healthcare and housing.

You'll be able to:

- Explore current applications for wearable and AI technologies.
- Explain how these healthy living technologies will transform your organization and the health of older adults.
- Establish which tool is best for a specific use and desired outcome.

Faculty: Brent Bauer, MD, Founder and Research Director, Integrative Medicine and Health Program, Mayo Clinic, and Medical Director, Well Living Lab; and Lilian Myers, Global Leader, Aging and the Longevity Economy, IBM's Watson Health Consumer Group.



| CEUs

8:30 a.m.—
10:00 a.m.

PANEL Beyond entertainment: Utilizing outcomes and innovation to elevate programming

Sara Kyle, Jolene Moore, Bethany Garrity & Kelly Stranburg

Gain a clear picture of how older-adult wellness is evolving as panelists share their unique experiences and perspectives. Topics span partnerships for improving your programming to equipment that works. Learn how to measure program success and discover software options that might make your work life easier. Walk away ready to put new ideas into action.

You'll be able to:

- Use five to seven new programs and partnership ideas and implementation strategies.
- Explore data/testimonials from residents/older adults who partake in the above programs to validate success of the shared program ideas and partnerships.
- Recognize how collaboration across the industry is critical for changing stereotypes on aging and preparing adequately for Boomers.

Faculty: Sara Kyle, PhD, Principal, Nicoya Health & Lifestyle Management; Jolene Moore, BS, MEd, Corporate Director of Lifestyles, Vi; Bethany Garrity, MS, MBA, Director of Corporate Fitness and Active Aging Services, NIFS; and Kelly Stranburg, MEd, CEP, CSCS, Director of Vitality and Well-being, Sharon Towers.



| CEUs

PANEL A CEO's perspective on healthy aging

Susan Docherty, Sean O'Connell, Mike Siemens & Stephanie Ludwig

Join Canyon Ranch CEO Susan Docherty and three internationally respected Canyon Ranch leaders within the disciplines of Culinary, Exercise Physiology

and Mindfulness for a session that will provide insights into integrative and applicable learning objectives for a thriving active-aging community.

You'll be able to:

- Discuss the importance of a multidisciplinary approach to healthy aging that also preserves and may enhance cognitive ability.
- Recognize the need to embed the integrative, cutting-edge Canyon Ranch subject matter in a seamless, holistic health and wellness system.
- Explain that healthy aging is possible, accessible, fun and necessary as we push the limits of life expectancy.

Faculty: Susan Docherty, MS, CEO, Sean O'Connell, Global Food & Beverage Director, Mike Siemens, MS, ACSM, NSCA, Exercise Physiology Director, and Stephanie Ludwig, MA, MDiv, PhD, Spiritual Wellness Director, Canyon Ranch.



| CEUs

Starting and developing a retirement living theater group

Nathaniel Szkil

Lights, Camera, Action! Discover how to build a theater show from skits, plays and familiar songs. Create a program and put on a show full of laughter and excitement. Delve into how to develop characters, choreograph numbers and block scenes for actors; lighting; and transitioning numbers. Make theater come alive in your community.

You'll be able to:

- Create an outline for starting a new theater group at your community.
- Use what you've learned to gather plays, skits and music to provide to residents for performance pieces.
- Create a play/show from start to finish with marketing strategies and ways to attract more members to the group.

Faculty: Nathaniel Szkil, MS, Media Specialist/Lifestyles Coordinator, The Garlands of Barrington.



| CEUs



Treatment by design: Neuroscience and aging well

Joshua Freitas

Research suggests solutions that may decrease chances of developing memory loss. There is also mounting research that simple lifestyle changes may help a person living with memory loss sustain a good quality of life and boost cognitive functioning. Learn how color therapy, aromatherapy, residential design, and eating habits may boost cognitive and physical abilities.

You'll be able to:

- Distinguish how the philosophy of color can increase engagement, appetite, attention and, in some cases, cognitive function.
- Explain how engagement may change your body on a macular level, and how research suggests it may slow the aging process and even signs/symptoms of dementia. Develop a better understanding of epigenetics and how it controls the course of dementia, as well as how engagement changes your DNA.
- Recognize how your environment changes your brain through neuroplasticity. Also, develop a basic understanding of epistemology (the way we view the world) and how it affects your brain (and the brain of someone with dementia).

Faculty: Joshua Freitas, MEd, CADDCT, CAEd, Vice President of Program Development, CERTUS Senior Living.



| HF/LF | CEUs

PANEL The physical therapy/wellness connection: What's next?

Martha Schram, Dan Hirschfield, Lori Schrodtt & Michael Capstick

Changing expectations, sustainable outcomes and lower costs are among trends influencing rehabilitation therapy providers. How will providers remain relevant in this changing world? Will rehabilitation's role in the post-acute environment drive further market changes? How will wellness factor into all of this? Learn the answers to these and other questions in this panel session.

You'll be able to:

- Identify the challenges and opportunities that therapy providers face today.
- Explain how new innovations are fundamentally changing the industry and what your organization can do to benefit from them.
- Describe how the wellness/therapy connection can provide your organization with a wider solution for your diverse customer base.

Faculty: Martha Schram, BS, President, Aegis Therapies; Dan Hirschfield, BA, MBA, MSF, President, Genesis Rehab

Services/Respiratory Health Services/ International Operations and GRS Academy; Lori Schrodtt, PT, MS, PhD, Professor, Department of Physical Therapy, Western Carolina University; and Michael Capstick, BAsC, PT, Executive Vice President, Select Rehabilitation, Inc.



| CEUs

Functional aging circuits

Dan Ritchie

Join the presenter in this session as he takes you through several Functional Movement Circuits. See four levels of these circuits, ranging from a frail client to a high-functioning older adult. Learn dozens of functional exercise movements, as well as how to take these movements up and down progression levels.

You'll be able to:

- Apply Group Exercise Movements for a wide range of fitness levels in older clients.
- Adopt new movements for training balance and lower-body strength.
- Create more dynamic and engaging functional movement classes.

Faculty: Dan Ritchie, PhD, CSCS, President and Co-Founder, Functional Aging Institute; and Co-Owner, Miracles Fitness.



| HF/HF | CEUs

THURSDAY sessions

Fall risk reduction: Are we barking up the wrong tree?

Pat VanGalen

In the absence of chronic disease, known risk factors and medications, aging adults still fall. Are programs the answer? Or could living, working, playing and training in a stimulating environment help reduce the risk? Discover thought-provoking data, and practical strategies for incorporating “rich” movements, activities and environments into daily life.

You'll be able to:

- Comprehend the importance of living in “proprioceptive rich-ville.”
- Incorporate new and innovative ways to address fall risk reduction in programming, facility design and overall wellness.
- Revisit traditional thinking on reducing fall risk.

Faculty: Pat VanGalen, MS, Owner, Active & Agile ... Maximizing Mobility Through The Ages.



| HF/HF | CEUs

ROI—Return on inspiration

Petra Kolber

Dive into the heart of your business. Your team's well-being directly relates to the strength of their emotional wellness. Resilience, buoyancy, grit and focus go hand in hand in creating a positive working environment. Learn the science and strategies that create a healthy, happy workplace. Discover how to elevate enthusiasm, amplify strengths and tap intrinsic motivation. Your ROI will soar.

You'll be able to:

- Identify your character strengths and how to use them to become an inspirational leader.
- Recognize the strengths of your staff and how to implement their key strengths to create a positive and engaged workplace.
- Encourage, inspire and influence your team by tapping their passion and turning it into a purpose-driven career. Discover key questions to ask your team to help coach them to greatness.

Faculty: Petra Kolber, NASM, ACE, AFAA, CEO, Petra Kolber, LLC.



| CEUs

OPEN SPACE LEARNING Women in wellness

Tara Dinyer

In addition to the information you glean in sessions, some of the most valuable information collected at a conference may come when talking to other attendees during breaks (“open spaces” on the agenda). Come to this no-agenda session, where the broad topic is women in wellness—and the expert is you! Engage with others on the topics in this area that interest you. By sharing your knowledge, you will solve problems, innovate and facilitate change. Seeing is believing!

Faculty: Tara Dinyer, BKin, MSc, CSCS, PTS, FIS, Professor of Health, Wellness & Fitness, Mohawk College.



10:15 a.m.—

11:30 a.m.

ICAA GENERAL SESSION

Healthy aging: An integrative approach to wellness for older adults

Andrew Weil

Individuals whose passion is improving older-adult quality of life can look forward to an inspiring keynote speaker whose focus is an integrative approach to health that encompasses mind, body and spirit plus optimizes well-being through lifestyle. Dr. Andrew Weil is a world-renowned leader and pioneer in the field of integrative medicine. Combining a Harvard education and a lifetime of practicing natural and preventive medicine, Dr. Weil directs the University of Arizona Center for Integrative Medicine (AzCIM) in Tucson. The best-selling author is recognized for

his views on leading a healthy lifestyle and his philosophy of healthy aging, among other things.

You'll be able to:

- Explain why “anti-aging” is not a worthwhile goal, and distracts us from working toward the goal of healthy aging.
- Describe some positive aspects of aging, and learn how the aging process is separable from age-related disease.
- Understand “compression of morbidity” and how we can achieve it.

Faculty: Andrew Weil, MD, Founder and Director, Clinical Professor of Medicine and Professor of Public Health, and Lovell-Jones Endowed Chair in Integrative Rheumatology, University of Arizona Center for Integrative Medicine (AzCIM).

CEUs

11:45 a.m.—

3:30 p.m.

ICAA TRADE SHOW GRAND OPENING/BUYERS LAB

Join us for the opening of the ICAA Trade Show, an expo targeted to the active-aging industry. At previous ICAA Conferences, most attendees have explored the trade show to learn about new products and services that may offer them a competitive advantage in the marketplace or provide better solutions for their clients or organizations. Take this opportunity as a wise buyer to do your research, and learn the stories behind the products and services needed for success. More than a trade show, ICAA's expo is your opportunity to discover new possibilities to ignite your wellness efforts.



3:45 p.m.—
4:45 p.m.

ICAA GENERAL SESSION

What an “ignited” older adult will look like in 2035

Richard Carmona

How will “ignited” older adults influence expectations of aging over the coming decades as they embrace their potential? And, how will society address these forces of nature? Seismic change is in the works. Hear Dr. Richard Carmona deliver this exciting keynote on how technology, science and knowledge will play a role in what people do to live well. Dr. Carmona had a distinguished career in public health, serving as the 17th Surgeon General of the United States. His interest in public health stemmed from the realization that most of his patients’ illnesses and injuries were preventable. Dr. Carmona now leads the nonprofit Canyon Ranch Institute, which seeks “to educate, inspire and empower every person to prevent disease and choose a life of wellness.”

You’ll be able to:

- Describe what prevention strategies will contribute to healthy active aging.

- Discuss the role of technology and science in healthy active aging.
- Recognize the value of Precision Medicine in healthy active aging.
- Identify how the built environment will enhance healthy active aging.

Faculty: Richard Carmona, MD, MPH, FACS, 17th Surgeon General of the United States; Vice Chairman, Canyon Ranch, and President, Canyon Ranch Institute; and Distinguished Professor, Zuckerman College of Public Health, University of Arizona.

CEUs

5:00 p.m.—
6:30 p.m.

Poof, now you are a manager

Karen Woodard

Welcome to your new position as manager. Sometimes people are excited to embrace the role’s full responsibility; sometimes their feelings are mixed for valid reasons. According to CEB Succession Management, 40% of new supervisors are fired or step down because they don’t understand what it takes to lead. Gain simple tools to help *you* succeed in this role.

You’ll be able to:

- Recognize how your new responsibilities affect relationships.
- Create consistent clarity to create accountability.
- Identify “The 5 Pitfalls” to avoid.

Faculty: Karen Woodard, President, Premium Performance Training.



Creative aging exploration: Four inspiring and engaging programs

Roxy Kline

Explore four tools to enrich creative-aging program offerings that won’t cost an arm and a leg, or require special spaces or time-consuming training to launch. Discover implementation secrets to unleash your customer’s inner creativity. Replace overused icebreakers, create neurological pathways with activities, and stimulate endorphin production with laughter.

You’ll be able to:

- Launch new stand-alone programs or incorporate elements of these programs into existing activities.
- Use the resources provided to research and dig deeper into the programs presented.
- Lead or train others to lead these enrichment programs.

THURSDAY sessions



Faculty: Roxy Kline, ACE, Director of Healthy Living and Active Aging Expert, YMCA of the Greater Twin Cities.

 | CEUs

Nutritional self-management strategies for older adults with diabetes

Ashley Bronston

Nutrition is an integral part of diabetes self-management for all ages, but there are additional considerations for older adults with diabetes. Learn about diabetes as a condition that disproportionately affects this population, issues that need to be considered when supporting self-management plans, and key health and nutritional strategies for older adults with diabetes.

You'll be able to:

- Review the pathophysiology of diabetes and its prevalence among older adults.
- Describe what issues need to be considered when supporting self-management recommendations for older adults.

- Deliver practical advice on nutritional self-management strategies for older adults with diabetes and strategic programming ideas.

Faculty: Ashley Bronston, MS, RDN, LD, Nutrition Consultant, Abbott Nutrition.

 | CEUs

Dance walk 2017

Peggy Buchanan, Pat VanGalen & David Dworkin


Join three veteran presenters as they show you how to incorporate mind, body and spirit while walking your way to wellness. Turn the volume up on your traditional walking program by adding music and dance. This high-energy, creative approach will add pizzazz to your everyday walking regimen while putting a smile on your face and a bounce in your step.

You'll be able to:

- Incorporate simple dance steps while walking, to enhance interest and coordination.

- Integrate FUNction and cognitive stimulation into your walking programs while modifying for all levels of care and staffing.
- Improve basic balance techniques to decrease fall risk and polish activities of daily living.

Faculty: Peggy Buchanan, MA, Vitality/Wellness Program Coordinator, Vista del Monte; Pat VanGalen, MS, Owner, Active & Agile ... Maximizing Mobility Through The Ages; and David Dworkin, MA, MEd, President and Creator, Conductorcise, LLC.

 | HF/HF | CEUs

PANEL Innovative trends in technology and wellness

Mary Furlong, Ted Fisher, Laurie Orlov & Rebecca Shaw

Explore the latest consumer research and trends related to health and wellness in the longevity market. Discover the latest technologies being adopted to help with smart tracking, virtual training, and wearable devices and fashion that help older adults stay on track and age in place. Plus learn how entrepreneurs are going to market with new innovations.

You'll be able to:

- Discuss how new trends in health and wellness will impact the services your older consumer expects and demands.
- Describe what "Voice First" technology is, and why is it important in your endeavors.
- Recognize how technology is transforming, and integrating, nutrition into the lifestyle of older adults.

Faculty: Mary Furlong, EdD, President and CEO, Mary Furlong and Associates; Ted Fisher, BA, PMD Harvard Business School, Vice President, Business Development, Hasbro; Laurie Orlov, BA, Founder, Aging in Place Technology Watch; and Rebecca Shaw, BA, Director of Marketing, Seniors, North America, Sodexo.

 | CEUs

Mindfulness matters—Make it easy!

Nanette Tummers

Research establishes the positive effects of mindfulness practices on health and well-being. Can benefits be obtained from shorter bouts of practice? Can shorter practices encourage long-term adherence? Designed specifically for older adults, Mindfulness Matters includes mind-body skills and user-friendly meditation practices that are all 10 minutes or less.

You'll be able to:

- Comprehend the significant benefits of mindfulness practices for active aging.
- Identify evidence-based research that supports applying mindfulness practices to your own lifestyle and workplace settings.
- Demonstrate the ability to apply mindfulness practices to your own lifestyle and working communities (for yourself and your peers, students, coworkers, clients, residents, etc.).

Faculty: Nanette Tummers, BS, MS, EdD, Professor of Kinesiology and Physical Education, Eastern Connecticut State University.



| CEUs

Engaging residents to become “Research Pioneers” in studies for fall risk management

Cynthia Gibson-Horn & Kim Eichinger

Learn about the process of engaging residents in a medical research study for reducing fall risk. Find out strategies for communicating the study's purpose, recruiting volunteer subjects, conducting assessments and creating a campaign to support resident interest. Hear what the experience was like from the point of view of residents, staff and researchers.

You'll be able to:

- Explain the value of effective communication for informing residents and family members about the purpose of the research project and what they will be asked to do as a study volunteer.
- Discover how a campaign was created to support residents in completing the

research activities required during the four-month study and to recognize their accomplishments.

- Practice the assessments conducted for screening potential subjects, in addition to pre- and post-study assessments for reporting study outcomes. (Outcomes measured will be shared with the group.)

Faculty: Cynthia Gibson-Horn, PT, Chief Technology Officer, Motion Therapeutics, Inc.; and Kim Eichinger, ACE, Executive Director of Fitness, Country Meadows Retirement Communities.



| CEUs

How to ACE your digital marketing strategy

Robin Craig & Tyler Honzel

If you build it, will they come? Your website is just the beginning. Gain digital marketing tips to attract, connect and engage with mature consumers online. Reach your target audience online ahead of your competition.

You'll be able to:

- Create a compelling website experience that speaks to the diversity of today's older population, including families, prospects and residents/clients.
- Engage prospects and families throughout their buying journey and afterwards to increase retention and advocacy.
- Ensure that your online brand/community/story matches your in-person cultural experience.

Faculty: Robin Craig, BA, MA, Corporate Director of Marketing, MBK Senior Living; and Tyler Honzel, BBA, Account Executive Senior Living, G5 Search Marketing.



| CEUs

OPEN SPACE LEARNING Ignite the future of active aging

Tara Dinyer

In addition to the information you glean in sessions, some of the most valuable information collected at a conference may come when talking to other at-

tendees during breaks (“open spaces” on the agenda). Come to this no-agenda session, where the broad topic is igniting the future of active aging—and the expert is you! Engage with others on the topics in this area that interest you. By sharing your knowledge, you will solve problems, innovate and facilitate change. Seeing is believing!

Faculty: Tara Dinyer, BKin, MSc, CSCS, PTS, FIS, Professor of Health, Wellness & Fitness, Mohawk College.



7:15 p.m.—
9:15 p.m.

ICAA RECEPTION EN BLANC

Don your finest whites for the welcoming Reception En Blanc. At this event, you'll socialize over gourmet delights and refreshments (cash bar) with your team members, colleagues and others in the industry. Discuss interests and inspirations with those who share your commitment to active aging. An inviting way to ease into the conference on your first evening, the Reception En Blanc will take place at Gaylord Palms' Coquina Lawn (or indoors, if weather prevents an outdoor gathering).

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Tracks



Big picture: trends, careers, connections within the active-aging ecosystems



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



Physical activity: exercise, recreational activity, balance



Management & marketing: leadership, program and company management, outreach



Programming: multi-dimensional programs, single programs, development



Research: research evidence for wellness programs; evidence-based frameworks



Walkabout: suited to outdoors; techniques for small spaces

Functional levels (physical function/cognitive function)

HF = higher functioning

LF = lower functioning

H-LF = high-to-low functioning

NA = not applicable

6:30 a.m.–
7:45 a.m.

Conductorcise celebrates 10 years presenting with ICAA + engaging Alzheimer's

David Dworkin

Experience music in a new and special way with Conductorcise. Engage in conducting world-class music, and understand through music and motion how the body and brain connect. See how you can stimulate participants' brains and stimulate individuals to move and laugh every day. Also explore how to engage the Alzheimer's/dementia community.

You'll be able to:

- Initiate a program of listening that uses world music, including symphonic, folk and popular music.
- Engage residents in a way you may not have considered.
- Engage Alzheimer's/dementia residents through music, motion and humor. Discover research that states, "Chronological age, in and of itself, plays almost no role in accounting for differences in older people's health and well-being."

Faculty: David Dworkin, MA, MEd, President and Creator, Conductorcise, LLC.



| HF/LF | CEUs

Medicine for the aging brain and neurologic disease progression—Exercise!

Jackie Russell & David Zid

Experience how exercise can rewire the brain, promote wellness, and may positively impact the progression of neurologic age-related changes. Explore the importance of structured sessions of high-intensity aerobic training followed by goal-based task-specific exercise. Also, learn the recipe for success to cre-

ate a group-exercise program for this population.

You'll be able to:

- Describe how exercise may enhance the process of neuroplasticity.
- Use evidence to create fitness recommendations for people with Parkinson's disease, Alzheimer's disease, and age-related memory loss.
- Identify key components of a successful recipe for a group-exercise program for people with Parkinson's disease and Alzheimer's disease.

Faculty: Jackie Russell, RN, BSN, CNOR, Co-Founder and Program Development Coordinator, and David Zid, BA, ACE, APG, Co-Founder and Director of Movement Disorder/Musculoskeletal Wellness, OhioHealth Delay the Disease.



| H-LF/H-LF | CEUs

Body Bar Flex brain-body balance

June Kahn

Choosing the right movement patterns, along with mental focus, is key to proper sequential movement patterning, which allows for improved brain function and enhanced, functional body progressions that improve activities of daily living. Experience patterns, along with visual stimulation, that challenge mind and body to cultivate balance, physically and mentally.

You'll be able to:

- Summarize the seven tips of mind-body balance.
- Experience through functional movement and cognitive challenges how visual stimulation can enhance motor response. Progress to using the Body Bar Flex to add balance challenges to the movement patterns.
- Incorporate three drills into your workouts that work with your students in a group setting.

Faculty: June Kahn, Founder and Owner, June Kahn Bodyworks, LLC.



| HF/HF | CEUs

6:30 a.m.—
7:45 a.m.

EXPERIENCE LAB/EARLY-MORNING WORKOUTS

It's the perfect way to start your day: Experience new ways to exercise and new products and services that will stimulate your mind. Achieve both with a visit to the ICAA Trade Show.

8:00 a.m.—
9:30 a.m.

Nothing that's forever is forever interesting!

Peggy Buchanan

Make new programs familiar and familiar programs new! Learn ways to offer bingo, walking and other “activity staples,” plus how to add a multidimensional approach to traditional activities and modify the same activity to all levels of care. Include a cognitive-stimulating component to 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.
- Reinvent traditional programs for a more contemporary experience.
- Incorporate fun and easy-to-do brain games in movement classes.

Faculty: Peggy Buchanan, MA, Vitality/Wellness Program Coordinator, Vista del Monte.



| CEUs

How music and technology are elevating cognitive care

Andrew Tubman

Explore the science and business behind active music-making and how it can help



providers meet the needs of a wide variety of residents, including those with dementia, Parkinson's disease and low vision. Learn how music programs can contribute to better resident outcomes, marketing opportunities, brand differentiation and staff retention.

You'll be able to:

- Discover the science behind why active music-making is a superior healthcare tool to passive music-listening experiences.
- Adopt best practices in implementing active music-making programs for older adults.
- Explain how implementing a technology-driven music program can help boost census and differentiate your brand.

Faculty: Andrew Tubman, MT-BC, Co-Founder and Chief Clinical Officer, SingFit.



| LF/LF | CEUs

How to develop, implement and evaluate effective fall-prevention programs

Vicky Scott

There is evidence that falls and related injuries in older adults can be reduced. The challenge is to translate it into programs/services in ways that are practical, sustainable and effective—the goal

of the Canadian Fall Prevention Curriculum (CFPC). Learn about its development and key messages for developing/implementing/evaluating an effective fall-prevention program.

You'll be able to:

- Define the scope and nature of the problem of falls.
- Assess risk and select evidence-based strategies for prevention.
- Implement and evaluate an effective and sustainable prevention strategy.

Faculty: Vicky Scott, PhD, RN, Clinical Professor, University of British Columbia.



| CEUs

Brain Boosters for stress management

Terry Ferebee Eckmann

Participate in a variety of Brain Booster activities that boost energy levels, reduce stress, and improve the health of brain and body. Learn what happens to the brain on stress and how little changes can make a big difference in managing stress for better brain health. Everyone deals with challenges daily. Brain Booster activities will impact staff and clients/residents.

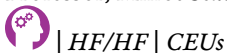
You'll be able to:

- Use 15 Brain Boosters to calm the body and brain.



- Discuss how these Boosters lower the stress response.
- Identify common stressors and explain body/brain response to stressors.

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



| HF/HF | CEUs

PANEL A new paradigm for old age Mary Furlong & Margaret Drumheller

The third age of life is one of opportunity for new life experiences. Innovations are happening in every sector of the market. What are the latest innovations? Who are the thought leaders? How are innovations going to market through social media? Delve into implications for you and for entrepreneurs/businesses that want to leverage the opportunity.

You'll be able to:

- Recognize and respond to new business opportunities driven by an aging population.
- Recognize new innovations and how they can impact your business or programs.
- Explain how social media will impact how you market new innovations.

Faculty: Mary Furlong, EdD, President and CEO, Mary Furlong and Associates; and Margaret Drumheller, BA, Market Innovation Director, AARP.



| CEUs

Great regressions

Libby Norris & Ruth Parliament

This session creates a master plan for progressions and regressions to help you devise workouts easily adapted to a broad range of ability and mobility. Take home creative ideas to accommodate daily variances in ability and energy with regression options using equipment. Address suitability and approaches with equipment/training for specific populations.

You'll be able to:

- Identify progressions and regressions to offer clients.
- Adapt training principles to a broad range of clients using a variety of training tools.
- Adapt exercises for home training and functional movement.

Faculty: Libby Norris, BA, Fitness Manager, City of Mississauga; and Ruth Parliament, BSc, MA, Faculty, Conestoga College.



| HF/HF | CEUs

Making tai chi simple for you and your community

Dianne Bailey

Discover tai chi and its history. By learning several moves of the Yang 24 form, you'll see just how simple it is to include tai chi in your programming. Explore the underlying concepts of tai chi in relation

to the research proving its many benefits, which include balance training for fall prevention, improving sleep quality and decreasing stress and anxiety.

You'll be able to:

- Utilize the underlying concepts of tai chi to help your community with balance and fall prevention.
- Explain the benefits of practicing tai chi.
- Recognize the benefits that tai chi can provide for your community.

Faculty: Dianne Bailey, CSCS, FAS, Functional Aging Institute.



| HF/HF | CEUs

Community asset mapping: From domains to practice

Laura Caron-Parker & Felicia Chew

Using community asset mapping and the World Health Organization's Age-Friendly Domains as a foundation, we can determine strengths of a desired community. Identification of age-friendly community features provides a pathway for the older adult's transition to his/her community to age in place. Engage in a community asset-mapping experience in this session.

You'll be able to:

- Define the World Health Organization's (WHO) Age-Friendly Domains.
- Explain the importance of age-friendly community features that support aging in place with dignity.

- Define community asset mapping.

Faculty: Laura Caron-Parker, BA, OTR/L, Clinical Director, Genesis Rehab Services-Vitality to You (V2U); and Felicia Chew, BS, MS, OTR/L, FAOTA, Vice President of Clinical Services, Genesis Rehab Services.



| CEUs

Spell your name walking workout

Tracey Harvey & Donna Diedrich

Amp up your morning with a full-body workout through sport-specific inspired movements using your own body. Learn why 45-minute formats are all the rage. Begin with a lively warm-up, then get out

and walk—studies show even a 10-minute walk immediately boosts brain chemistry. Explore and adopt new practices for working with your Active Agers.

You'll be able to:

- Delineate and interpret the benefits of sports-specific moves using your own body and how to accommodate aging adults of all abilities.
- Ignite current activities and wellness programming by applying fresh and mainstream fitness ideas in order to increase participation, especially with the men in your communities.
- Share a refreshed viewpoint, having gained valuable connections, resources and ideas from fellow attendees.

Faculty: Tracey Harvey, National Program Director, Wellness Services, Aegis Therapies/EnerG® Wellness; and Donna Diedrich, PT, DPT, GCS, National Director of Clinical Services, Aegis Therapies.



| HF/HF | CEUs

9:45 a.m.–

10:45 a.m.

DESIGN LAB EDUCATIONAL SESSION

Help design the future of active aging together. In this session, you'll be able to offer feedback to industry partners, so they can design effective products and services that address all functional levels and the future needs of your clients and organization. Collaborate with colleagues to ensure the industry seizes opportunities and drives change. And share your knowledge and ideas to inspire others to reach new levels of understanding and improve quality of life for older adults.

11:00 a.m.–
12:30 p.m.

Inviting difficult conversation

Karen Woodard

As managers and leaders, we need to become good at inviting difficult conversation. Gain a framework as well as verbiage to invite and effectively deal with these conversations. Using difficult situations from participants and the framework/verbiage, the presenter will demonstrate how to move from dancing around difficult issues to dealing with them.

You'll be able to:

- Build more functional professional relationships.
- Work through difficult issues more proficiently.
- Create authentic connection by building trust.

Faculty: Karen Woodard, President, Premium Performance Training.



| CEUs

PANEL Person-centered wellness and care: An equation for success

Leah Klusch, Renee Kinder, Melissa Allen & Angela McAllister

Going from a medical to a wellness model with attention to person-centered care requires focus. Explore thinking outside parameters of current practice to create environments where person-centered care is the focus of service delivery. This session will discuss the transition and identify steps to successful transformation through leadership, education and outcome measurement.

You'll be able to:

- Describe the components of assessment that identify resident-specific strengths, needs and problems related to person-centered care.
- Discuss changes to the care-delivery process that foster person-centered services.

- Review specific approaches to care delivery that focus on wellness, independence and psychosocial well-being.

Faculty: Leah Klusch, BSN, Executive Director, The Alliance Training Center; Renee Kinder, MS, CCC-SLP, RAC-CT, Director of Clinical Education, Encore Rehabilitation; Melissa Allen, LNHA, Administrator, Riverview Healthcare Center; and Angela McAllister, BS, Director of Cultural Transformation–Hometown, Signature HealthCare.



| CEUs

Buds to blossoms—Fostering intergenerational relationships

Salimah Walij-Shivji & Connie Hesjedal

Newer AgeCare communities feature childcare centers that facilitate “intergenerational programming.” Examine the benefits of this programming for children and older adults, and the impact of interactions on emotional, intellectual and social well-being. Also review the impact of isolation on older adults. Learn about current literature and best practices.

You'll be able to:

- Bring together multiple generations in older-adult residential communities.
- Apply best practices in the event your organization decides to embrace “intergenerational programming.”
- Demonstrate a working knowledge associated with “intergenerational programming” within a shared environment.

Faculty: Salimah Walij-Shivji, BSW, LLB, MSW, Chief Client Engagement Officer & General Counsel, and Connie Hesjedal, BHSc, MSW LHS, AgeCare.



| CEUs

Foods, nutrients and dietary patterns for healthy aging

Katherine Tucker

In this session, you'll review important macro- and micronutrients and their

effects against aging and chronic conditions, plus compare these with actual intake in the US population to identify “shortfall nutrients.” Also look at changes in diet that can help close these gaps. Finally, explore some current diet trends, and discuss their strengths or limitations.

You’ll be able to:

- Identify shortfall nutrients in the US diet and their importance to healthy aging.
- Identify food groups that need to be increased to improve nutrition and health.
- Name some recent dietary trends and their limitations and/or strengths for healthy aging.

Faculty: Katherine Tucker, BS, PhD, Professor of Nutritional Epidemiology, Department of Biomedical & Nutritional Sciences, University of Massachusetts Lowell.



| CEUs

PANEL Innovative ideas from award-winning programs

Jana Decker & ICAA Innovators Award winners

A new angle can spark an idea that turns a competent program into a great success. Join the recipients of the 2017 ICAA Innovators Awards as they explain how they created innovative programs that “ignited” their clients and wellness program or took their initiative to a new level. Leave with ideas and tactics to implement when you get home.

You’ll be able to:

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

Faculty: Jana Decker, BA, Director of Wellness, Asbury Inverness Village; and ICAA Innovators Award winners.



| CEUs

Brain, body and balance at the barre
Julie Schuster & Allissa Raway

Barre concepts such as balance, coordination, and lower-body strength align well with the unique needs of the older-adult population. These concepts can easily be incorporated into classes, whether done from the barre or a chair. Including brain exercises with movement adds fun, challenge, and an important element of socialization.

You’ll be able to:

- Design safe and effective barre (or barre fusion) classes with a variety of equipment.
- Implement safe progressions for movement, balance, and brain exercise.
- Incorporate all three elements of balance: somatosensory, visual and vestibular.

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



| HF/HF | CEUs

Balance to the BEAT
Cammy Dennis & Jessica Pinkowski

Add drumsticks to seated and standing exercise classes for a new approach to fitness and fun. Seated exercises are an opportunity to improve strength and flexibility plus rehearse exercise progression. After accomplishing goals, add standing exercises to train function and balance. Presenters will demonstrate exercise progressions and incorporate drumming patterns.

You’ll be able to:

- Demonstrate seated and standing exercises that incorporate drumsticks into older-adult group fitness classes.
- Develop a progression of exercises using a rehearsal technique that takes students from seated to standing to functional movement patterns.
- Incorporate partner exercises to encourage fun and stimulate social wellness.

Faculty: Cammy Dennis, BBA, CPT, Fitness Director, and Jessica Pinkowski,

CPT, NPI-CPS, Group Fitness Supervisor, On Top of the World Communities, Inc.



| HF/HF | CEUs

12:35 p.m.–
3:00 p.m.

BUYERS LAB/ICAA TRADE SHOW

Join us for the ICAA Trade Show, an expo targeted to the active-aging industry. At previous ICAA Conferences, most attendees have explored the trade show to learn about new products and services that may offer them a competitive advantage in the marketplace or provide better solutions for their clients or organizations. Take this opportunity as a wise buyer to do your research, and learn the stories behind the products and services needed for success. More than a trade show, ICAA’s expo is your opportunity to discover new possibilities to ignite your wellness efforts.

3:15 p.m.–
4:30 p.m.

Mining the gems within: Spirit and dementia

Carol Hassell & Stacy Flemming

Healthcare providers, caregivers, and those who enrich the lives of the aging are like miners of precious gems. What are the treasures of aging? How do we mine and polish them to shine with brilliance in old age? Let’s explore and uncover ways to connect to the spirit of people living with dementia, to the gem within, while exploring those treasures in ourselves.

You’ll be able to:

- Implement spirit-centered practices to enrich the day-to-day experience of residents and with residents.
- Connect and communicate more effectively with residents with dementia.
- Set a new context in healthcare to enhance the relationship with the resident and the work experience.

Faculty: Carol Hassell, MDiv, Chaplain, Ordained Pastor/PC(USA), and Stacy Flemming, BA, MA, Memory Care Coordinator, Sharon Towers.



Seven essential elements of building a business case for wellness

Hollie Fowler

Learn what elements are critical to developing a strong business case for launching wellness initiatives. Topics include how to outline required costs and resources, promote benefits to internal stakeholders, and identify risks. Most importantly, learn how to generate the positive ROI necessary to gain the support and investment to get your programs up and running.

You'll be able to:

- Identify the essential elements needed to build a positive return on investment.
- Identify the costs and resources to build a business case.
- Develop a positive ROI (return on investment) to obtain the necessary support and investments.

Faculty: Hollie Fowler, BA, Senior Director, Product and Brand Development, Prestige Care, Inc.



Make every connection matter: Experiences for spirit, mind and body

Roxy Kline

Creating community starts with making a connection, but not all connections are equal. Gain practical, applicable information on how to make every program experience matter. Explore how to evaluate the success of programs against mea-

asurable criteria. Provide what participants need disguised in a package of what they want. Time will be allotted for program sharing.

You'll be able to:

- Measure the success of your program against specific criteria.
- Evaluate existing programs to determine if you matter in the lives of participants.
- Create a balanced array of programming that meets the needs (body, mind and spirit) of participants.

Faculty: Roxy Kline, ACE, Director of Healthy Living and Active Aging Expert, YMCA of the Greater Twin Cities.



Healing gardens: The right garden for the right client

Elizabeth Diehl & Jack Carman

"Healing garden" is often used to describe any garden in healthcare and senior communities, yet differences in garden types impact design, programming and use. Learn terms used for healing-garden types as they relate to aging environments. Existing gardens will be presented to discuss design elements. Research and programming examples/ideas will be included.

You'll be able to:

- Describe the distinctions between healing-garden types and their relationship to an aging population.
- Explain how healing gardens are designed and programmed differently for various users with specific needs and goals.
- Discuss research that examines relationships between active and passive participation, restorative experiences, and healing-garden types.

Faculty: Elizabeth Diehl, RLA, HTM, Director of Therapeutic Horticulture, Wilmot Gardens, College of Medicine, University of Florida; and Jack Carman, FASLA, RLA, Design for Generations, LLC.



PANEL The intergenerational imperative

Lori Bitter & panelists TBA

While increased longevity has created more living generations than ever experienced

in human history, headlines perpetuate a myth of generational angst between Boomers and Millennials. From workplace to aging in place, productive intergenerational relationships are vital. Hear the latest research. See projects/cases that promote harmony and understanding.

You'll be able to:

- Describe the generational differences that drive both conflict and interdependence.
- Comprehend the life stages in adult life and see how those are expanding due to increased longevity. Also, gain insight into what the future looks like for younger generations in terms of life stages and lifestyles.
- Develop an understanding for the relevant research and case studies that point to the need for intergenerational programs.

Faculty: Lori Bitter, MS, CEO, The Business of Aging (Moderator); additional panelists to be announced.



A body balance class demonstrating the power of posture

Dayna Stoddart

Learn exercises/exercise variations that safely, effectively encourage improved posture, as well as key cueing concepts and format. Discover how to use various exercise equipment to support alignment, challenge balance and encourage improved posture. Learn how creating awareness of the body in space, its alignment and being present are foundations to this class.

You'll be able to:

- Implement new exercises and variations into existing classes to promote improved posture.
- Comprehend movements that encourage improved posture safely and effectively.
- Use appropriate cueing effectively.

Faculty: Dayna Stoddart, BScPT, Wellness Director, Ballantrae Golf and Country Club.



The whole package: Current trends in programming for older adults

Kimberly Huff

Balance training, functional fitness, brain training and aquatic exercise are current trends in programming for older adults. Review current research on these areas, and gain techniques for incorporating each into one land-based or aquatic “whole package” class. Experience creative balance exercises and functional exercises that include mentally stimulating activities.

You'll be able to:

- Identify current research that supports the benefits of balance training, brain training, functional fitness and aquatic exercise for older adults.
- Identify creative techniques for designing an exercise program that will focus on improving balance, functional fitness and brain fitness, or techniques for incorporating individual exercises into an existing exercise programs.
- Identify effective techniques for adapting balance exercises and functional exercises to the water, and techniques for including mentally stimulating activities in water-exercise programs.

Faculty: Kimberly Huff, MS, CSCS, Fitness Director, Heron Point Retirement Community, an Acts Life-Retirement Community.



| HF/HF | CEUs

Moving to happiness—Living the prosperous life after 50

Petra Kolber

Learn about a variety of techniques and tools that you can use with your clients to help them flourish and thrive as they step onto the middle stage of life. Rooted in positive psychology and modeled after the Blue Zones, this session will discuss a variety of ways you can help your clients add life to their years and years to their life.

You'll be able to:

- Identify the key principles in how to elevate levels of happiness. Also, com-

prehend how much happiness is within our control and what we can do to maximize our quality of life. (Based on Sonja Lyubomirsky's work.)

- Explain the effects of exercise on the brain and how, by moving our bodies, we can change our thoughts, brains and experiences of life.
- Discuss the Blue Zones and how we can take the best of these communities and apply the tools they use to daily life in order to add years to life. (Based on Dan Buettner's work.)

Faculty: Petra Kolber, NASM, ACE, AFAA, CEO, Petra Kolber, LLC.



| CEUs

4:45 p.m.—

6:15 p.m.

The power of harnessing hospitality in your community

David Koelling

When team members stumble, how do they recover? Create a service recovery plan that gives the word *hospitality* purpose. Besides following rules, sticking to routine and treating every situation alike, frontline employees must be able to do the opposite. Learn the process of creating exercises and an outline for employees to help establish a hospitality/service recovery culture.

You'll be able to:

- Comprehend and define hospitality for each department in the community.
- Recognize the value and the role of service recovery in creating a hospitality environment.
- Engage your community teams in creating consistent service-recovery solutions.

Faculty: David Koelling, BA, President/Founder, Strategic Dining Services.



| CEUs

Holistic programming: The science of purpose and social connection

Bethany Garrity

A holistic approach, based on purpose and social connection, is the next frontier in creating sustainable wellness programming that resonates with current/future participants. Gain a compelling research-based vision of what this programming can do for vitality. Explore practical examples and develop an understanding of both science and implementation strategies.

You'll be able to:

- Comprehend the research behind purpose and social connection for helping older adults live with vitality.
- Discover new ways to program beyond participants' limits that speak to their personal passions.
- Transform a sample activities calendar using purpose and social connection to drive changes.

Faculty: Bethany Garrity, BS, MS, MBA, Director of Corporate Fitness and Active Aging Services, NIFS.



| CEUs

Producing the next generation of leaders

Maria Connelly

The next evolution of leadership requires change. Defining skills and competencies in developing this generation of leaders will be critical. What are some strategies and what are we looking for to attract those leaders? Start with the assumption that leadership skills is a key activity. This session will discuss all aspects of implementing this in developing future teams.

You'll be able to:

- Review essential characteristics in everyday leadership.
- Compare core competencies and skill sets for potential leaders.
- Evaluate a variety of learning experiences to engage and provide opportunities for potential talent.

Faculty: Maria Connelly, BA, CEO, THEWELLESSEGE.



| CEUs

Integrating individual characteristics with physical activity: The role of personality

Laura Covert

Motivating individuals to be physically active can be challenging. Research shows personality analysis can help. Explore the benefits of personality-based light, moderate and strenuous physical activities. Learn the “Big Five” traits and facets, association with types of physical activity in older adults, best practices for assessment use and how to implement techniques.

You'll be able to:

- Identify the “Big Five” personality traits and their associated facets.
- Utilize existing personality assessments to implement with clients/residents or participants.
- Recommend physical activity based on personality assessments for clientele, based on best practices.

Faculty: Laura Covert, BS, MS, PhD, Therapeutic Recreation Professor, Pittsburg State University.



| CEUs

Those who can, teach: Peer-led training in brain fitness

Cynthia Green & Stacy Brown

Explore the benefits that arise from using peer instructors in a social-based brain-training program, including rationale for peer-led instruction, specific program-design challenges, instructor preparation and unique cognitive health benefits of this approach. A case study illustrates real-world experience with implementing this approach in a life plan community.

You'll be able to:

- Identify the rationale for and wellness benefits of peer-led brain-training programs to all participants.
- Discuss the unique challenges of peer-instructed programming, including program design, instructor preparation, and community implementation.

- Integrate peer-led instruction across aspects of your wellness offerings.

Faculty: Cynthia Green, PhD, President, Total Brain Health; and Stacy Brown, BS, GGCP, Life Engagement Director, Plantation Estates, an Acts Retirement-Life Community.



| HF/HF | CEUs

Neuroplasticity can be as easy as child's play!

Cody Sipe & Denise Medved

The brain maintains its ability to grow and create new neural pathways into advanced age—a concept known as neuroplasticity. Research indicates the best way to stimulate neuroplastic changes is combined physical/cognitive challenges. Learn the latest neuroscience findings and experience concepts, exercises (tools) and techniques used in the Ageless Grace brain-fitness program.

You'll be able to:

- Describe exercise characteristics that are effective for improving both physical and cognitive function.
- Utilize the element of play to stimulate the five primary functions of the brain.
- Incorporate the “21 Tools for Lifelong Learning and Ease” into group exercise programs for adults with diverse cognitive abilities.

Faculty: Cody Sipe, PhD, Co-Founder and Vice President, Functional Aging Institute; and Denise Medved, BS, President and Creator, Ageless Grace.



| LF/HF | CEUs

Hip senior exercises

Laurie Denomme

Are your clients dealing with sore backs, or knee or shoulder pain? Learn how a six-directional movement formula for your aqua class can improve total-body functionality—it's perfect for people with arthritis or any level workout. You'll return home with an extended library of hip-focused aquatic exercises that have whole-body results.

You'll be able to:

- Comprehend why tight and weak hips contribute to low-back, pelvic and knee pain.
- Explain why moving the hips in six directions improves total-body functionality and how the aquatic environment enhances ease of the movements.
- Create hip-focused exercises that help with back, knee, hip and shoulder pain.

Faculty: Laurie Denomme, BHk, FAFS, Founder, Water Exercise Coach (WECOACH).



| HF/HF | CEUs

PANEL Wellness: A resident point of view

Kelly Stranburg & residents of Sharon Towers

We develop programs and policies, and deliver logistics at sites/centers that support older adults. How often do we hear from the adults whom these items impact? Discover Sharon Towers, a community working to reposition itself through culture change. Hear stories and opinions from four of its residents about wellness and its place in their lives today and tomorrow.

You'll be able to:

- Recount the tipping point from residents as to why and when Sharon Towers became a living option for each.
- Explain the wellness amenities and programs that appeal to this panel group that could support successful aging.
- Describe how change and enhancements for a culture of wellness are perceived and the impact they have on residents.

Faculty: Kelly Stranburg, MEd, CEP, CSCS, Director of Vitality and Well-being, and residents, Sharon Towers.



| CEUs

SATURDAY sessions

Tracks



Big picture: trends, careers, connections within the active-aging ecosystems



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



Physical activity: exercise, recreational activity, balance



Management & marketing: leadership, program and company management, outreach



Programming: multi-dimensional programs, single programs, development



Research: research evidence for wellness programs; evidence-based frameworks



Walkabout: suited to outdoors; techniques for small spaces

Functional levels (physical function/cognitive function)

HF = higher functioning

LF = lower functioning

H-LF = high-to-low functioning

NA = not applicable

7:00 a.m.–
8:15 a.m.

Engaging autonomy in older adults for improved outcomes

Stacey Zeigler & Diane Clark

Healthcare outcomes improve with an individual's involvement in his/her care. Aging adults face specific challenges with healthcare decision-making due to poor health literacy and preference for paternalistic provider interactions. Explore the concept of individual autonomy and gain evidence-based tools/practices that empower older adults to participate.

You'll be able to:

- Define the concepts of individual autonomy and shared decision-making.
- Use decision aids as a tool to improve older adult involvement in decision-making.
- Establish a specific plan of action for immediate implementation to engage autonomy in older adults for improved health outcomes.

Faculty: Stacey Zeigler, PT, DPT, MS, GCS, CEEAA, Clinical Professor, Clarkson University; and Diane Clark, PT, DScPT, MBA, Associate Program Director, Doctor of Physical Therapy Program, University of Alabama at Birmingham.



| CEUs

Take the struggle out of communications: Use this proven approach

Jennifer Rawlings & Jason Brennan

Are you ready for Boomers and how they want to be communicated to? Discover a proven resident-communications strategy that uses email and social media, and combines resident feedback with best communication practices. Look at the steps one community took to implement and measure this ap-

proach, and ultimately serve as a model for others.

You'll be able to:

- Recall the tools learned and use them to pitch to community leaders for buy-in.
- Implement a resident communications strategy through email and social media.
- Measure the ROI of your resident communication strategy.

Faculty: Jennifer Rawlings, BS, Wellness Manager, Asbury Inverness Village; and Jason Brennan, BS, Manager, Stakeholder Engagement Communications, Asbury Communities.



| CEUs

Yoga for the ages

June Kahn

In a nonintimidating approach to strength and flexibility training, blend Flow Yoga techniques with yoga postures to create age-appropriate angles and curves with the body. Learn the six essentials and movement tactics on which the program is based; and technique for creating transitions. Experience sequences that are readily adaptable to all fitness levels.

You'll be able to:

- Review the eight limbs of yoga and how they apply to older adults and their lifestyles.
- Introduce and experience the two levels of the Sun Salutation, giving the instruction a progressive way to build upon progressions for this population.
- Review the six essentials and movement tactics that are the basis of this series. These essential elements take a functional approach to counteract the effects of daily living, allowing participants to achieve better posture, balance and overall kinesthetic awareness.

Faculty: June Kahn, Founder and Owner, June Kahn Bodyworks, LLC.



| HF/HF | CEUs



Dance blast

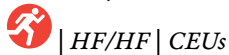
Terry Ferebee Eckmann

Take home dances and networking activities that improve fitness, lower stress, and facilitate socialization by boosting oxytocin. The “feel good” hormone is released when connecting with others through dance and positive social engagement. Use positive music, motivating dances, inspirational thoughts and networking activities to boost oxytocin in your setting.

You’ll be able to:

- Lead a series of partner and group dances to inspiring music.
- Facilitate fun and simple networking activities.
- Identify key research that supports dance, socialization, music and thought to boost oxytocin, lower stress and improve health.

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



| HF/HF | CEUs

Fast to slow: Did my power, speed and agility go?

Pat VanGalen

Neuromotor abilities get hit the hardest with aging. Gait speed is slower, power production is lower, and quickness/ reaction is diminished. Is this a result of aging per se, sedentary living, lack

of stimulus, or a combination? Gain relevant research and practical tips for incorporating movements, drills and activities to preserve/improve these important abilities.

You’ll be able to:

- Comprehend the importance of preserving power, speed and agility.
- Expand your repertoire of programming, facility design and overall vision for addressing these parameters.
- Educate and inspire your clients/ patients/residents to expand their perceptions of their potential skills and abilities.

Faculty: Pat VanGalen, MS, Active & Agile ... Maximizing Mobility Through The Ages.



| HF/HF | CEUs

8:30 a.m.–
9:45 a.m.

Implementing research into practice for effective outcomes

Vicky Scott

Evidence shows that simply having strong evidence supporting an intervention does not necessarily mean the

intervention will be successfully implemented. Gain answers about how to produce consistent, positive outcomes in real-world settings. Explore drivers behind effective implementation and tools to assess organizational readiness for implementation.

You’ll be able to:

- Recognize the barriers to effective evidence-based implementation.
- Determine if your organization or setting is ready for implementation.
- Prepare your organization or setting for effective implementation.

Faculty: Vicky Scott, PhD, RN, Clinical Professor, University of British Columbia.



| CEUs

Games brain play: Bringing next level gamification to cognitive wellness

Cynthia Green

Look at the role of games in brain training, focusing specifically on active aging. Consider the scientific rationale, benefits and limitations of a range of brain-training approaches, including traditional puzzle methods, and computer-based and social-based training models. Examine the potential that game-based approaches offer to future brain-training approaches.

SATURDAY sessions



You'll be able to:

- Comprehend the scientific rationale, benefits and limitations of current models for game-based brain training.
- Identify future models for game-based applications in brain training.
- Recall how to apply best-practices approaches to game-based models to more effectively deliver cognitive training in your setting.

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



| HF/HF | CEUs

Walking for optimal bone health: Managing osteoporosis in older adults Neely Sullivan

Weight-bearing activities and exercise programs are critical to prevent bone loss and osteoporosis. In this session, practice examples of prevention and treatment options for improved bone health. Also, discover how poor bone health and osteoporosis play a role in everyday activities. Wear clothing/shoes for physical activity, as a walk will be included.

You'll be able to:

- Comprehend the background and scope of bone health and describe the risk factors associated with developing osteoporosis.

- Demonstrate and practice examples of prevention and treatment options for osteoporosis and improved bone health.
- Identify the impact of poor bone health and osteoporosis on activities of daily living.

Faculty: Neely Sullivan, MPT, CLT, Director of Education, Select Rehabilitation.



| HF/HF | CEUs

Golden oldies groove and gait Cammy Dennis & Jessica Pinkowski

Step back in time for a workout to the classics! Get your golden oldies groove on with simple, dance-style choreography to boost cardio health, and fuse in posture, gait and balance drills. Gain choreographed patterns along with an understanding of music phrasing. Low on impact and high on fun, this aerobics workout is never out of style with active agers.

You'll be able to:

- Demonstrate simple low-impact choreography that incorporates 32-count music phrasing and the cueing skills required to lead this style of movement.
- Develop balanced choreography that travels linear and lateral with movement in multiple planes.

- Introduce drills that improve posture, balance and gait mechanics.

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



| HF/HF | CEUs

Turn back the clock: Reducing sarcopenia in older adults

Katherine McDonnell & Rhonda Zonoozi

Defined as age-related loss of muscle mass, strength, power and function, sarcopenia makes us weaker. When exercisers continue the same activity at the same intensity for months, the body adapts; it not only ceases to progress, but functionally declines. See how to deliver results, including increased skeletal muscle mass, with higher-intensity functional workouts.

You'll be able to:

- Engage and challenge participants by incorporating appropriate exercise progressions and boosted dietary protein, leading to increased skeletal muscle mass, decreased body fat, and greater vitality.
- Employ a programming framework toolkit to create deliberate, outcomes-based physical fitness that strengthens specific muscular weaknesses that lead to loss of independence and functional levels.
- Create metrics to analyze data and program effectiveness and rethink measurement (benchmarks) for work capacity.

Faculty: Katherine McDonnell, BA, Fitness and Wellness Coordinator, Sun Health Grandview Terrace; and Rhonda Zonoozi, BS, Health and Wellness Coach and Exercise Physiologist, Sun Health Center for Health and Wellbeing.



| HF/HF | CEUs

10:00 a.m.–
11:15 a.m.

Bridging the gap from clinical wellness to functional well-being

Jordan Morrow

Compliance after discharge from therapy is voluntary, self-regulated and largely dependent on a person's psychological state. Affordable resources that help maintain functionality reduce rates of readmission to skilled nursing and maintain, often improve, well-being. Learn options for implementing this program regardless of an organization's size and type.

You'll be able to:

- Improve and preserve the functional independence of your residents.
- Reduce readmissions to skilled nursing for similar or recurring injuries/illnesses.
- Increase revenue to the community through a new or improved service.

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



| CEUs

Herding cats—The art of matrix management

Hollie Fowler

Convincing others to work with you when they don't report to you may feel like herding cats, but can be done with the right training. Humans willingly join an initiative if they believe in it. Develop the communication tactics to cross over and connect with other departments, plus the organizational skills to help you effectively manage a cross-functional team.

You'll be able to:

- Manage a cross-functional project successfully.
- Increase the perceived value of your project by creating a culture that drives team accountability.

- Create cross-functional program engagement.

Faculty: Hollie Fowler, BA, Senior Director, Product and Brand Development, Prestige Care, Inc.



| CEUs

Chair Chi: Seated tai chi for the movement-impaired populations

Patrick Griffith

Chair Chi is a gentle exercise program developed to help people receive the benefits of traditional tai chi in the comfort and safety of a chair. Learn the warm-up and cooldown (chi gung) exercise, plus Chair Chi's breathing and stretching techniques. Also discover why these exercises are beneficial for older adults and how to demonstrate some of the Chair Chi form.

You'll be able to:

- Demonstrate some of the warm-up and cooldown (chi gung) exercises of Chair Chi, as well as describe the benefits for the older-adult population.
- Demonstrate breathing and massage techniques to advance the overall health of residents.
- Demonstrate some of the Chair Chi form and explain the health benefits as well.

Faculty: Patrick Griffith, BA, Founder, Chair Chi.



| LF/H-LF | CEUs

Wellness program discovery for enhanced engagement

Sarah Robertson

Explore how to build a successful wellness calendar by introducing various program concepts through a six-to-eight-week "Wellness Discovery" period. Boost engagement and participation while discovering specific needs and interests of your population. Sample seven multidimensional chair-based program concepts, and take home fully built program templates.

You'll be able to:

- Implement a six-to-eight-week Wellness Discovery series to identify specific needs and interests unique to your community population.
- Comprehend the value of program variety for high-level engagement and participation.
- Identify specific programs that are ideal for your population following completion of the Wellness Discovery sessions. Gain tips and support tools for the successful rollout of each program concept.

Faculty: Sarah Robertson, BA, CPT, Instructor, Northshore Senior Center.



| CEUs

Aging and movement—The cognitive connection

Sharlyn Green

If you could take a pill that grew new brain cells and improved your ability to problem-solve and learn, how much would you pay? This "pill" is movement! Delve into the connection between physical and intellectual well-being, movement and its effect on cognition. Learn how music and rhythmic patterns improve efficacy of exercise and movement in relation to brain function.

You'll be able to:

- Recognize movement's effect on cognition and brain function, in order to be able to form strategies for increasing effective movement opportunities in new and established programming.
- Comprehend progressions/regressions in relation to exercise options for older adults, for optimum efficacy and safety during movement opportunities.
- Develop and implement plans for increasing opportunities for movement for older adults.

Faculty: Sharlyn Green, MBA, Resident Programs Director, Freedom Plaza Peoria, a Brookdale Senior Living community.



| HF/LF | CEUs

A targeted expo



"I thoroughly enjoyed the ICAA Conference 2016. I left feeling inspired and exhilarated after being in the company of like-minded folks for four days and hearing about the innovative work that is being done around active aging."

Cathy Sessions

Director of Marketing, Notre Dame Health Care

A showcase of products and services

At the ICAA Conference, you'll be among the first in our industry to learn about new and emerging products and services that support active aging. It's a valuable opportunity to learn about providers and their products.

Exhibitors will showcase their innovations in technology, equipment and services. You'll be able to talk to industry partners in person, research offerings, see demonstrations, shop and place orders—all in one place.

And because products and services are crucial to your mission's success, the conference includes a trio of ways to interact with the expo in the Sun Ballroom:

- **Buyers Lab.** Learn about what's new in the industry. Thursday, October 12, 11:45 a.m.–3:30 p.m., and Friday, October 13, 12:35 p.m.–3:00 p.m.
- **Experience Lab.** Try a variety of offerings. Friday, October 13, 6:30 a.m.–7:45 a.m.
- **Design Lab.** Give feedback on how to improve products and services that are important to you. Friday, October 13, 9:45 a.m.–10:45 a.m.

Bring your questions. Share your goals and challenges. And get ready to discover the future together.

There is free admission to the ICAA Trade Show. If you are unable to attend the conference, come and see the latest in active-aging products and services in the exhibit hall. Bring your staff and your residents or clients, too, so they may experience these offerings and share their feedback with you.

A partial list of exhibitors

- Allstate Capital, LLC
- Biodex Medical Systems, Inc.
- Body Bar, Inc.
- Bwell Solutions
- CaptionCall
- CardioGym, LLC
- CyberCycle
- Domtar Personal Care
- eGym, Inc.
- Elyptol
- EnerG by Aegis
- Functional Aging Institute
- Furniture for Life
- Glide Fit
- GrandCare Systems
- Greenfields Outdoor Fitness
- Hamilton CapTel
- Hasbro's Joy for All
- HUR USA
- HydroWorx
- Inviacom
- It's Never 2 Late
- Java Group Programs
- Keiser Corporation
- Life Fitness/Cybox/SCIFIT
- Matrix Fitness
- Medical Fitness Solutions
- Milon
- MyoBuddy
- MYZONE
- Nekdoodle
- NuStep
- Penner Bathing Spas
- Perform Better
- Precor
- Pro Sound Portables
- ProSource
- Select Rehabilitation, Inc.
- Senior TV
- Shuttle Systems
- SMARTfit
- Spirit Fitness
- SportsArt
- SwimEx
- Sysco Corporation
- TESCO
- VirtuSense Technologies
- Woodway

Schedule at a glance



Open space learning

Wednesday, October 11

7:00 a.m.–6:00 p.m. Registration (Lobby area, Sun Ballroom)
Times vary Preconference programs

Space is limited, so register early to avoid disappointment. The preconference programs each cost an additional USD\$89 per registrant. *Aquatics workshop sponsored by HydroWorx and Solivita by AV Homes*

Thursday, October 12

6:00 a.m.–6:00 p.m. Registration (Lobby area, Sun Ballroom)
7:00 a.m.–10:00 a.m. Educational seminars
10:15 a.m.–11:30 a.m. ICAA General Session: Dr. Andrew Weil (Exhibit Hall A)
11:45 a.m.–3:30 p.m. Trade Show Grand Opening/Buyers Lab (Sun Ballroom)
3:45 p.m.–4:45 p.m. ICAA General Session: Dr. Richard Carmona (Exhibit Hall A)
5:00 p.m.–6:30 p.m. Educational seminars
7:15 p.m.–9:15 p.m. ICAA Welcome Event: Reception En Blanc (Gaylord Palms' Coquina Lawn) *Sponsored by NuStep, LLC*

The Reception En Blanc preferred dress code is white clothing. ICAA Conference registrants may attend the reception free of charge. A \$25 per-person fee applies to guests.

Industries represented at the ICAA Conference

- CCRCs/life plan communities
- Independent living, assisted living, memory care
- Seniors centers, Area Agencies on Aging, cities/parks and recreation
- Medical fitness, rehab, therapy providers and wellness centers
- Health clubs, YMCAs/JCCs
- Universities

Friday, October 13

6:00 a.m.–5:00 p.m. Registration (Lobby area, Sun Ballroom)
6:30 a.m.–7:45 a.m. Educational seminars
6:30 a.m.–7:45 a.m. Experience Lab/early-morning workouts (Sun Ballroom)
8:00 a.m.–9:30 a.m. Educational seminars
9:45 a.m.–10:45 a.m. Design Lab (Sun Ballroom)
11:00 a.m.–12:30 p.m. Educational seminars
12:35 p.m.–3:00 p.m. Buyers Lab/trade show (Sun Ballroom)
3:15 p.m.–6:15 p.m. Educational seminars

Saturday, October 14

6:30 a.m.–12:00 p.m. Registration (Lobby area, Sun Ballroom)
7:00 a.m.–11:15 a.m. Educational seminars

Travel information



"The ICAA Conference was full of leading-edge presenters, innovative ideas, and practical implementation strategies regarding active aging. I thoroughly enjoyed the entire experience."

Stuart Phillips, MS, CSCS
Fitness Trainer, Park Pointe Village

The ICAA Conference and Trade Show 2017 will take place at the Gaylord Palms Resort & Convention Center in Kissimmee, Greater Orlando, Florida. The expo will be held in the Sun Ballroom, with registration in the lobby outside.

Accommodation

A resort stay at the official conference hotel and headquarters

At Gaylord Palms, you and your team will stay in comfortable rooms or suites with optional connecting bedrooms. These suites offer possibilities for entertaining, corporate meetings, hosting a reception or simply sharing the day's learnings.

Gaylord Palms Resort & Convention Center
6000 West Osceola Parkway, Kissimmee
Tel: 407-586-0000
Single/double occupancy rooms: \$189
Emerald Bay: \$229

Highlights

- high-speed Internet access in all guest rooms
- around-the-clock access to the Relâche Fitness Center

- local, toll-free and domestic long-distance phone calls
- two bottles of purified water every day
- daily newspaper
- bucket of range balls at Celebration Golf Club
- free scheduled shuttle service to Walt Disney World Theme Parks
- discounts available on some hotel services
- check-in 4:00 pm/check-out 11:00 a.m. Eastern

Reservations are now being accepted. Group rates apply during the conference. Gaylord Palms requires notice of cancellations at least 3 days/72 hours prior to arrival.

For more information and to make or manage hotel reservations, visit <http://icaa.cc/conferenceandevents/hotel.htm>. Or call Marriott reservations at 800-429-5673 (US and Canada only) and mention "ICAA Conference." If you need a block of rooms, please email info@icaa.cc.

The ICAA Conference does not have a busing service nor a designated housing provider. If you're looking for alternative accommodation options, please call ICAA toll-free at 866-335-9777.



Transportation

The Gaylord Palms is located 20 minutes from Orlando International Airport. Self-parking and valet parking are available at the resort. For directions, maps and other transportation information, view <http://www.marriott.com/hotel-info/mcogp-gaylord-palms-resort-and-convention-center/gaylord-palms-entertainment/gwzd4ug/transportation.mi>.

'Book Your Flight': Delta Airlines discount

Delta Airlines offers an exclusive discount on air travel to ICAA Conference attendees who book their own flights using the Delta Meeting Network. Discounts range from 2% to 10% depending on ticket class. Reservations and ticketing are available via <http://www.delta.com/meeting>. Select the "Book Your Flight" link to go to this page and complete the information, entering the code NMQ6C in the "Meeting Event Code" box provided. You may also book by calling Delta Meeting reservations toll-free at 800-328-1111 (Monday to Friday, 7:00 a.m.–7:00 p.m. Central).

Air travel/car rental

For air travel (excluding Delta's "Book Your Flight" special offer above) and rental vehicles, call Burkhalter Travel at 608-833-5218 or 800-556-9286 (Monday to Friday, 8:00 a.m.–5:00 p.m. Central) to receive a quote and to make reservations. Burkhalter will search for the lowest available published rates at your time of booking. A per-person ticketing service fee applies. Ask for Dan Davenport (ext. 234), Mark Aubey (ext. 232) or Laurie Kiema (ext. 233) and refer to the ICAA 2017 Conference. It is suggested that you book no later than 30 days prior to the conference to receive the best rates.

Mears Motor Shuttle service

Mears is providing attendees with a convenient and affordable transfer between the Orlando International Airport and the Gaylord Palms Resort. All attendees will receive a \$4 discount off the regular round-trip price of \$37 per adult (\$28 per child aged 4–11 years) on the shared-ride shuttle *only*. Visit <http://www.icaa.cc/conferenceandevents/travel.htm> to download a coupon, which explains how to redeem it online or once you arrive at the airport.

Experience Disney

Bringing the kids, or a kid at heart? As an ICAA Conference attendee, you'll be able to take advantage of Walt Disney World Meeting/Convention Ticket offers. For advance purchase of exclusive partial day tickets and specially priced multiday tickets, call 407-566-5600 or go to <http://www.mydisneygroup.com/icaa17>. The cut-off date for advance purchase savings is October 11, 2017.

Frequently asked questions



"ICAA's conference in Orlando was a great experience for me. I enjoyed the sessions and the speakers. I was able to take back a lot of information to my facility and the networking is a bonus."

Helen Smith

Program Director, Common Wealth Senior Living

Q. Where is the ICAA Conference held?

A. The ICAA Conference takes place October 12–14, 2017, at the Gaylord Palms Resort & Convention Center, Kissimmee, Greater Orlando, Florida. The ICAA Registration Desk will be located in the lobby area of the Sun Ballroom.

Q. Will conference busing be available?

A. Other hotels for the ICAA Conference and Trade Show are within a short distance of Gaylord Palms Resort & Convention Center. No conference busing will be provided.

Q. What is included in the ICAA Conference fee?

A. Your registration fee includes the educational seminars, ICAA Welcome Reception, General Sessions, Experience Lab/early-morning workouts, online conference handouts, and trade show entry.

Q. Do I need to indicate my session choices ahead of time?

A. As in previous years, ICAA offers you the flexibility to attend regular sessions without signing up in advance. The

Gaylord Palms offers a more intimate convention space, however. Please have alternates in mind, in case your first choice for a seminar block is full.

Sessions will take place in theater-style rooms. As chairs will be set in rows facing the presenter, you'll receive a clipboard to aid with note-taking when you check-in at the ICAA Registration Desk.

Q. Are the full-day ICAA preconference workshops included in the registration fee?

A. No, there is an additional per-person cost of \$89 to participate in a preconference workshop. A separate fee applies to the workshop for industry suppliers. Space is limited for these educational opportunities. Register early to avoid disappointment.

Q. What options are available if I don't have time to attend the full conference?

A. You may attend the ICAA General Sessions on Thursday, October 12. The first General Session at 10:15 a.m. features keynote speaker Dr. Andrew Weil, a world-renowned pioneer in

integrative health. At 3:45 p.m., the second General Session spotlights Dr. Richard Carmona, the 17th Surgeon General of the United States and Vice Chairman of Canyon Ranch. You can take in one keynote for \$49, or both for \$75. Another option is the ICAA Trade Show, which you may tour at no charge. The trade show is open Thursday (11:45 a.m.–3:30 p.m.) and Friday (12:35 p.m.–3:00 p.m.). Feel free to bring your staff and your residents/clients as well, so they can try the show's products and services and give you feedback.

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

A. You can earn credits by signing up for the CEU program. To cover costs, you'll be charged a \$29 fee if you enroll in this program by October 1, 2017, or \$45 on-site. You must stay for at least 60 minutes in a 90-minute session to qualify for credits.

Q. What will I find at the trade show?

A. You will find new technologies, equipment and services to support multidimensional wellness for older adults from providers committed to active aging (see "A targeted expo" for a partial list of exhibitors).

Q. How do I receive session handouts?

A. A few weeks before the conference, we will email you a link to the handouts. You can scroll through the schedule to find your desired sessions and determine whether speaker handouts are available. Be sure to download and/or print handouts before you leave home. All available ICAA session handouts will be posted on the ICAA website after the conference, with a login number and password provided to you for convenient access.

Q. How do I become an ICAA member?

A. You can become an ICAA member and receive 10% off the one-year ICAA membership dues when you register for the conference by the September 17

early-bird deadline. This is a one-time offer for first-time members only. Fill out the optional membership section on the conference registration form when you go to www.icaa.cc/registrationForm.asp. See the ICAA website for membership options and benefits.

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

A. Sending more than one person to the conference maximizes the impact of your investment. To qualify for a group discount, you must all register for the ICAA Conference at the same time and make one payment for the total fees. Visit www.icaa.cc/registrationForm.asp to complete one online application form per person, then pay by PayPal. Alternatively, download a registration form to copy and complete for each person. Fax all the forms together to 604-708-4464, and indicate payment by check or credit card. Or call 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, with payment to follow. Your options are to call us with your credit card information, or to mail a check. If payment does not arrive within 30 days, your registration will be cancelled. After September 30, if you plan to pay by check, please indicate on your form that you'll pay by check on-site. Payment must be received prior to or at the conference for your registration to remain valid.

Q. I don't have a formal job title, but the form says "required." What should I do?

A. If you don't have a title, please use a description of your job. For example, wellness activity leader or personal trainer or administrator.

Q. When will I receive confirmation of my registration?

A. You'll receive email confirmation of registration within one week of ICAA's

receipt of your conference registration. Please contact us if you do not hear 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. If you need to cancel your registration, please submit your request in writing. Fees apply prior to September 30, 2017. After September 30, no cancellations are permitted, but you can transfer your registration to another delegate or to a future year. See "Cancellation and substitution policies" for more information.

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

A. Conference dress is casual. We recommend you wear comfortable walking shoes and bring a sweater or jacket. Meeting rooms are air-conditioned and often chilly. New this year, the "En Blanc" welcome reception calls for all-white clothing.

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

A. The Gaylord Palms Resort & Convention Center offers many food choices. However, you may want to bring healthy snacks with you or visit a local store to purchase items. Note: ICAA has no control over food options available on-site.

Q. Will drinking water be provided?

A. Water will be available in session rooms. You'll also receive a water bottle courtesy of Matrix Fitness when you check in at the ICAA Registration Desk.



Other questions?

Please email info@icaa.cc or call 866-335-9777 for information.

Conference registration

Call about our
group rate!

Register now and
SAVE

To register

Call toll-free 866-335-9777

Visit www.icaa.cc

	On or before September 17	After September 17
ICAA members		
1st registrant	\$449	\$559
2nd and 3rd registrants	\$399	\$499
4th and more registrants	\$199	\$309
Nonmembers		
1st registrant	\$459	\$559
2nd and 3rd registrants	\$409	\$499
4th and more registrants	\$209	\$309

Note: All registration fees are in US dollars.

Special offer: Take 10% off an Individual or Organizational membership when you join ICAA and register for the ICAA Conference at the same time before September 17, 2017. Available to first-time members only, this offer cannot be combined with any others.

Conference registration includes: educational seminars • welcome reception • general sessions • online conference handouts • Experience Lab • Design Lab • Buyers Labs/ trade show hall

Additional fees are required for pre-conference workshops (**\$89 each**) and continuing education unit registration (**\$29 before October 1, \$45 on-site**).

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

Dress code: Conference dress is casual. Air-conditioned meeting rooms are often chilly, **so ensure you bring a sweater or jacket.** Comfortable walking shoes are also recommended. The “En Blanc” welcome reception calls for all-white clothing.

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 2017! Call toll-free 866-335-9777 (North America only) or 604-734-4466. Or go to www.icaa.cc/conferenceandevents/rates.htm to register online or download forms to complete and return via fax or mail.

Cancellation and substitution policies

If you're unable to attend the ICAA Conference, please send your cancellation to info@icaa.cc. Contact us toll-free at 866-335-9777 to confirm receipt if you do not hear anything from us within two weeks.

Cancellations will be processed as follows:

Date of receipt	
By September 15, 2017	Full refund minus \$100 processing fee
September 15–29, 2017	Refund minus 50% of total fee
On or after September 30, 2017	No refund issued

When submitted in writing, post-deadline cancellations may be considered where there are extenuating circumstances. Refunds will be processed to the original payer (credit card refunds: 4–6 weeks after initial request; check refunds: 4–6 weeks after the event).

You may substitute someone this year at no additional charge or transfer the registration to a future year. A substitution to registration or hotel reservations must be made in writing to info@icaa.cc. Hotel reservations must be cancelled and rebooked, with Gaylord Palms requiring notice at least 3 days/72 hours prior to your expected arrival.

A letter from the original attendee and/or company is required to process a substitution, along with a completed registration form for the individual who will take your place. Email the letter and form in advance to info@icaa.cc to save time on the day.