

INTERNATIONAL  
COUNCIL ON  
ACTIVE AGING



# ICAA CONFERENCE AND EXPO 2025

Anaheim Marriott  
Anaheim, California  
October 13–15

**Where passion meets purpose**

Enjoy an invigorating  
learning experience & expo.  
**SAVE** up to \$200 when you  
register by June 9.



Conference partners

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*“The ICAA Conference is the best value for anyone who develops, designs and implements fitness and wellness programs for older adults. Low registration fees and excellent presenters, combined with an expo filled with just the right amount of cool stuff, instant ROI in your staff.”*

**Stacey Judge**

*Wellness Program Director, Springpoint*

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# Registration

## ICAA Conference and Expo 2025 registration fees

	On or before June 9	On or before August 18	After August 18
<b>ICAA members</b>			
1 <sup>st</sup> registrant	\$415	\$535	\$635
2 <sup>nd</sup> and 3 <sup>rd</sup> registrants	\$365 each	\$485 each	\$575 each
4 <sup>th</sup> and more registrants	\$275 each	\$315 each	\$395 each
<b>Nonmembers</b>			
1 <sup>st</sup> registrant	\$485	\$565	\$655
2 <sup>nd</sup> and 3 <sup>rd</sup> registrants	\$435 each	\$515 each	\$595 each
4 <sup>th</sup> and more registrants	\$315 each	\$335 each	\$425 each
<b>Industry suppliers</b>			
Per-person fee	\$799	\$899	\$999

*Note: All registration fees are in US dollars.*

### An all access pass to the ICAA Conference and Expo 2025 includes:

- General Session
- educational seminars
- online handouts
- specialized wellness expo
- Lunch & Learn sessions

Additional fees are required for continuing education unit registration (**\$100 before September 29, \$125 on-site**) and preconference sessions (**\$149 per person for each session**). See pages 7 and 11.

**Group discount:** To qualify for this discount, you must all register at the same time and make one payment (check or credit card). You can add an attendee to your registered group by calling ICAA at 866-335-9777 or 604-734-4466.

**Dress code:** Conference dress is casual. For your comfort, bring walking shoes and a **sweater or jacket**. Meeting rooms are air-conditioned.

**Waivers:** To attend the ICAA Conference and Expo, you will need to complete waivers for liability and for use of your image (voice, photo, video, etc.) in promotional and educational materials. These waivers are included as part of the registration form.

**Register today! Call toll-free 866-335-9777 (North America only) or 604-734-4466.** Or visit <https://icaaconference.icaa.cc/register.php> to register online. You can also download forms to complete and return via fax to 604-708-4464 or mail: 603-1112 West Pender Street, Vancouver, BC V6E 2S1, Canada.

**Note:** To pay by check after September 18, 2025, indicate this payment method on your registration form and then fax a copy of the check to 604-708-4464 or email it to [info@icaa.cc](mailto:info@icaa.cc). Payment must be received before or at the event for your registration to remain valid.

*All conference details are subject to change.*

*For cancellation and substitution policies, see page 45.*

*Access ICAA's COVID-19 protocols in the online conference registration form at [www.icaa.cc/registration.php](http://www.icaa.cc/registration.php) or download a pdf at [https://icaaconference.icaa.cc/pdf/summit\\_form.pdf](https://icaaconference.icaa.cc/pdf/summit_form.pdf)*



**To register**

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

or call toll-free 866-335-9777.

# Build your wellness ecosystem

*“The ICAA Conference is a great experience for someone looking for new tangible ideas, innovative products to supplement your fitness center, and ways to improve cognition through exercise.”*

**Claire Haffley**

*Live Well Manager, Westminster Village West Lafayette*

## Wellness isn't a trend, it's a transformation

Our growing commitment to wellness is changing how we live, work and age across every generation. Yet how do we turn the aspiration of wellness—healthy, active and fully engaged living—into meaningful action in a world where change is constant? That's the question the ICAA Conference and Expo is designed to answer.

Forget about simply doing more. Focus on doing things smarter. Wellness delivery is evolving through technology, design, and a deeper understanding of human behavior. The result? Small, intentional shifts that drive powerful outcomes.

The ICAA Conference and Expo is where ideas converge, where passion meets purpose and where the future of wellness comes to life.

By attending this year's event, you will:

- Gain **inspiration** from passionate, knowledgeable presenters and like-minded peers.
- Explore **technologies, equipment and services** to help you meet today's goals and tomorrow's opportunities.
- Access **thought leaders, hands-on learning, and applicable strategies** to keep you and your team sharp, confident and ready to lead.
- Leave with **tools, insights and connections** to build a true wellness ecosystem.

A game-changer for any organization, a dynamic and interconnected network of people, practices and purpose will fuel well-being and success at every level of your organization.

In the active-aging industry, we often speak about empowering residents and members to live with autonomy. Thriving, wellness-centered communities also depend on empowered teams—people equipped with the authority, knowledge and clarity to create real impact.

The ICAA Conference and Expo exists to be that catalyst for your organization, your people, and the older adults you serve.

We invite you to join us this October in Anaheim, California. Let's shape the future of aging well, together.

### Who attends?

#### Positions attending

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

- Researchers, educators and professors
- Resident Advisory Council members and committee members

#### Organizations represented

- Senior living (independent living, assisted living, memory care)
- Continuing care/life plan communities
- Active-adult real estate development
- Seniors centers, area agencies on aging, cities/parks and recreation
- Fitness centers/gyms, studios, YMCAs/JCCs
- Medical fitness, rehabilitation, therapy providers and wellness centers
- Universities



# Featured programming Monday, October 13



Vonda Wright, MD, MS

## GENERAL SESSION

9:30 a.m.–10:30 a.m.

### UNBREAKABLE: Precision longevity and aging with power Vonda Wright

Aging is no longer just about adding years to life—it's about adding life to years. With groundbreaking discoveries in longevity

science, we now understand aging in ways that allow for precision wellness: targeted, personalized strategies to optimize health as we grow older. This session explores the latest advancements in aging science, including how life changes at 64 (when past choices start to catch up with us) and what we can do to stay ahead.

In this General Session, Dr. Vonda Wright, author, researcher and pioneering orthopedic sports surgeon, dives into the idea of bone as a living organ and its implications for lifelong strength and mobility, particularly in women's health, where differences from men necessitate unique approaches. Knowledge alone is not enough. Behavior change is key. How do we effectively integrate new insights into daily life? What tools and technologies are driving personalized health recommendations? Are we truly at the cusp of precision wellness, and if so, how do we harness it for better outcomes? Gain insights from Dr. Wright on where the science of aging is heading and what it means for you. You'll leave with actionable

strategies to personalize your approach to longevity and well-being for yourself and for your residents/members.

#### *You'll be able to:*

- Discuss the latest advancements in the science of aging.
- Describe tools and technologies that drive tailored health recommendations.
- Apply strategies for a personalized approach to longevity and well-being.

**Faculty:** Vonda Wright, MD, MS, double-board certified orthopedic sports surgeon, researcher, author and speaker, human performance expert, women's health authority, and thought leader committed to redefining aging.

*CEUs*

*Brought to you by*

**MATRIX**

## Dr. Vonda Wright: A snapshot

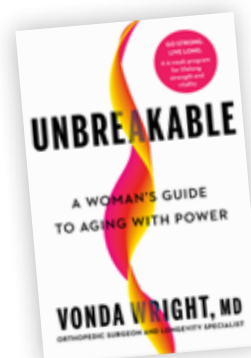
With over 25 years of clinical experience, Dr. Vonda Wright has cared for more than 100,000 patients, using her unique blend of medical expertise and innovative approaches to help people go strong, live long and age with power. She is a fierce advocate for women's longevity and peak performance and a thought leader committed to redefining aging. Her award-winning research in musculoskeletal aging has transformed the conversation around health, emphasizing actionable strategies that foster vitality and optimal well-being. The keynote speaker and media expert has shared her insights with clarity and passion on podcasts and television and in top publications.

Dr. Wright has been at the forefront of advancing orthopedic care for elite

athletes and active individuals, serving as the founding Chief of Sports Medicine at Northside Health System and inaugural Medical Director of the UPMC [University of Pittsburgh Medical Center] Lemieux Sports Complex. After receiving a master's degree in Oncology nursing from Rush University in Chicago, she attended the University of Chicago-Pritzker School of Medicine. She completed her Orthopaedic residency at the University of Pittsburgh and her fellowship in Sports Medicine at the prestigious Hospital for Special Surgery in New York.

A prolific author and content creator, Dr. Wright invites everyone to discover the tools for an unbreakable future in her book, *Unbreakable: A Woman's Guide to Aging with Power*, launching in fall 2025.

In *Unbreakable*, Wright shares her six-week Go Strong, Live Long program. With her compelling messages and no-nonsense delivery, she not only informs but inspires action, encouraging athletes and active people of all ages and skill levels to reclaim their health and thrive at every stage of life.



# Agenda at a glance



## Mindfulness Prelude

Join Mindful Movement Specialist Yury Rockit on Sunday, October 12, 6:30 p.m.–7:00 p.m., for a prelude to the week's events. In a welcoming environment, engage in mindful movement and reflection intended to help you connect/reconnect with yourself and others and to prepare for a positive, purposeful conference experience. Note: For this event, meet at the ICAA Conference Registration Desk.

*"The ICAA Conference is big enough to be exciting but small enough to get to know people and have meaningful conversations. ... Having a dedicated audience of people who work in wellness and wellness-adjacent positions in the Senior Living industry makes this an incredibly beneficial event."*

## Tamera Reynolds

Director of Health and Wellness,  
Terwilliger Plaza

## Anaheim Marriott

700 West Convention Way, Anaheim, California 92802

### Sunday, October 12

3:00 p.m.–6:00 p.m.	Registration
8:00 a.m.–5:00 p.m.	Preconference workshops
6:30 p.m.–7:00 p.m.	Mindfulness Prelude

### Monday, October 13

6:30 a.m.–3:30 p.m.	Registration
7:00 a.m.–8:00 a.m.	Education sessions
8:15 a.m.–9:15 a.m.	Education sessions
9:30 a.m.–10:30 a.m.	<b>General Session Brought to you by</b> <b>MATRIX</b>
10:45 a.m.–11:45 a.m.	Education sessions
11:45 a.m.–12:45 p.m.	Lunch & Learn Blue Brought to you by   
12:00 p.m.–4:15 p.m.	<b>Expo</b>
1:20 p.m.–2:20 p.m.	Lunch & Learn Green
4:00 p.m.–5:00 p.m.	Education sessions
5:05 p.m.–5:30 p.m.	Class Photo

### Tuesday, October 14

6:30 a.m.–10:00 a.m.	Registration
7:00 a.m.–8:00 a.m.	Education sessions
8:15 a.m.–9:15 a.m.	Education sessions
9:30 a.m.–10:30 a.m.	Education sessions
10:45 a.m.–11:45 a.m.	Education sessions
11:45 a.m.–12:45 p.m.	Lunch & Learn Green
12:00 p.m.–3:45 p.m.	<b>Expo</b>
1:20 p.m.–2:20 p.m.	Lunch & Learn Blue
4:00 p.m.–5:00 p.m.	Education sessions
5:15 p.m.–5:45 p.m.	Regenerate & Restore

### Wednesday, October 15

7:00 a.m.–8:00 a.m.	Education sessions
8:15 a.m.–9:15 a.m.	Education sessions
9:30 a.m.–10:30 a.m.	Education sessions
10:35 a.m.–11:00 a.m.	That's a Wrap!

*Subject to change.*

# Preconference workshops Sunday, October 12



*Cody Sipe, PhD*

**8:00 a.m.–4:30 p.m.**

## **Brain Fitness Coach workshop** **Cody Sipe**

Learn how to create and lead safe, effective exercise programs that can improve cognitive abilities, build cognitive reserve and protect against cognitive decline in older clients. This session will cover a number of essential concepts in the fields of neuroscience and brain health in an easy-to-understand manner while also providing numerous hands-on opportunities to engage with the material. Explore how both physical and cognitive exercises contribute to cognitive longevity and dementia risk. Also, learn how the two types of exercise can be used simultaneously through a method called dual-tasking (cognitive-motor training) to achieve superior results.

In this session, you will practice numerous low- and high-tech dual-task exercises that you can use with a wide variety of clientele. Special emphasis will be placed on how to select exercises and create programs that address specific aspects of cognitive function to maximize individual results. Several current and emerging “brain gym” models that incorporate these strategies and technologies will be discussed.



*Leslee Bender*

**You'll be able to:**

- Discuss essential concepts in cognition and brain health and the basics of memory and creating memories.
- Identify lifestyle factors that improve brain health and reduce dementia risk.
- Develop personalized brain fitness programming that builds on the principles of dual-tasking.

**Faculty:** Cody Sipe, MS, PhD, DipACLM, Cofounder and Vice President, Functional Aging Institute; Professor, Harding University; and CEO, Marbles Brain Body Fitness.  
*CEUs*

*Per-person fee to attend: \$149.00*

**9:00 a.m.–4:30 p.m.**

## **Vital core training for older adults** **Leslee Bender**

The core is vital for an active ager. Supine exercises such as crunches can not only damage the spine but also are ineffective, especially with those who have dysfunctional postural issues where the floor is not an option. Discover and experience the components necessary to implement a core training program designed specifically for active agers. Learn about the importance of “functional

core training” to improve balance, proprioception, attitude, posture and more.

Whether you are a director or trainer, this session will give you the tools and programming to help your members/residents to improve balance, flexibility and mobility. Explore the importance and application of functionally safer methods of core training, such as using a small ball to protect the back while strengthening and lengthening the body. Leave with new options to address core issues for individuals at all fitness and ability levels.

**You'll be able to:**

- Describe many applications to strengthen the core for all activities, from gardening to pickleball.
- Provide members/residents with functional core training to improve dynamic posture, reduce pain and improve mobility and stability, thereby improving quality of life.
- Implement and lead a safe, effective program that provides vital core training.

**Faculty:** Leslee Bender, BA, ACE, ACSM, NASM, FAFS, NPCP, Owner, Ageless Training Academy.  
*CEUs*

*Per-person fee to attend: \$149.00*

### **Stay where the action is!**

Experience all the energy of the ICAA Conference and Expo by staying at the Anaheim Marriott. Optimize the opportunity to share learning spaces with other professionals who understand your challenges and share your passion for older-adult wellness. Immerse yourself in the event's stimulating sessions and inspiring interaction. Reserve your room now! See page 42 for details.

# Sessions guide

## HOW TO USE SESSION INFORMATION

The following pointers will help you as you go through this brochure.

## Session pages

Time	Key to tracks	Day	Session title	Continuing education units	Session track icon	Learning objectives	Presenter names
Monday sessions October 13 7:00 am - 8:00 a.m.		Monday	<b>Senior Share: Lifelong learning and social connections through storytelling</b> Volunteers & Jerry Aronowitz Senior Share has long been and is growing to the storytelling is considered not only a form of senior engagement but also a means to connect, create, and inspire. Learn how professional writers and storytellers are using their skills to help seniors tell their stories, build confidence, and increase their social connections. Hear examples of their work and explore techniques for storytelling.	1.0 CEU		• Understand the importance of storytelling for seniors and how it can be used to connect, create, and inspire. • Describe the history of Senior Share and how it has grown to the current day. • Explore the various ways in which Senior Share is used to connect, create, and inspire. • Understand the importance of storytelling for seniors and how it can be used to connect, create, and inspire.	Facilitator: Jerry Aronowitz, BA, MFA, Senior Share Executive Director, Senior Share, City of Chicago Facilitator: Jerry Aronowitz, BA, MFA, Senior Share Executive Director, Senior Share, City of Chicago
8:00 a.m. - 9:00 a.m.		Monday	<b>Maximizing skills to cultivate the ideal group: Skills to cultivate the ideal group</b> Jerry Aronowitz This session will explore the importance of maximizing skills to cultivate the ideal group. Learn how to identify the skills needed to cultivate the ideal group and how to use those skills to create a successful group. Hear examples of how to use these skills to create a successful group and explore techniques for maximizing skills to cultivate the ideal group.	1.0 CEU		• Understand the importance of maximizing skills to cultivate the ideal group. • Describe the various ways in which skills can be used to cultivate the ideal group. • Explore the various ways in which skills can be used to cultivate the ideal group. • Understand the importance of maximizing skills to cultivate the ideal group.	Facilitator: Jerry Aronowitz, BA, MFA, Senior Share Executive Director, Senior Share, City of Chicago
9:00 a.m. - 10:00 a.m.		Monday	<b>Maximizing skills to cultivate the ideal group: Skills to cultivate the ideal group</b> Jerry Aronowitz This session will explore the importance of maximizing skills to cultivate the ideal group. Learn how to identify the skills needed to cultivate the ideal group and how to use those skills to create a successful group. Hear examples of how to use these skills to create a successful group and explore techniques for maximizing skills to cultivate the ideal group.	1.0 CEU		• Understand the importance of maximizing skills to cultivate the ideal group. • Describe the various ways in which skills can be used to cultivate the ideal group. • Explore the various ways in which skills can be used to cultivate the ideal group. • Understand the importance of maximizing skills to cultivate the ideal group.	Facilitator: Jerry Aronowitz, BA, MFA, Senior Share Executive Director, Senior Share, City of Chicago

### Content

Brochure content is accurate as of press time. For updates, go to [www.icaa.cc](http://www.icaa.cc)



# Tracks

Presentations cover a wide range of relevant topics. Use these icons to identify which sessions best fit your goals and to customize your educational experience.



## **BUSINESS ALIGNMENT**

Techniques to align wellness initiatives with performance measures used by senior managers; tracking outcomes to show the value of wellness. Research supporting wellness initiatives.



## **COGNITIVE & EMOTIONAL HEALTH**

Profiles of existing programs, communication methods and activities or social groups that support the cognitive/intellectual and emotional dimensions of wellness. Identify the level of cognitive ability most appropriate for participants. Motivation and behavior change topics may fall within this category.



## **DIVERSITY, EQUITY, INCLUSION**

Examples of programs or individual actions that aim to eliminate conscious or unconscious bias about people of different ages, ethnic or religious backgrounds, gender, gender identity, disability, education and other categories. Includes value of a diverse and equitable culture.



## **LEADERSHIP & MANAGEMENT**

Topics include business and department management (assessment, planning, budget, delivery), partnerships, and leadership of staff and of the organization's wellness culture.



## **NUTRITION FOR OLDER ADULTS**

Nutrient needs as adults progress along the aging continuum; techniques and programs that promote healthy eating, collaborations between chefs, dietitians and wellness program leaders. Meal planning; demonstrations of meal preparation, garden-to-table profiles and healthy food choices fit here.



## **PHYSICAL ACTIVITY**

Profiles of existing physical activities that emphasize how to plan and deliver the activities. Physical activity research or exercise physiology serves as a base for the session, with guidelines for modifying for high functioning or low functioning older adults.



## **PROGRAMMING**

A program can be a multidimensional calendar of all activities, or a single ongoing activity or class. Activities in each dimension of wellness, such as arts and culture, spirituality, lifelong learning, nutrition and environmental stewardship, are examples. Includes development, content, leadership and outcomes tracking.



## **STAFFING & EMPLOYEE WELLNESS**

Approaches to recruit and retain staff members; methods

Based on the ICAA Competencies for Wellness Leaders available at [www.icaa.cc/careercenter/ICAA-Competencies-for-wellness-managers-career.html](http://www.icaa.cc/careercenter/ICAA-Competencies-for-wellness-managers-career.html)



## **TECHNOLOGY**

Hardware and software that provide utility for staff in multiple areas, enable communication for older adults or help people adapt to a functional limitation. Use of social media and multimedia is included here, along with perspective on current technology trends.



## **TRENDS & INNOVATIONS**





















Discover today's trends and how these can be applied within the organization, programs or activities, and among peers and older adults. Innovations in the field, technologies and other "big picture" topics relevant to active aging that meet a particular need and provide vision for future developments.



## **WELLNESS INTEGRATION WITH HEALTHCARE**
















Coordination between therapists, physicians, nutritionists and wellness staff. How wellness-dimension programs and activities prevent or delay injury and illness, and benefit people with a chronic health condition or physical or cognitive impairment.

# Seminars at a glance Monday, October 13

7:00 a.m.– 8:00 a.m.	Senior Share: Lifelong learning and social connections through storytelling <i>Amanda Valerosi &amp; Jimmy Kirby, Jr.</i> 	Finding purpose and creating community through vocational well-being <i>Laura Powell</i> 	NEURO: A comprehensive plan for optimizing brain health <i>Cody Sipe</i> 	Drumming fit therapeutic <i>Libby Norris</i> 
8:15 a.m.– 9:15 a.m.	Artful empathy: Enhancing care through validation and creative expression <i>Krissy Wuerdeman &amp; Angel Duncan</i> 	Having the difficult conversations: What to say to a bully <i>Kathleen Weissberg</i> 	How to create an award-winning well-being organization <i>Sue Paul &amp; Dennis Poremski</i> 	Rebranding your wellness program after a natural disaster <i>Diana Rippl</i> 
9:30 a.m.– 10:30 a.m.	<b>GENERAL SESSION</b> <b>“UNBREAKABLE: Precision longevity and aging with power”</b> <i>Vonda Wright</i> 			
10:45 a.m.– 11:45 a.m.	Cultivating inclusive environments: A global approach to diversity in senior communities <i>Brandon Mendiola &amp; Queenie Lew</i> 	A simple guide on gardening for senior living communities <i>Jason Coker, Emily Ridgely &amp; Stephen Brown</i> 	Tools for the Active Aging for L.I.F.E. intergenerational health program <i>Emily Roberts</i> 	Beyond occupancy: How nonresident memberships can transform your community <i>Brian Parman &amp; Angela Castillo</i> 
11:45 a.m.– 12:45 p.m.	<b>LUNCH &amp; LEARN BLUE</b>   			
12:00 p.m.– 4:15 p.m.	<b>ICAA EXPO</b> <b>Marquis Ballroom</b>			
1:20 p.m.– 2:20 p.m.	<b>LUNCH &amp; LEARN GREEN</b>			
4:00 p.m.– 5:00 p.m.	Living well, leaving well: A positive approach to end-of-life planning <i>Ashley McDowell</i> 	Promoting longevity through engaging nutrition and well-being-focused programming <i>Ellen Lowe</i> 	Rescripting aging: Empowering longevity through the performing arts <i>Katie Kensinger, John Prignano &amp; Caitlin Rokavec-Hirsh</i> 	Data-driven wellness: Using key metrics to enhance fitness programs for older adults <i>Jason Smith &amp; Aaron Watkins</i> 
5:05 p.m.– 5:30 p.m.	<b>CLASS PHOTO</b>			

*This schedule is subject to change.*


























<b>Tracks key</b>	 Business alignment	 Leadership & management	 Programming	 Trends & innovations
	 Cognitive & emotional health	 Nutrition for older adults	 Staffing & employee wellness	 Wellness integration with healthcare
	 Diversity, equity, inclusion	 Physical activity	 Technology	

<p>Vitamin qi: Energizing our body and mind <i>Yury Rockit</i></p> 	<p>Maximizing skills to cultivate the ideal group fitness class for older adults <i>Jenny McClendon</i></p> 		
<p>Incorporating the latest brain health research into your programming <i>Rob Winningham</i></p> 	<p>Making the floor your friend <i>Kimberly Huff &amp; Connie Rasmussen</i></p> 	<p>Poetry yoga: Meditations on poetry while practicing chair yoga <i>Jeanne Missey Osgood</i></p> 	<p>Lift heavy! Strength and power training to develop robust “movers” <i>Patricia VanGalen</i></p> 
<p>Enhancing cognitive well-being through innovative programs and tools <i>Chelsea Blanding &amp; Katie Reilly</i></p> 	<p>Tai chi for healthy aging: Flow, focus and fall prevention <i>Sharlyn Green</i></p> 	<p>Moving through a movement disorder of Parkinson’s disease <i>Lisa Hoffman &amp; Khristine Meldrum</i></p> 	<p>Bridging rehabilitation and wellness: One resident, one coherent care model <i>Anna Azaryan &amp; Joy Cochran</i></p> 
<p>Longevity is a team sport: Social connection, movement and quality of life <i>Karlie Intlekofer</i></p>  	<p>Dance for brain health and happiness <i>Manuel Velazquez</i></p> 	<p>Ageless pilates: A functional approach improving flexibility and mobility <i>Leslee Bender</i></p> 	<p>Speed, power, balance: The key to fall resiliency in agers <i>Ann Gilbert</i></p> 

## Continuing education program

Enroll for CEUs/CECs for \$100 before September 29, 2025, or \$125 on-site (fee covers costs from certifying agencies). To get updates about participating organizations, visit <https://icaaconference.icaa.cc/ceu.php>


















# Seminars at a glance Tuesday, October 14

7:00 a.m.– 8:00 a.m.	An authentic wellness culture: Resident well-being, market leadership, business success <i>Kay Van Norman</i> 	Be a brain health hero! Building your cognitive trainer skillset <i>Cynthia Green</i> 	Let's learn to get up! Mastering the sit-to-stand <i>Ann Gilbert</i> 	They need to be working smarter <i>and</i> harder <i>Aleen Dailey</i> 
8:15 a.m.– 9:15 a.m.	How storytelling can transform your brand experience and engage your residents <i>Jack York &amp; Shannon Novak</i>  	The seismic shift in mindset: Attracting the new older adult in a competitive market <i>Marc Middleton</i>  	Aligning therapeutic horticulture programs with organizational wellness objectives <i>Alexis Ashworth</i>  	<b>PANEL PART 1</b> The science and application of brain health programming <i>Ryan Glatt, Karlie Intlekofer, Rob Winningham &amp; Cody Sipe</i> 
9:30 a.m.– 10:30 a.m.	How technology can personalize nutrition <i>Matthew Thompson &amp; David Leuci</i>  	Suicide prevention and screening for substance misuse in older adults <i>Kathleen Weissberg</i> 	A new-age approach for validating effectiveness of resident engagement <i>Kelly Stranburg &amp; Tony Galvan</i> 	<b>PANEL PART 2</b> Implementing brain health programming <i>Ryan Glatt, Michele Wong, Sue Paul &amp; Mellany Hanson</i> 
10:45 a.m.– 11:45 a.m.	The creative power of group art <i>Julia Goldie</i> 	Redefining resilience across the continuum of care <i>Crystal Dawson, Crystal Balthazor &amp; Amy Simmons</i> 	Artificial intelligence: Revolutionizing well-being and operations <i>Mark Kronner</i>  	Partnership ecosystem: A guide to dynamic partnerships in senior living <i>Chelsea Sacher &amp; Denise Scruggs</i> 
11:45 a.m.– 12:45 p.m.	<b>LUNCH &amp; LEARN BLUE</b>			
12:00 p.m.– 3:45 p.m.	<b>ICAA EXPO</b> <b>Marquis Ballroom</b>			
1:20 p.m.– 2:20 p.m.	<b>LUNCH &amp; LEARN GREEN</b>			
4:00 p.m.– 5:00 p.m.	Democratizing music as medicine for the aging population through technology <i>Andy Tubman</i> 	Creating golden memories with Golden Gorillas <i>Laura Covert Miller &amp; Loryn Moser</i> 	International lessons for senior living: Wellness by design <i>Lori Pinkerton-Rolet</i> 	Leading with levity: No laughing matter <i>Dani Klein Modisett &amp; Nikki Ghisel</i> 
5:15 p.m.– 5:45 p.m.	<b>REGENERATE &amp; RESTORE</b> <i>Terry Eckmann</i>			

*This schedule is subject to change.*

<b>Tracks key</b>	 Business alignment	 Leadership & management	 Programming	 Trends & innovations
	 Cognitive & emotional health	 Nutrition for older adults	 Staffing & employee wellness	 Wellness integration with healthcare
	 Diversity, equity, inclusion	 Physical activity	 Technology	



















<p>Posture and mobility: Somatic movement strategies for active aging <i>Elise Foss</i></p> 			
<p>Dual-tasking and the power of play <i>Mindy Mylrea</i></p> 	<p>Against the wall: Stronger every day <i>Yury Rockit</i></p> 	<p>Are we pushing clients hard enough during resistance training? <i>Aaron Aslakson</i></p> 	
<p>A.B.C.: Agility, balance and coordination for the active-aging client <i>Roberto Melani</i></p> 	<p>Ageless function: Movements that matter <i>Keli Roberts</i></p> 	<p>Preempt incontinence: Awareness, education, exercise <i>Patricia VanGalen</i></p> 	<p><b>PANEL</b> The power of joy in physical activity and connection <i>Rebecca Lloyd, Stephen Smith, William Myers, Caroline Edasis, Annie Shaffer &amp; Amber Reis</i></p>  
<p>Aging: When thinking BRAVE counts most <i>Michael Mantell</i></p> 	<p>Agility, balance and brains, oh my! <i>Kimberly Huff</i></p> 	<p>One, two, four and more dances <i>Terry Eckmann</i></p> 	<p>All-access therapeutic boxing <i>Libby Norris</i></p> 
<p>Beyond words: Navigating communication and brain changes in dementia <i>Karen Straw</i></p> 	<p>Dynamic flexibility for longevity <i>Manuel Velazquez</i></p> 	<p>SASS: Seated, assisted, standing for active agers <i>Mindy Mylrea</i></p> 	<p>More purposeful and mindful fitness classes <i>Emily Johnson</i></p> 

*“The ICAA Conference is always invigorating. I learn so much, love networking with others in the wellness/fitness field, and come back to my community with many fun, innovative ideas to share.”*

**Diane Waltz**

*Director of Wellness, Spring Lake Village*

# Seminars at a glance Wednesday, October 15

7:00 a.m.– 8:00 a.m.	Overcoming ageism in fitness to create inclusive wellness programs <i>Erin Eleuterio</i> 	Transitional wellness: A model for moving people from skilled therapy to independent exercise <i>Elizabeth Johnson, Jim LeRoux &amp; Jessi Kearns</i> 	Engagement meets innovation: AI's role in personalization and wellness <i>Laura Carrillo, Sara Tottress &amp; Dylan Conley</i> 	Better balance: Using chairs in creative ways <i>Kymberly Williams-Evans</i> 	Strength for Parkinson's <i>Dean Sbragia</i> 	Capturing legacy: How a photography initiative unites residents, families and staff <i>Victoria James</i> 
8:15 a.m.– 9:15 a.m.	Heritage-focused nutrition strategies for thriving older adults <i>Maggie Moon</i> 	Bee-Well! Seniors & Pollinators Thriving Together: A meaningful approach to enhancing lives <i>Tanya Snow &amp; Janice Miller</i> 	The impact of programming at the intersection of health and housing <i>Jennifer Truppa &amp; Ralph Gaines</i> 	Active aging posture perfect <i>Keli Roberts</i> 	Ageless mobility: Stability from the ground up <i>Leslee Bender</i> 	
9:30 a.m.– 10:30 a.m.	Every training moment counts <i>Hayley Moseley</i> 	Think together, thrive together! Brain-based emotional wellness programming for communities <i>Cynthia Green</i> 	Don't let falls bring you down <i>Lysa Johnson &amp; Danielle Alexander</i> 	HIIT training for the active-aging client: A functional approach <i>Roberto Melani</i> 	Somatic salsa dance for joyful aging <i>Rebecca Lloyd</i> 	
10:35 a.m.– 11:15 a.m.	<b>THAT'S A WRAP!</b> <i>Presenter TBA</i>					

*This schedule is subject to change.*

Tracks key	 Business alignment	 Leadership & management	 Programming	 Trends & innovations
	 Cognitive & emotional health	 Nutrition for older adults	 Staffing & employee wellness	 Wellness integration with healthcare
	 Diversity, equity, inclusion	 Physical activity	 Technology	



# Take the guess work out of wellness planning

## Take the ICAA Wellness Audit today and make sure you are on the right track.

The ICAA Wellness Audit is designed to equip your organization with valuable information that anchors your progress today and drives success into the next chapter.

Use the ICAA Wellness Audit to:

- Objectively assess how wellness is advancing in your organization
- Identify areas of excellence, opportunities for growth and gaps between mission and performance

- Establish a baseline and use for long-range planning

The ICAA Wellness Audit is **now available free** to ICAA Organizational members and ICAA 100 members. To learn more, visit **[www.icaa.cc](http://www.icaa.cc)** or **call 866-335-9777**



# Monday sessions October 13

7:00 a.m.–8:00 a.m.

## Senior Share: Lifelong learning and social connections through storytelling

**Amanda Valorosi & Jimmy Kirby, Jr.**

Storytelling has long been used to preserve memories and pass on information to the next generation. Modern-day storytelling is considered not only a form of art but also an amazing technique used to improve cognition, stimulate creativity and maintain mental alertness. Learn how professionals can use storytelling groups to encourage positive social connections while reducing stress, building confidence and increasing activity. Hear examples from a successful storytelling group and explore techniques to start a group in your community.

### *You'll be able to:*

- Formulate a syllabus for an eight-week Senior Share Storytelling group for older adults.

- Brainstorm topics and discussions that will be successful for your constituents.
- Describe the history of passing down stories through generations and discuss the importance of reminiscent activities for aging adults to improve cognition and mental health.

**Faculty:** Amanda Valorosi, MSG, Human Services Supervisor, and Jimmy Kirby, Jr., PhD, Senior Recreation Specialist, Human Services Division, City of Carson.



## Finding purpose and creating community through vocational well-being

**Laura Powell**

The Bridgewater Retirement Community Connections Team was established in 2018 to plan, promote and evaluate community outreach initiatives, providing over 1,000 hours of community outreach annually. Learn how the team fosters meaningful connections between residents, team members and the wider community by creating ongoing community partnerships and purposeful, resident-led initiatives. Examine ways in which the effort creates stronger relationships, engages older adults in meaningful activities, and showcases the value of aging individuals.

### *You'll be able to:*

- Develop strategies to cultivate collaborative partnerships with local community organizations, fostering long-lasting, mutually beneficial relationships.
- Create opportunities for team members and residents to strengthen bonds by working together in service, fulfilling purpose and well-being.
- Transform outreach efforts beyond vocational opportunities to provide pathways for intellectual and emotional development, enriching both personal and collective growth.

**Faculty:** Laura Powell, BS, NHA, Director of Life Enrichment and Volunteer Services, Bridgewater Retirement Community.



## NEURO: A comprehensive plan for optimizing brain health

**Cody Sipe**

Daily lifestyle behaviors are the most important factor for influencing brain health outcomes; however, misconceptions and myths abound about this topic. Learn how the NEURO plan can guide efforts and initiatives to maintain or improve the brain health of older adults. NEURO (nutrition, exercise, unwind, restore, optimize), a framework developed at the Alzheimer's Prevention Program at Loma Linda University Medical Center, addresses these critical lifestyle factors. Explore each component, including evidence for recommendations, ideas for implementation, and resources for communities to support brain health journeys.

### *You'll be able to:*

- Describe the specific evidence-based recommendations and strategies for each component of the NEURO plan.
- Generate ideas about adopting and implementing the NEURO plan for your community or organization.
- Identify and access resources to improve knowledge, skills and abilities to implement the NEURO plan components in an impactful manner.

**Faculty:** Cody Sipe, MS, PhD, DipACLM, CEO, Marbles Brain Body Fitness.



## Drumming fit therapeutic

**Libby Norris**

Energize older adults with the power of drumming. This research-backed workout enhances upper-body strength, core stability, coordination and reactive training while boosting mood and cognitive function. Discover how to incorporate drumming into any program using simple equipment—even chairs! Learn to create fun, adaptable workouts that harness rhythm, movement and the therapeutic benefits of music to keep participants engaged, active and thriving.

### *You'll be able to:*

- Describe the theory, benefits and practice of basic drumming patterns and combinations.

## Tracks key



Business alignment



Cognitive & emotional health



Diversity, equity, inclusion



Leadership & management



Nutrition for older adults



Physical activity



Programming



Staffing & employee wellness



Technology



Trends & innovations



Wellness integration with healthcare



- Introduce drumming classes or segments into existing programs to enhance cognitive benefits and attract new participants to exercise.
- Implement program options that can be applied seated or standing, live or online.

**Faculty:** Libby Norris, BA, canfitpro FIS, Manager, Fitness and Therapeutic Programs, City of Mississauga.



### Vitamin qi: Energizing our body and mind

#### Yury Rockit

This seated session introduces simple breathwork and gentle movement rooted in qigong to support circulation, reduce stress and enhance balance. Learn how to cultivate qi (life force energy) to improve joint mobility, respiratory function, and relaxation, promoting better posture, cognitive health and overall well-being. Explore accessible, practical tools to integrate into daily routines or care programs. No prior experience is needed—just a willingness to breathe, move and recharge.

#### *You'll be able to:*

- Demonstrate simple seated breathing techniques to enhance lung capacity, reduce stress and improve oxygen flow for better cognitive and physical function.
- Apply gentle qigong-inspired movements to support joint mobility, balance and circulation, helping to reduce stiffness and prevent falls.
- Integrate mindfulness and energy awareness practices into daily routines or care programs to promote relaxation, emotional resilience and overall well-being for older adults.

**Faculty:** Yury Rockit, BA, ACE PT, Mindful Movement Specialist and Human Design guide, Rockit Movement.



### Maximizing skills to cultivate the ideal group fitness class for older adults

#### Jenny McClendon

Cultivate and maximize skills needed to become a confident, knowledgeable A-list fitness instructor for older adults. Identify the main components that go into creating the ideal fitness experience, and learn the three most important functional aspects to add into every fitness class for older adults. Discover the different types of instructors, behavioral styles, participant learning styles and the 1-2-3 teaching method. Learn adaptations so all participants can be successful, plus join in a sample class to see everything put into play.

#### *You'll be able to:*

- Demonstrate at least three functional exercises to improve posture, balance and bone density, which are key components of any exercise class for older adults.
- Adapt class exercises to seated, standing and supine/prone positions based on participants' disability, function and environment.
- Identify and answer important class participant questions, including "What are

### Explore solutions to advance your wellness vision

Your vision for wellness guides the goals you set today. Visit ICAA's expo on October 13 and 14 to experience a showcase of wellness-focused products and services to help you meet current goals, explore new directions and advance your vision. Discover the latest innovations from the equipment manufacturers and service/technology providers that can partner with you to promote the outcomes you seek. The ICAA Expo is your opportunity to check out solutions to help you evolve your efforts whether you are a wellness professional, fitness enthusiast or passionate advocate for healthy aging, or you manage a senior living wellness center, senior living community, senior center or fitness/wellness center. See page 46 for details.

# Monday sessions October 13

we doing? What is the purpose? How should it feel? How long will I be here?"

Also, identify the five fitness instructor qualities: leader, connector, entertainer, educator and organizer.

**Faculty:** Jenny McClendon, MS, PT, CGCP, CEO, Jenny Fit Start.



**8:15 a.m.–9:15 a.m.**

## **Artful empathy: Enhancing care through validation and creative expression**

**Krissy Wuerdeman & Angel Duncan**

Art is an effective, creative method of communicating thoughts and feelings with adults living with cognitive decline because it can become a way to communicate suppressed feelings and replace words that could not otherwise be expressed. Explore how artwork can be an effective tool in facilitating healing by allowing emotions to be conveyed through various art forms; it involves dialogue about self-awareness and identity formation. Discuss research efforts regarding the role of creativity in brain health that is shifting empathic care.

**You'll be able to:**

- Identify three art forms and utilize three validation techniques to better understand the meaning behind participants' artworks.
- Describe three or more ways to engage in creative directives for meaningful engagement.
- Explain how identity and consciousness are formed in the brain and how art helps preserve quality of life.

**Faculty:** Krissy Wuerdeman, MS, CDP, Founder and Managing Director, That Place You Know, LLC; and Angel Duncan, PhD, Program Manager, Clinical Trials & Education, US Clinical Operations, Life Molecular Imaging.



## **Having the difficult conversations: What to say to a bully**

**Kathleen Weissberg**

Bullying is often associated with children, but it also happens frequently among older adults. Gain an overview of the definition, incidence, characteristics and types of bullying among older adults, and find out about interventions to mitigate its impact and minimize its occurrence. Learn evidence-based strategies for confronting and communicating with a bully in this interactive session. Explore case examples, brainstorm approaches and dialogue about advantages and disadvantages of each approach.

**You'll be able to:**

- Describe the incidence and characteristics of bullying behaviors in senior living communities.
- Identify preventive measures that communities can implement to reduce impact and mitigate bullying behaviors.
- List targeted communication, responses and interventions to reduce recurrence of bullying between older adults.

**Faculty:** Kathleen Weissberg, OTD, CDCP, CMDCP, National Director of Education, Select Rehabilitation.



## **How to create an award-winning well-being organization**

**Sue Paul & Dennis Poremski**

What does it take to build an award-winning organization in active aging? This session provides a step-by-step blueprint for creating a thriving, innovative and recognized organization. Learn how to align leadership vision with strategic planning, foster interdisciplinary collaboration and integrate evidence-based practices into programming. Explore ways to measure success, track outcomes and showcase achievements through interactive discussions and a strategic roadmap worksheet.

**You'll be able to:**

- Create a step-by-step plan to align leadership, interdisciplinary collaboration and innovation to build an award-winning organization.

- Identify and integrate research-backed wellness, cognitive and engagement programs with measurable impact.
- Establish success metrics, track outcomes and leverage storytelling and industry recognition to sustain long-term success.

**Faculty:** Sue Paul, OTD, OTR/L, MBA, ACE CHC, Senior Director of Well-Being and Brain Health, Asbury Communities; and Dennis Poremski, MS, ACE GFI, Director of Well-Being, Asbury Solomons.



## **Rebranding your wellness program after a natural disaster**

**Diana Rippl**  
The Cypress Cove community needed to evolve its wellness program after the isolation of the pandemic and disruption caused by Hurricane Ian. To rebuild connections and nurture emotional well-being for both longtime residents and those who joined Cypress Cove after fleeing disaster, the community created The Good Life culture, blending well-being and wellness. Explore how the program was created and implemented using resident feedback, leadership input, and collaboration between therapy, medical, home health and life enrichment teams.

**You'll be able to:**

- Modify current wellness strategy when there are changes to culture, rapid operational changes and fear of new norms.
- Identify approaches to wellness integration using key departments.
- Identify ways to enable residents to drive wellness culture from within.

**Faculty:** Diana Rippl, MSPT, OCS, Director of Inspired Rehabilitation and Wellness Integration, Cypress Cove.



## **Incorporating the latest brain health research into your programming**

**Rob Winningham**

Evidence is mounting that lifestyle factors can maximize brain health, cognitive ability and quality of life. Explore the latest



research on many aspects of brain health including cognitive stimulation, physical activity, social fitness, nutrition, sleep, hearing deficits, alcohol and more. Learn what are the most effective interventions, how often programming should take place and who benefits the most; also gain insights that help you motivate residents and clients to engage more fully in that programming. Take home an optimistic, motivating message about the many practical things we can do to maximize brain health and quality of life.

**You'll be able to:**

- Describe at least six research-based interventions to maximize brain health.
- Implement the most effective physical-exercise interventions to maximize cognition.
- Predict who is likely to benefit from interventions designed to enhance brain health and cognition.

**Faculty:** Rob Winningham, PhD, Professor of Psychology and Gerontology, Western Oregon University.



**Making the floor your friend**

**Kimberly Huff & Connie Rasmussen**

The inability to get up from the floor is not only a barrier to daily activities like playing with children, enjoying hobbies or doing household chores, but it also can increase the risk of serious health consequences. Learn and practice safe techniques for getting on and off the floor; and identify movement limitations that may prevent performing this skill safely. Discover four movement patterns used in this activity and appropriate exercises for addressing limitations with each pattern. Also, learn tips for teaching exercises and movement patterns in individual or group sessions.

**You'll be able to:**

- Describe how the ability to get on and off the floor is not only a barrier to activities and exercises on the floor but also a valid predictor of functional limitations and fall risk.
- Perform and teach safe and effective techniques for getting on and off the floor; identify potential movement limitations with each technique and provide appropriate modifications.

- Demonstrate four key movement patterns utilized to get on and off the floor, plus teach exercises to improve the ability to safely perform these patterns.

**Faculty:** Kimberly Huff, MS, CSCS, Director of Fitness and Special Programs, and Connie Rasmussen, BS, PT, CEEAA, Director of Rehabilitation and Special Programs, Acts Retirement-Life Communities.



**Poetry yoga: Meditations on poetry while practicing chair yoga**  
**Jeanne Missey Osgood**

Learn how to create and practice a chair-yoga fusion class that blends yoga poses with recitation of short inspirational poetry. The session will include a handout of an actual class with poems by Emily Dickinson and modified yoga poses that accompany them. Poetry and yoga create a two-pronged approach toward greater self-awareness, personal integrity, interest in the common good, and other heightened states of being that can enhance the well-being of older adults.

**You'll be able to:**

- Incorporate poetry that will enhance a chair yoga class.



# Monday sessions October 13

- Explain why this style of yoga adds meaningful meditation for older adults as well as variety to yoga or stretch classes.
- Demonstrate and practice adding short poems to the beginning, middle and end of a yoga class.

**Faculty:** Jeanne Missey Osgood, MA, ACE MES, Owner, Fitness Arts.



| CEUs

## Lift heavy! Strength and power training to develop robust “movers”

**Patricia VanGalen**

Functional muscle mass expands our reserve capacity, allowing us to bounce back from the curveballs of life, to thrive in place, pursue hobbies, travel and enjoy activities. Explore a variety of training formats, methods and tools within the context of age and sex differences across the adult lifespan. It's not about “looks” and “loads.” It is about developing healthier, stronger, more powerful and robust “movers” who can perform with confidence and competence in their environments of choice for as long as possible.

### *You'll be able to:*

- Determine the minimum effective dose of strength and power training for extending health, brain and strength spans based on individual needs and wants.
- Tweak programming to layer on robustness based on the demands and risks of a client's chosen activity.
- Adjust training variables to optimize adaptations for bone, cardiovascular-metabolic and brain health.

**Faculty:** Patricia VanGalen, MS, ACSM CPT/ETT, Owner, Active & Agile.



| CEUs

**9:30 a.m.–10:30 a.m.**

## GENERAL SESSION

### UNBREAKABLE: Precision longevity and aging with power

**Vonda Wright**

Aging is no longer just about adding years to life—it's about adding life to years. With groundbreaking discoveries in longevity

science, we now understand aging in ways that allow for precision wellness: targeted, personalized strategies to optimize health as we grow older. This session explores the latest advancements in aging science, including how life changes at 64 (when past choices start to catch up with us) and what we can do to stay ahead.

In this General Session, Dr. Vonda Wright, author, researcher and pioneering orthopedic sports surgeon, dives into the idea of bone as a living organ and its implications for lifelong strength and mobility, particularly in women's health, where differences from men necessitate unique approaches. Knowledge alone is not enough. Behavior change is key. How do we effectively integrate new insights into daily life? What tools and technologies are driving personalized health recommendations? Are we truly at the cusp of precision wellness, and if so, how do we harness it for better outcomes? Gain insights from Dr. Wright on where the science of aging is heading and what it means for you. You'll leave with actionable strategies to personalize your approach to longevity and well-being for yourself and for your residents/members.

### *You'll be able to:*

- Discuss the latest advancements in the science of aging.
- Describe tools and technologies that drive tailored health recommendations.
- Apply strategies for a personalized approach to longevity and well-being.

**Faculty:** Vonda Wright, MD, MS, double-board certified orthopedic sports surgeon, researcher, author and speaker, human performance expert, women's health authority, and thought leader committed to redefining aging. Wright is also the founding Chief of Sports Medicine at Northside Health System and inaugural Medical Director of the UPMC [University of Pittsburgh Medical Center] Lemieux Sports Complex.

CEUs

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**MATRIX**

**10:45 a.m.–11:45 a.m.**

## Cultivating inclusive environments: A global approach to diversity in senior communities

**Brandon Mendiola & Queenie Lew**

Delve into the complexities of creating an inclusive atmosphere within senior centers, affordable housing communities and other senior community environments where both staff and members represent a mosaic of cultural backgrounds, languages and experiences. Explore what skills are necessary to foster a welcoming community that values and celebrates diversity. In addition to gaining practical tools and strategies to implement, discover technologies and resources that support creating more inclusive environments.

### *You'll be able to:*

- Recognize personal and institutional biases that may affect service delivery and community engagement and how these biases can inadvertently create barriers to inclusivity.
- Design programs and activities that are accessible and engaging for all members, regardless of their background.
- Utilize communication techniques, including nonverbal cues, that enhance understanding and reduce misunderstandings across different cultures and language barriers.

**Faculty:** Brandon Mendiola, BA, Program Supervisor, and Queenie Lew, AA, Program Coordinator, Sequoia Living.



| CEUs

## A simple guide on gardening for senior living communities

**Jason Coker, Emily Ridgely & Stephen Brown**

Discover the joys of gardening for senior living communities. Explore the benefits of gardening for older adults, positive effects on the community, and impacts on the overall health of residents. Learn how to begin a garden by starting small, building a team and researching low-maintenance plants that grow well in your environment. Receive resources to create a farm-to-table



garden that is both budget- and eco-friendly. Connect residents with others in the surrounding community through a shared love of gardening.

**You'll be able to:**

- Explain why gardening is a must-have program for senior living communities.
- Determine the first steps for starting a garden.
- Optimize your garden budget through volunteers, local businesses, grants and other resources.

**Faculty:** Jason Coker, BS, Wellness and Activities Director; Emily Ridgely, BS, ACSM-CEP, National Director of Training and Customer Support, Wellness Services; and Stephen Brown, BA, National Director of Training and Customer Support, Wellness Services, Aegis Therapies.



| CEUs

## Tools for the Active Aging for L.I.F.E. intergenerational health program

### Emily Roberts

The Active Aging for L.I.F.E. collaborative project provides a novel health education approach promoting positive health outcomes for intergenerational participants. The program focuses on the interrelationships between longevity, independence, fitness and engagement, bringing together L.I.F.E. leader teams of adults over 50 and college-age students. The leaders then take the program to high school students, focusing on the interconnected network of personal and professional health and wellness opportunities. Learn how to implement an intergenerational, community-based, active-aging program.

**You'll be able to:**

- List the interrelationships and benefits of the four modules of the Active Aging for L.I.F.E. program: longevity, independence, fitness and engagement.
- Analyze the impact of intergenerational programming that brings together multiple generations to discuss the L.I.F.E. topics through educational tools and activities.
- Develop a plan to implement the Active Aging for L.I.F.E. program in a com-

munity-based format that fits specific community assets and needs.

**Faculty:** Emily Roberts, PhD, Associate Professor, College of Education and Human Sciences, Oklahoma State University.



| CEUs

## Beyond occupancy: How nonresident memberships can transform your community

### Brian Parman & Angela Castillo

Develop a compelling nonresident membership program by leveraging community strengths. Explore strategies for attracting and engaging members through marketing, outreach and partnerships, while exploring best practices for converting nonresidents into full-time residents. Key implementation steps include assessing community needs, crafting a strong value proposition, fostering engagement and tracking program success.

**You'll be able to:**

- Develop a compelling value proposition for a nonresident membership program that aligns with your community's unique strengths and target audience.
- Identify key strategies for attracting and engaging potential members through effective marketing, outreach and community partnerships.
- Discuss best practices for converting nonresident members into residents and fostering long-term relationships to enhance community vibrancy and drive occupancy.

**Faculty:** Brian Parman, BA, Director, The Point & Pavilion, and Angela Castillo, BA, Assistant Director, The Point & Pavilion, CC Young Senior Living.



| CEUs

## Enhancing cognitive well-being through innovative programs and tools

### Chelsea Blanding & Katie Reilly

In today's fast-paced world, maintaining cognitive health is crucial for well-being and for sustaining an active, engaged and independent lifestyle. Explore the integra-

tion of an 18-week program called Brain Bank and technology screening tools to enhance cognitive reserve and promote cognitive well-being among older adults. This session leverages these resources to offer a comprehensive approach to support cognitive health that addresses various aspects of well-being, including physical, mental and social dimensions. Gain insights into core cognitive capacities that are key to developing this kind of program.

**You'll be able to:**

- Discuss technology as a reliable tool for cognitive screening and baseline assessment.
- Present Brain Bank as an innovative program aimed at enhancing cognitive reserve through engaging activities and social interaction.
- Integrate these tools into a comprehensive, cognitive well-being strategy.

**Faculty:** Chelsea Blanding, MS, CDP, Well-Being Program Manager, and Katie Reilly, PhD, CDP, Corporate Director of Cognitive Well-Being, Acts Retirement-Life Communities.



| CEUs

*"Attending the ICAA Conference was an incredibly rewarding experience. I truly appreciated the emphasis on practical strategies that can be impelling, inspired and energized. Sessions were informative and engaging ... [and] the atmosphere was welcoming and supportive. Overall, the ICAA Conference is an essential event for anyone working in the field of aging and wellness."*

### Carrie Johnson

*Regional Vice President, Americare Senior Living*

# Monday sessions October 13

## Tai chi for healthy aging: Flow, focus and fall prevention

**Sharlyn Green**

Unlock the transformative power of Sun-style tai chi for older adults in this dynamic session, focused on fall prevention, joint health and mindful movement. Through flowing, mindful movements, tai chi enhances posture and coordination, empowering older adults to move confidently while minimizing the risk of falls. Discover how to seamlessly integrate Sun-style tai chi into your fitness programs, with variations to suit a range of abilities and fitness levels. Leave with the tools and inspiration to design tai chi classes that empower older adults.

*You'll be able to:*

- Describe the research-based benefits of tai chi for fall prevention, balance and posture, and how it supports cognitive health by enhancing memory, attention and mental well-being.
- Design Sun-style tai chi movement combinations that improve balance, stability, strength and mental focus, using evidence-based strategies tailored to older adults.
- Adapt tai chi movements to accommodate varying skill levels and abilities, ensuring a safe and inclusive practice that promotes physical strength, balance and mental clarity.

**Faculty:** Sharlyn Green, MA, ACE GFI, NASM-CES, Owner, Core Connection, LLC.



## Moving through a movement disorder of Parkinson's disease

**Lisa Hoffman & Kristine Meldrum**

Learn to teach, train and lead exercise sessions for older adults living with Parkinson's disease. Exercise is increasingly accepted as an adjunct treatment for Parkinson's disease that is associated with slower declines in mobility and improved quality of life. Participate in a focused demonstration utilizing Parkinson's exercise guidelines to

better understand the rationale behind exercises that will directly impact the quality of life of clients living with Parkinson's.

*You'll be able to:*

- Recognize signs and symptoms of Parkinson's disease.
- Discuss specific exercise studies to develop a Parkinson's exercise plan.
- Implement movement variations to meet the ever-changing needs of people living with Parkinson's.

**Faculty:** Lisa Hoffman, MA, Senior Director, Professional Education, Parkinson's Foundation; and Kristine Meldrum, BA, ACE GFI, Founder and President, Parkinson's Place Iowa.



## Bridging rehabilitation and wellness: One resident, one coherent care model

**Anna Azaryan & Joy Cochran**

Explore how a Nordic walking program can bridge the gap between rehabilitation and wellness services. A low-impact, full-body exercise that uses specially designed poles, Nordic walking can enhance participants' physical recovery from injuries, improve cardiovascular health, and increase muscle strength while reducing the chance for injury when incorporated in both settings. Explore how this integration fosters a holistic approach to patient care, supporting not just physical rehabilitation but also supporting long-term wellness goals. Nordic walking can also be adapted for a variety of needs, abilities and fitness levels.

*You'll be able to:*

- Identify the top applications of a Specialized Nordic Walking/Activator Program within a physical therapy setting in a senior living environment.
- Define the top implementations of a Specialized Nordic Walking/Activator Program within a wellness or fitness setting in a senior living environment.
- Describe how this program can be leveraged for continuity of care for residents, with diverse applications.

**Faculty:** Anna Azaryan, MEd, Project Manager, Urban Poling, Inc.; and Joy Cochran, PT, DPT, CEEAA, Owner, JOY Explorations, and member, Clinical Evidence Team, Urban Poling, Inc.



**11:45 a.m.–12:45 p.m.**

## LUNCH & LEARN BLUE

Indulge in a delectable lunch while engaging in enlightening discussions with our esteemed partners in this informative session.

*Brought to you by*



**12:00 p.m.–4:15 p.m.**

## ICAA EXPO

**Marquis Ballroom**

Explore new and innovative offerings at ICAA's wellness expo. Discover products and services, technologies and equipment to support multidimensional wellness from providers committed to meeting the industry's needs. Find solutions to help you meet today's goals and advance your overall vision.

**1:20 p.m.–2:20 p.m.**

## LUNCH & LEARN GREEN

During this informative session, enjoy a delicious lunch while engaging in enlightening discussions with our esteemed partners.

*Brought to you by*



**4:00 p.m.–5:00 p.m.**

## Living well, leaving well: A positive approach to end-of-life planning

**Ashley McDowell**

End-of-life planning is a growing concern in senior care communities as more individuals and professionals recognize



its importance. Learn strategies to help older adults navigate this process with confidence. Discuss ways to facilitate open conversations, assist with organizing essential documents, and guide older adults in creating legacy projects like obituaries or legacy letters. Gain practical advice and guidance that can help reduce stigma around discussions about mortality and transform a difficult task into an empowering experience that fosters dignity, choice and open dialogue.

***You'll be able to:***

- Assist older adults in developing a structured "everything binder" to organize essential financial, legal and personal documents, ensuring their loved ones have easy access to necessary information.
- Guide meaningful conversations about end-of-life wishes, reducing discomfort and fostering open, positive discussions between community members and among loved ones.

- Assist older adults in creating a personalized legacy piece so they can reflect on their life's impact and communicate their values to future generations, as well as to reduce the burden on their survivors.

**Faculty:** Ashley McDowell, PhD, Life Enrichment Coordinator, Heritage Community of Kalamazoo.



**Promoting longevity through engaging nutrition and well-being-focused programming**

**Ellen Lowre**

Discover practical strategies to engage residents in meaningful discussions about nutrition and well-being. Gain insights into current trends, including personalized nutrition, and learn how to collaborate effectively with in-house dietitians and chefs to create engaging, health-promoting programs. Explore "stealth health" strategies in menu design, conversational approaches, dining experiences, and simple, actionable

wellness tips to share within your scope of practice. Leave with tools to encourage healthier choices through dialogue, resident-led activities, and collaborative programming with culinary teams.

***You'll be able to:***

- Identify current nutrition trends and learn how to apply them to engage residents while staying within your professional scope.
- Use "stealth health" practices in everyday interactions by integrating simple, research-backed nutrition insights into informal conversations, resident programming, and wellness initiatives.
- Develop strategies for working with in-house dietitians and chefs to create joint wellness programming that enhances both resident engagement and nutritional outcomes.

**Faculty:** Ellen Lowre, BS, RD, Vice President, Nutrition, Wellness and Sustainability, CCL Hospitality Group.





# Monday sessions October 13

## Rescripting aging: Empowering longevity through the performing arts

**Katie Kensinger, John Prignano & Caitlin Rokavec-Hirsh**

Explore how organizations that serve older adults can build community, shift mindsets and combat ageism through performing arts programs. This session will provide practical tips for creating and implementing an active performing arts program and offer inspiration through real-world, data-supported stories from organizations that have been collaborating with arts partners to pilot programs in music, theater and dance.

### *You'll be able to:*

- Make the business case for building a performing arts program for older adults.
- List the three key elements to creating a performing arts program for older adults that builds community and promotes inclusivity.
- Identify potential partners in your local community who can support your efforts.

**Faculty:** Katie Kensinger, BS, Director of Marketing and Partnerships, Juniper Communities, LLC; John Prignano, BA, Chief Operating Officer and Director of Education and Development, Music Theatre International; and Caitlin Rokavec-Hirsh, BFA, Connections Director, Juniper Village at Brookline.



| CEUs

## Data-driven wellness: Using key metrics to enhance fitness programs for older adults

**Jason Smith & Aaron Watkins**

Examine the critical role of data in optimizing fitness programs for older adults at wellness centers. Discover insights into key metrics for senior fitness programs and how to apply them, including which types of metrics have the most impact, what are the best practices for gathering and interpreting data, and how to leverage informa-

tion to enhance program effectiveness. By the end of the session, you'll understand how a data-driven approach can lead to improved health outcomes, increased engagement, and a more personalized fitness experience for older adults. Gain the skills to use these insights to customize programs and to train staff on this approach.

### *You'll be able to:*

- Identify key metrics and integrate data collection tools into wellness centers, including fitness trackers, health monitoring devices, and software for data management.
- Use data to create, monitor and adjust personalized fitness plans by incorporating individual health metrics and fitness levels to design programs that meet people's specific needs and goals.
- Train staff on how to collect, analyze and interpret data, enabling them to recognize the significance of various metrics and use this information to tailor fitness programs.

**Faculty:** Jason Smith, BS, Vice President, Amenities and Hospitality, Shell Point Retirement Community; and Aaron Watkins, BS, National Business Development, Senior Living, Technogym.



| CEUs

## Longevity is a team sport: Social connection, movement and quality of life

**Karlie Intlekofer**

Social connection and physical activity are two of the most powerful predictors of healthspan. Explore how group-based exercise, community-building initiatives, and inclusive movement programming enhance participation and quality of life regardless of ability level. Learn how small, intimate wellness settings can provide transformative experiences that reduce isolation and improve engagement, plus how movement opportunities can unite people and promote connection based on a shared interest in self-improvement.

### *You'll be able to:*

- Explain the role of social connection in physical and cognitive health outcomes and why it is a crucial imperative for addressing social and physical health among older individuals.
- Design inclusive movement programs that encourage participation across diverse ability levels.
- Implement strategies to foster community engagement through exercise and shared wellness experiences.

**Faculty:** Karlie Intlekofer, PhD, Global Research Scientist, Matrix Fitness.



| CEUs

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**MATRIX**

## Dance for brain health and happiness

**Manuel Velazquez**

Cognitive dance is the use of the mind and body to learn, perform and perceive dance. It involves a variety of cognitive processes, including memory, attention, executive function and interpersonal communication. Explore ways to maximize the benefits of cognitive stimulus and performance for positive emotional and social outcomes in older adults. Take home simple movement patterns that instructors can quickly learn, remember and pass on to clients during activity sessions.

### *You'll be able to:*

- Describe how dance positively affects brain health and cognitive abilities.
- Discuss the relationship between physical movement and emotional health.
- Teach simple movement patterns in regular activity sessions.

**Faculty:** Manuel Velazquez, BA, ACE GFI, Movement Specialist and Wellness Trainer, Rancho La Puerta Resort and Spa.



| CEUs





## Ageless pilates: A functional approach improving flexibility and mobility

**Leslee Bender**

Classical mat pilates may not be suitable for many older adults as it is primarily supine. This session will provide strategies and techniques so you can implement a functionally safe pilates program utilizing a chair and small equipment-simulating apparatus. Help your students gain better posture, core strength, and confidence in all activities. In this session, science meets function with an approach that embraces the pilates philosophy of improving body awareness, decreasing pain and increasing longevity.

### *You'll be able to:*

- Provide a functionally safer method of pilates training for students of all fitness levels, allowing them to improve strength, flexibility, mobility and core balance.
- Provide pilates activities utilizing a chair, which allows for participation from many who could not otherwise engage in pilates.

- Describe how this method focuses on lengthening the body vertically rather than adhering to traditional pilates supine exercises.

**Faculty:** Leslee Bender, BA, ACE FAFS, Owner, Ageless Training Academy.



| CEUs

## Speed, power, balance: The key to fall resiliency in agers

**Ann Gilbert**

Focus on the combination of dual-task training and fall prevention, highlighting the role of fast-twitch muscle fibers in maintaining agility and balance. Explore practical exercises that challenge cognitive and physical coordination, promoting quick reaction times to reduce the risk of a fall. Leave with the knowledge and ability to launch new programming options that help remove barriers to movement.

### *You'll be able to:*

- Incorporate movements that challenge both speed and balance to help improve physical health and also enhance cognitive function.

- Describe how seated and standing dual-task movements stimulate the brain, supporting mental agility and helping to preserve cognitive health, often decreasing the opportunity for a fall.
- Design an easy-to-follow program, session or class focusing on strength, agility and overall functional resilience after studying a ready-made launch outline.

**Faculty:** Ann Gilbert, BS, ACE CPT, Owner, FIT-HER Health & Fitness for Women.



| CEUs

**5:05 p.m.–5:30 p.m.**

## CLASS PHOTO

Participate in the Class of 2025 photo at the ICAA Conference to preserve the memories of your experiences and connections. We invite all attendees, exhibitors, speakers, volunteers and staff to join us for this not-to-miss moment.

# Tuesday sessions October 14

7:00 a.m.–8:00 a.m.

## **An authentic wellness culture: Resident well-being, market leadership, business success** **Kay Van Norman**

As senior living evolves, the link between a community's wellness profile and its business success grows stronger. Emerging market leaders are shifting their thinking from creating comprehensive wellness programs to building community-wide wellness cultures—ones that enhance lives and generate business growth opportunities. Explore your community's progress toward this transformation. Learn specific strategies to accelerate the change from programming to culture building; integrate this mindset into policies, procedures and communication; and align your integrated wellness culture with business objectives and growth.

### *You'll be able to:*

- Describe the key differences between a comprehensive wellness program and an authentic wellness culture.
- Identify three specific strategies to support the shift from wellness programming to wellness culture building.
- Discuss opportunities to leverage an integrated wellness culture into business growth.

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



| CEUs

## **Be a brain health hero! Building your cognitive trainer skillset** **Cynthia Green**

The demand for cognitive training has skyrocketed, especially among active older adults who want to maintain memory, attention and other intellectual skills. Explore what every trainer needs to develop expertise in cognitive wellness, plus learn what the current science shows matters most about cognitive fitness and planning activities from a wellness-driven brain training perspective. Hands-on demonstrations will help you build your skillset so you can become your community's brain health hero.

### *You'll be able to:*

- Demonstrate a working knowledge of the current brain health science and best practices learning models for older adults.
- Describe the skillset needed to deliver wellness-based brain training to older-adult communities.
- Evaluate your skillset to determine how to improve as a brain health trainer.

**Faculty:** Cynthia Green, PhD, President, Total Brain Health, and Assistant Clinical Professor of Psychiatry, Mt. Sinai School of Medicine.



| CEUs

## **Let's learn to get up! Mastering the sit-to-stand**

**Ann Gilbert**

Study the sit-to-stand as a movement system essential for maintaining strength, mo-

bility and self-efficacy in older adults. Practice from kneeling, seated, standing and even while at the wall in an innovative and fun program for one-to-one or small group settings. Learn how to reduce the fear of falling, and explore how being able to get up can transfer to more advanced activities of daily living and an active longevity.

### *You'll be able to:*

- Describe how to increase functional movement working with just six major muscles groups.
- Study movement patterns of the basic sit-to-stand from ankle to spine, plus demonstrate and coach each step of the process.
- Refine coaching techniques to include cueing that encourages, motivates and educates your participants to move in ways that will enhance activities of daily living.

**Faculty:** Ann Gilbert, BS, ACE CPT, Owner, Fit-Her Health & Fitness for Women.



| CEUs

## **They need to be working smarter and harder**

**Aleen Dailey**

When was the last time your residents increased weights in strength class, progressed workouts in the gym or tried anything new in exercise? Do you offer cognitive, strength, balance, HIIT [High-Intensity Interval Training], and power training in your line-up? Learn why and how to formulate programs that cultivate the principles of exercise science, reflect current research for the 65+ population, and enhance participant enjoyment and adherence. Aim to better serve your existing residents while also creating a program that Boomers will come to expect when choosing a community.

### *You'll be able to:*

- Demonstrate how principles of exercise science should be applied within group exercise classes, individual resident wellness programs, and broadly across a community's line-up of wellness offerings.

## Tracks key



Business alignment



Cognitive & emotional health



Diversity, equity, inclusion



Leadership & management



Nutrition for older adults



Physical activity



Programming



Staffing & employee wellness



Technology



Trends & innovations



Wellness integration with healthcare

- Articulate the current research for the 65+ population in regard to maintaining independence, preventing falls, reducing harm and improving cognition.
- Describe methods and techniques that can be utilized in all exercise settings to provide physical and cognitive stimulus while simultaneously enhancing participants' self-efficacy.

**Faculty:** Aleen Dailey, MS, ACSM CEP, Wellness Coordinator, Carolina Village.



### **Posture and mobility: Somatic movement strategies for active aging**

**Elise Foss**

Learn how Laban and Bartenieff's movement models can improve body awareness, enhance mobility and support better posture. Expanding movement possibilities can increase flexibility, coordination and overall well-being, while reducing chances for injury. Discover how the Somatic Laban method explores body, effort, space and shape to refine movement efficiency and coordination. This applicable approach promotes better posture, mobility and resilience, providing individuals with a foundation to age well and move with confidence.

**You'll be able to:**

- Analyze movement using the Laban framework to identify and apply the four key categories of body, effort, space and shape to assess and refine movement patterns for improved posture and mobility.
- Enhance body awareness and movement efficiency by modifying habitual movement patterns to improve coordination, balance, and overall physical function.
- Expand movement possibilities for greater adaptability and integrate new movement choices to enhance flexibility and responsiveness, promoting well-being and resilience in daily activities.

**Faculty:** Elise Foss, MS, ACE, NASM-CES, Somatic Trainer/Health Coach, VivaElise Wellness.



**8:15 a.m.–9:15 a.m.**

### **How storytelling can transform your brand experience and engage your residents**

**Jack York & Shannon Novak**

Top marketing firms are paid to develop taglines, fancy logos and expensive websites for our industry. Meanwhile, a community is filled with thousands of stories. Each life lived, some with adventure and some with heartbreak, lands at our door. Delve into ways that older-adult storytelling can captivate audiences and inspire deeper engagement with your brand. Forget how the logo looks and how the tagline rhymes; consider whether your brand ignites connection and authenticity. Explore how these stories have the potential to go viral on social media. Learn how to engage real people, telling real stories, to get real results.

**You'll be able to:**

- Describe why telling the stories of older adults is essential for personal, cultural and community growth.
- Leverage social media, including LinkedIn, Facebook, Instagram, TikTok and YouTube, to make these stories go viral and reach a wider audience.
- Implement short- and long-term strategies to capture stories and present them to market your brand.

**Faculty:** Jack York, BS, Founder, It's Never 2 Late (iN2L) and TaleGate; and Shannon Novak, BS, Senior Managing Director of Marketing, Arrow Senior Living Management.



### **The seismic shift in mindset: Attracting the new older adult in a competitive market**

**Marc Middleton**

The new older adult wants to age in a community that fosters continual growth, lifelong learning and engagement. Creating a culture of inclusion, shared purpose, and mutual support despite current social and political divisiveness is key to the health and well-being of residents and the community's success. This multimedia presentation explores the mindset of older adults and offers tools to create a community culture of positive aging. Learn how communities that embrace a mindset of lifelong potential can cultivate thriving, purpose-driven environments and attract more residents.

**You'll be able to:**

- Summarize the science of mindset and aging and explain how mindset influences physical and cognitive health outcomes. Plus, employ evidence-based techniques and strategies to change mindset and reframe aging as a time



# Tuesday sessions October 14

of growth, purpose and continued contribution.

- Discuss the mindset of the new older adult. Also, implement steps to help residents embrace opportunities for personal growth, connection and engagement.
- Provide activities that help foster empathy, unity and a shared vision for positive aging.

**Faculty:** Marc Middleton, BS, Founder and CEO, Growing Bolder.



| CEUs

## Aligning therapeutic horticulture programs with organizational wellness objectives

**Alexis Ashworth**

Because wellness is increasingly recognized as a key driver of resident satisfaction and operational success, integrating therapeutic horticulture into wellness programming presents a compelling opportunity for senior living communities, rehabilitation centers and healthcare organizations. Discover how nature-based interventions align with business objectives by improving resident engagement, reducing healthcare costs, and enhancing staff retention.

**You'll be able to:**

- Develop a cost-effective plan for integrating therapeutic horticulture into wellness programming.
- Communicate the value and benefits of therapeutic horticulture to stakeholders, including leadership and funding bodies.
- Analyze the latest research on therapeutic horticulture and its impact on physical, emotional and cognitive well-being in older adults.

**Faculty:** Alexis Ashworth, MBA IDM, Founder and CEO, Root in Nature, Inc.



| CEUs

## PANEL PART 1 The science and application of brain health programming

**Ryan Glatt, Karlie Intlekofer, Rob Winningham & Cody Sipe**

Discover innovations in brain health programming in this panel session, where a multidisciplinary team of experts lays the

foundation for cutting-edge cognitive strategies. Explore evidence-based techniques that integrate dual-task training, cognitive stimulation, and design of specialized environments (e.g., "brain gyms") to optimize brain health for older adults. Hear insights on assessing cognitive function, implementing innovative rehabilitation techniques and creating engaging, person-specific programs. Leave with practical tools and comprehension for building effective brain health initiatives in clinical and community settings.

**You'll be able to:**

- Identify and analyze innovative techniques for integrating dual-task training and cognitive stimulation into brain health programming.
- Evaluate strategies for designing and managing specialized environments, such as "brain gyms," to support cognitive and physical health. Also, develop tailored, evidence-based interventions to enhance engagement and outcomes.
- Apply foundational principles of cognitive and rehabilitation programming to both high-tech and low-tech settings.

**Faculty:** Ryan Glatt, PhD(c), MS, CPT, NBC-HWC, Director, FitBrain Program, Pacific Neuroscience Institute; Karlie Intlekofer, PhD, Global Research Scientist, Matrix Fitness; Rob Winningham, PhD, Professor of Psychology and Gerontology, Western Oregon University; and Cody Sipe, MS, PhD, DipACLM, Professor, Doctoral Physical Therapy Program, Harding University, and CEO, Marbles Brain Body Fitness.



| CEUs

## Dual-tasking and the power of play

**Mindy Mylrea**

Dual-task exercises for active agers involve simultaneously engaging in a physical task and a cognitive task to improve balance, cognition and overall functional abilities. This type of training is particularly beneficial for a clientele that may become more susceptible to falls and cognitive decline with age. These exercises not only help reduce the risk of falls by enhancing an

individual's attentional control and gait stability, but they also make exercise challenges fun. Unlock the power of play while challenging the brain and body to work together, improving coordination, focus, and reaction time.

**You'll be able to:**

- Discuss dual-task training and its benefits for active agers.
- Introduce dual-task exercises to improve clients' balance, cognition and overall functional abilities.
- Encourage clients to adhere to exercise by unlocking the power of play while challenging brain and body simultaneously.

**Faculty:** Mindy Mylrea, ACE, Owner, One Day to Wellness.



| CEUs

## Against the wall: Stronger every day

**Yury Rockit**

Discover the wall's untapped potential in this fun, dynamic session. Use a wall for strength, cardio and mobility exercises tailored for active agers. Improve balance, flexibility and coordination with simple, creative movements that make fitness accessible and engaging. The wall is your partner for vitality and strength at any stage of life. Delve into a fitness approach that enhances creativity and adaptability in movement.

**You'll be able to:**

- Explore innovative ways to use a wall as a tool for various movement combinations.
- Leverage bodyweight in conjunction with a wall for effective training.
- Practice exercises that can be done anywhere with just a wall and a yoga mat.

**Faculty:** Yury Rockit, BA, ACE PT, Mindful Movement Specialist and Human Design guide, Rockit Movement.



| CEUs

## Are we pushing clients hard enough during resistance training?

**Aaron Aslakson**

Resistance training offers many benefits for older adults, but programming should not



be a one-size-fits-all approach. Resistance training requires attention to intensity, specificity, progression and overload to physiologically change the structure and function of skeletal muscle. Discover how fitness professionals can focus on these variables in both personal training and group exercise settings, using a variety of equipment and providing modifications for the needs of a variety of populations.

**You'll be able to:**

- Analyze how resistance training variables, such as intensity, progression and overload, can impact the anticipated physiological response.
- Modify intensity monitoring techniques based on ability levels of clients and available equipment.
- Develop resistance training programs that impact strength, power and functionality.

**Faculty:** Aaron Aslakson, PhD, ACSM CEP, Assistant Professor and Director of Exercise Science, Biological and Health Sciences Department, School of Health and Science, Crown College.



**9:30 a.m.–10:30 a.m.**

## How technology can personalize nutrition

**Matthew Thompson & David Leuci**

Delve into the intersection of technology and therapeutic nutrition. Learn about data-driven strategies for personalizing, tracking and optimizing diets of older adults in residential communities. Explore how technology is revolutionizing dining services, empowering caregivers and integrating health insights across organizational silos. Gain a practical roadmap for implementing personalized therapeutic nutrition in senior living settings that highlights cutting-edge research, real-world case studies and actionable strategies.

**You'll be able to:**

- Evaluate the latest research on therapeutic nutrition and how personalized dietary interventions can enhance longevity and quality of life.



- Integrate nutrition technology across departments to break down silos and create seamless resident-centric care models.
- Use a roadmap for launching a personalized therapeutic nutrition program in a senior living community.

**Faculty:** Matthew Thompson, MBA, PCII, CEC, CCA, GRAE, Chief Culinary Officer, and David Leuci, BS, PMP, Chief Information Officer, Restaura Hospitality.



## Suicide prevention and screening for substance misuse in older adults

**Kathleen Weissberg**

Acts of suicide, ideation and self-harm and substance use disorders are highly prevalent in older adults in the United States, although the topics are uncomfortable to discuss. Life transitions exacerbate the risk, making the transition to assisted living or long-term care a crucial point to deliver screening and intervention. Learn about clinical presentation, methods of screening,

and assessment of risk so timely interventions and referral to appropriate care can be provided. Explore the prevalence of suicidality in senior living, signs that point to elevated risk for suicide and substance abuse, screening tools and strategies for intervention.

**You'll be able to:**

- Define the scope of the problem related to suicide and substance abuse in older adults.
- Identify risk factors, warning signs and common substance use disorders.
- Discuss the process of screening, interventions and referral to treatment for older adults with substance use disorders and suicidal ideation. Plus, describe important actions in suicide prevention during the transition to residential communities.

**Faculty:** Kathleen Weissberg, OTD, CDCP, CMDCP, National Director of Education, Select Rehabilitation.



# Tuesday sessions October 14

## A new-age approach for validating effectiveness of resident engagement

**Kelly Stranburg & Tony Galvan**

Two veteran resident-engagement professionals introduce a paradigm shift and change in mindset that seeks to measure engagement success by how residents benefit from well-being experiences. Understanding resident goals and desires allows programming to be tailored to meet those needs, and outcomes can be linked to those expectations. Explore how innovative tracking and assessment methods can offer a fresh, data-driven approach to validating programming success that can be shared with key organizational stakeholders.

### *You'll be able to:*

- Explain why it is important to rethink what needs to be measured from a resident engagement standpoint that aligns more closely with existing and future resident experience expectations.
- Identify metrics essential for evaluating resident engagement programs based on resident expectations, organizational approach, and branded programs.
- Develop strategies to effectively communicate trends and operational insights to key stakeholders that demonstrate the value and effectiveness of resident engagement initiatives and drive better business outcomes.

**Faculty:** Kelly Stranburg, MEd, ACSM CEP, Vice President of Healthy Aging and Longevity, Westminster Communities of Florida; and Tony Galvan, MS, Assistant Vice President of Living Well, Vi Living.



| CEUs

## PANEL PART 2 Implementing brain health programming

**Ryan Glatt, Michele Wong, Sue Paul & Mellany Hanson**

Dive into actionable strategies for elevating brain health programming in this practical panel session. A multidisciplinary lineup of experts focuses on translating innovative ideas into real-world applications while

discussing brain health coaching, integration of medical fitness and wellness, and targeted initiatives within senior living environments. Explore lifestyle-based approaches and community-driven programs to enhance cognitive function and overall well-being. Leave with practical tools and best practices to implement effective, person-specific brain health initiatives in diverse settings.

### *You'll be able to:*

- Develop personalized brain-health coaching programs to guide individuals toward optimal cognitive and physical wellness.
- Integrate medical fitness and wellness strategies into comprehensive brain health initiatives. Plus, identify and implement effective brain health interventions tailored for senior living environments.
- Design lifestyle and community-based programs that drive engagement and enhance brain health outcomes in diverse populations.

**Faculty:** Ryan Glatt, PhD(c), MS, CPT, NBC-HWC, Director, FitBrain Program, Pacific Neuroscience Institute; Michele Wong, MS, Chief Operations Officer, Active Wellness; Sue Paul, OTD, MBA, Senior Director of Well-Being and Brain Health, Asbury Communities; and Mellany Hanson, MS, Lifestyle Director, Vi at La Jolla Village.



| CEUs

## A.B.C.: Agility, balance and coordination for the active-aging client

**Roberto Melani**

Agility, balance and coordination are critical components for maintaining independence, preventing falls and promoting overall well-being in older adults. Explore evidence-based techniques and practical strategies to integrate A.B.C. principles into individualized and group programming. Through hands-on activities, learn how to assess and address deficits in these areas, incorporate effective exercises and adapt movements for varying fitness levels

and mobility challenges. Gain valuable insights into the needs of the older population, helping your clients stay strong, confident and active in their daily lives.

### *You'll be able to:*

- Develop and implement individualized and group fitness programs that incorporate agility, balance and coordination exercises.
- Assess functional fitness levels and modify exercises to accommodate clients with various levels of function and diverse mobility challenges, ensuring safety and effectiveness.
- Demonstrate hands-on techniques and movement strategies designed to enhance functional fitness, fostering confidence and physical resilience in older adults.

**Faculty:** Roberto Melani, MBA, ACE TBMM-CES, Regional Programming Manager, In-Shape Family Fitness.



| CEUs

## Ageless function: Movements that matter

**Keli Roberts**

Enhancing functional ability is essential for an ageless lifestyle. Older adults often present a spectrum of age-related needs and goals, from individuals facing osteoporosis, sarcopenia and sarcopenic obesity, to the elite athlete. Program design must incorporate training strategies to improve the movements that matter: gait, hinge, squat, lunge, push, pull, rotate, and loaded carry. Explore seven different programming options designed to enrich the lives of your active (and inactive) aging clients through hands-on practical applications.

### *You'll be able to:*

- Review the needs and goals of older adults and highlight osteoporosis, sarcopenia, sarcopenic obesity, osteosarcopenia and other challenges to address when training this population.
- Examine the stability/mobility relationships of the body and the movements that matter.





- Recall seven different programming options designed to enrich and enhance the lives of aging clients.

**Faculty:** Keli Roberts, ACSM-EP, Owner, Keli Roberts Real Fitness.



### **Preempt incontinence:**

#### **Awareness, education, exercise Patricia VanGalen**

Incontinence is *not* part of aging nor something to tolerate for decades. It's treatable and often (but not always) preventable, while lifestyle changes can lower the risk. Pelvic floor dysfunction is the number one reason that women reduce their physical activity, and it plays a role in fall risk, frailty, dehydration, and long-term care admissions. Expand your current role in awareness, education, early detection, pre-emption and treatment of this condition. Update your knowledge with the latest research in exercise interventions, along with cutting-edge physiotherapy and medical treatments and procedures.

#### **You'll be able to:**

- Implement tools to raise awareness and to further education and early detection of incontinence in clients and communities.
- Incorporate cutting-edge exercise interventions that prevent and preempt incontinence into one-on-one and group training programs.
- Develop a network of urology physiotherapists, healthcare providers, and physicians for referrals.

**Faculty:** Patricia VanGalen, MS, ACSM CPT/ETT, Owner, Active & Agile.



### **PANEL The power of joy in physical activity and connection**

#### **Rebecca Lloyd, Stephen Smith, William Myers, Caroline Edasis, Annie Shaffer & Amber Reis**

What does it feel like to joyfully move—and be moved—alongside others in later life? This session draws from real-world experiences, including physical activity programs, focus groups, informal conversations, presentations, and shared meals with older adults. Learn how movement sparks joy, fosters connection and enhances identity at any age. Explore how inclusive, research-informed physical activity programs strengthen not only the body, but also the social, emotional and intellectual fabric of a community. Whether you're leading group classes, designing wellness initiatives or working one-on-one, you'll leave with fresh inspiration and practical tools to help older adults thrive.

#### **You'll be able to:**

- Identify and apply strategies to reduce barriers to participation through inclusive, differentiated physical-activity programming.
- Describe how award-winning initiatives integrate multiple dimensions of wellness—supported by video, qualitative data, and evidence-based practices.
- Discuss how varied movement experiences foster both physical literacy and vibrant micro-communities where older adults build meaningful relationships and a renewed sense of purpose.

**Faculty:** Rebecca Lloyd, PhD, Full Professor, Faculty of Education, University of Ottawa; Stephen Smith, PhD, Full Professor, Faculty of Education, Simon Fraser

University; William Myers, Assistant Vice President of Wellness Strategies, Mather; Caroline Edasis, Assistant Vice President of Resident Engagement, Mather; Annie Shaffer, Wellness Director, Sunnyside Retirement Community; and Amber Reis, Director of Operations and Sales, Chartwell Retirement Residences.



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**10:45 a.m.–11:45 a.m.**

### **The creative power of group art Julia Goldie**

Learn how to create unique group art projects that are accessible to participants of all skill levels. Explore group projects and receive templates for implementing projects that have been used in the presenter's senior living community. Collaborate with other session attendees to create a group art project. Leave ready to implement and complete a variety of fun art projects.

#### **You'll be able to:**

- Set up and instruct more than 15 art projects that are accessible to people of all skill levels.
- Describe what instructions and tools are needed to create a variety of seasonal, holiday and general projects.
- Combine individual art projects into one large group art project.

**Faculty:** Julia Goldie, BFA, NASM PT, Life Enrichment Director, Aljoia-ERA Living.



# Tuesday sessions October 14

## Redefining resilience across the continuum of care

**Crystal Dawson, Crystal Balthazor & Amy Simmons**

Learn how to apply personalized strategies to increase and redefine resilience throughout the complete continuum of care in active-aging communities. Explore ways to successfully approach every aspect of care and ensure each resident can achieve a successful crossover regarding support, communication and success to help them thrive in each department in their community. Receive hands-on learning by practicing situational solutions.

### *You'll be able to:*

- Discuss statistics on the benefits of individualizing strategies to increase crossover relationships from therapy to wellness, nursing and activities.
- Implement simple, scalable techniques to increase awareness of the importance of resilience in active-aging communities.
- Develop growing confidence to improve awareness towards your active-aging community and increase resilience and compassion in crossover situations in all community practices.

**Faculty:** Crystal Dawson, ASHS, Wellness Coordinator, EnerG by Aegis Therapies; Crystal Balthazor, ASHS, NBCOT COTA, Director of Rehabilitation, Aegis Therapies; and Amy Simmons, BSAT, Director of Training and Customer Support, EnerG by Aegis Therapies.



| CEUs

*"The ICAA Conference and Expo is an incredible resource for those of us working in fields supporting older adults to live their best lives. There are so many opportunities to learn, grow and connect. Such a great value that [will impact] the work I do."*

**Natalie Wilcox McCann**

*Director of Community Life, Judson Park/HumanGood*

## Artificial intelligence: Revolutionizing well-being and operations

**Mark Kronner**

Artificial intelligence (AI) has evolved dramatically over the past 50 years, moving from simple tasks to enhancing the experiences of both staff and older adults. Delve into how AI can assist in daily tasks and empower individuals, plus discover how it is poised to shape the industry's future. Learn to identify staff AI use cases and AI safety and wellness technologies. Explore the difference between generative AI and agentic AI.

### *You'll be able to:*

- Describe how AI assists both staff and older adults, thereby enhancing quality of life and care.
- Recognize AI's role in empowering collaborative decision-making and supporting staff with real-time insights.
- Discuss the importance of carefully integrating AI to enhance life safely, while also respecting individuality and personal autonomy.

**Faculty:** Mark Kronner, BS, NASM, Chief Technology Officer, Presbyterian Villages of Michigan.



| CEUs

## Partnership ecosystem: A guide to dynamic partnerships in senior living

**Chelsea Sacher & Denise Scruggs**

Building authentic, nontransactional partnerships is key in addressing the challenges facing senior living today, from staffing shortages to limited programming budgets. Explore paths to create meaningful, reciprocal relationships that benefit residents, families and organizations, such as vocational schools providing on-site clinical training or offering office space to medical directors and care partners. Learn how to identify and select the right partnerships to meet your community's unique needs and explore strategies for building connections with local, regional, national and even international organizations.

### *You'll be able to:*

- Identify and evaluate potential partners that align with your organization's goals and fill operational, staffing or programming gaps.
- Develop strategies to build and maintain authentic, reciprocal partnerships that benefit both the organization and the partner.
- Implement partnership models that provide long-term solutions to common senior living challenges, such as staffing shortages, activity budget limitations, and resident engagement.

**Faculty:** Chelsea Sacher, BS, CADDCT, CDP, CDCM, CDSGF, CPT, Regional Director, Program Development and Strategic Partnerships, Fox Trail Memory Care Living; and Denise Scruggs, MS, MA, CDP, CADDCT, CMDCP, CMDCP, Director of Education, National Council of Certified Dementia Practitioners (NCCDP).



| CEUs

## Aging: When thinking BRAVE counts most

**Michael Mantell**

The mindset of healthy aging relies on tools that align with thinking BRAVE: Believing with hope, Reframing the grind, Appreciating the gifts in life, Visualizing the good, and the Encouragement elixir. Explore the cognitive-emotional science of the BRAVE mindset. Leave equipped to draw on this science and its tools to help clients benefit from BRAVE thinking in the face of life's challenges.

### *You'll be able to:*

- Adopt and encourage a BRAVE mindset to healthily face the inevitabilities in life.
- Think in flexible, rational ways that fuel health, hope and happiness.
- Untether from rigid, harmful thoughts, emotions and behaviors.

**Faculty:** Michael Mantell, PhD, Mental Health Architect, Michael R. Mantell, PhD, Inc.



| CEUs



### **Agility, balance and brains, oh my!** **Kimberly Huff**

Explore the latest research on the cognitive benefits of exercises designed to enhance agility, balance and coordination, and learn how to apply the information to both group exercise and personal training settings. Engage in creative movement patterns that can be incorporated into exercise programs for varying fitness levels. Receive practical examples of exercises and tips for teaching innovative drills to ensure participants experience cognitive and physical gains plus an element of fun to improve adherence.

#### ***You'll be able to:***

- Apply the results of recent research showing benefits of agility, balance and coordination drills on cognitive function to group exercise programs and personal training sessions designed for a variety of fitness levels.
- Employ fun, creative movement patterns that challenge agility, balance and coordination and can be easily incorporated into group exercise programs or personal training sessions.
- Practice and teach innovative drills designed to improve agility, balance and coordination while enhancing cognitive function and adding an element of fun to fitness programs.

**Faculty:** Kimberly Huff, MS, CSCS, Director of Fitness and Special Programs, Acts Retirement-Life Communities.



| CEUs

### **One, two, four and more dances** **Terry Eckmann**

Dancing is an excellent activity for both the brain and body. Engage in dances that residents can enjoy individually, with a partner, in small groups of four, or in larger groups. These dances offer a mix of fun, practicality and variety. Discover techniques to simplify the movements or increase the challenge to suit different abilities. Return home with dances that you can integrate individually or as a sequence to build a class.

#### ***You'll be able to:***

- Take home four to six dances that bring fun and variety to your programming.
- Simplify or increase dance complexity or intensity.
- Explain why dance is one of the best activities for the brain and body.

**Faculty:** Terry Eckmann, PhD, ACSM-EP, Professor, Teacher Education and Kinesiology, Minot State University.



| CEUs

### **All-access therapeutic boxing** **Libby Norris**

Unleash the power of boxing and kickboxing for a full-body workout that builds strength, speed, endurance, agility, balance and coordination. This dynamic training also sharpens cognition, boosts reaction time and enhances self-efficacy while being accessible to every fitness level, no equipment needed. Master fundamental movements, safe modifications and engaging combos to keep workouts fun, effective and adaptable for all. Walk away with fresh strategies to energize any program.

#### ***You'll be able to:***

- Discuss the science and practice of boxing/kickboxing, along with the associated fitness, cognitive and self-efficacy benefits.
- Describe the foundation movements and patterns involved with the sport, plus the modifications to make it safe and effective for fitness and for all ages and abilities.
- Create format options for group exercise that can be included in existing programs or added as specialty formats for all levels and abilities.

**Faculty:** Libby Norris, BA, canfitpro FIS, Manager, Fitness and Therapeutic Programs, City of Mississauga.



| CEUs

**11:45 a.m.–12:45 p.m.**

### **LUNCH & LEARN BLUE**

Indulge in a delectable lunch while engaging in enlightening discussions with our esteemed partners in this informative session.

**12:00 p.m.–3:45 p.m.**

### **EXPO**

#### **Marquis Ballroom**

Explore new and innovative offerings at ICAA's wellness expo. Discover products and services, technologies and equipment to support multidimensional wellness from providers committed to meeting the industry's needs. Find solutions to help you meet today's goals and advance your overall vision.

**1:20 p.m.–2:20 p.m.**

### **LUNCH & LEARN GREEN**

During this informative session, enjoy a delicious lunch while engaging in enlightening discussions with our esteemed partners.

**4:00 p.m.–5:00 p.m.**

### **Democratizing music as medicine for the aging population through technology**

#### **Andy Tubman**

Participate in an engaging musical adventure that demonstrates how implementing music-as-medicine tools powered by technology can help increase the immune system, reduce anxiety, slow cognitive decline, and reduce agitation during sundowning. Learn functional ways to implement music as medicine, including during bathtimes, with stroke patients and with individuals struggling with dementia. Participate in evidence-based therapeutic techniques focusing on music and movements, and learn a macro perspective on dos and don'ts of implementing music as medicine.

#### ***You'll be able to:***

- Demonstrate a basic understanding of current research regarding how music affects the brain and body.
- Discuss a variety of therapeutic music technology solutions and how to apply them effectively in multiple settings. Plus, apply a handful of functional musical tools to your existing technology.

# Tuesday sessions October 14

- Recognize how technology is instrumental in scaling and democratizing music as medicine in the United States and around the world.

**Faculty:** Andy Tubman, BS, CBMT MT-BC, Chief of Therapeutics and Co-founder, SingFit.



| CEUs

## Creating golden memories with Golden Gorillas

**Laura Covert Miller & Loryn Moser**

Intergenerational programs can provide numerous benefits such as encouraging the sharing of skills, knowledge and experience. Discover the Golden Gorillas program, which was created to bring together college students and older adults to learn and connect in assisted living and community settings. Explore program start-up, physical activities created to address wellness while incorporating cooperation and interaction, and ways to create a welcoming, collaborative environment for all participants. Also, take part in example activities.

### *You'll be able to:*

- Identify at least two benefits of intergenerational programming focused on areas of wellness.
- Begin to develop an intergenerational program.
- Demonstrate at least two activities that can be implemented within intergenerational programs.

**Faculty:** Laura Covert Miller, PhD, CTRS, Professor, and Loryn Moser, undergraduate student/research assistant, Pittsburg State University.



| CEUs

## International lessons for senior living: Wellness by design

**Lori Pinkerton-Rolet**

Review inspirational visual examples of facility designs from across the globe that promote health and wellness and discuss a review of a Wellness Interior Design Audit (WIDA), which can be used in

various communities/settings. Engage in a group brainstorming session to define the concepts and promote new, imaginative ideas. This session will encourage participants to approach building interiors as an additional opportunity to support active aging, rather than simply seeing them as a frame where activities take place.

### *You'll be able to:*

- Analyze existing interiors using a WIDA template to highlight missed opportunities to promote health and well-being within a facility.
- Develop cost-effective or cost-neutral interior modifications for wellness based on global examples, including initiatives specifically for people with physical and/or cognitive challenges.
- Teach or inspire other members of your team or organization to use your building as a health and well-being tool.

**Faculty:** Lori Pinkerton-Rolet, BA, BIID Reg. ID, Founder and Host, Third Age Design Podcast; and Director, Park Grove Design.



| CEUs

## Leading with levity: No laughing matter

**Dani Klein Modisett & Nikki Ghisel**

An MIT study found health and happiness at work is a driving force in decisions about taking, staying at or leaving a job. Explore proven stand-up and improv comedy tools that use humor to help create work cultures where people feel seen and heard and look forward to coming to work. In this interactive session, learn about tried-and-true comedians' tools to cultivate shared laughter in service of human connection. Create a culture of levity where staff members are encouraged to take the work—but not themselves—seriously.

### *You'll be able to:*

- Recognize the difference between affiliative humor and aggressive humor; and describe how to create the former to bring comic relief and connection under stressful circumstances.

- Refer to specific, simple and sensory-based methods to communicate with people in cognitive decline and help break through the loneliness and isolation of dementia.
- Implement exercises that can help staff members laugh together, which can improve well-being and boost staff retention.

**Faculty:** Dani Klein Modisett, BA, Founder and CEO, and Nikki Ghisel, BA, Head of Senior Programming and Comedian, Laughter On Call.



| CEUs

## Beyond words: Navigating communication and brain changes in dementia

**Karen Straw**

Explore how aging-related brain changes affect communication in this interactive, skills-based presentation that emphasizes nonverbal aspects of communication, which affect the majority of all messaging. Examine how natural aging and dementia impact vision. Also, learn how stress responses affect behavior and communication. Gain practical strategies to enhance communication interactions and reduce frustration, plus learn techniques for providing person-centered care that preserves respect for everyone.

### *You'll be able to:*

- Describe the dominant role of vision, and its impact on communication.
- Discuss the role of the amygdala in communication with individuals experiencing brain changes and how to vary approach for success.
- Identify practical strategies to reduce frustration and enhance engagement through effective communication approaches.

**Faculty:** Karen Straw, SLP, CADDCT, Owner, DementiAgility, LLC.



| CEUs

## Dynamic flexibility for longevity

### Manuel Velazquez

Dynamic flexibility involves controlled movements through a full range of motion that help maintain and improve the joint flexibility and mobility needed to stay active and increase independence with age. Exercises such as walking lunges, high knees, and arm circles can improve mobility, reduce pain and promote health. Experience functional movement patterns in three planes of motion to enhance self-myofascial release without equipment. Enhance range of motion, strength, flexibility, and proprioceptive skills for a more active-functional life.

#### *You'll be able to:*

- Practice range of motion movements through control to improve flexibility and joint mobility.
- Practice self-myofascial release techniques to enhance movement patterns.
- Implement proprioceptive movements to ensure older adults maintain an active lifestyle.

**Faculty:** Manuel Velazquez, BA, ACE, Movement Specialist and Wellness Trainer, Rancho La Puerta Resort and Spa.



| CEUs

## SASS: Seated, assisted, standing for active agers

### Mindy Mylrea

Teaching a multilevel class is challenging, especially when the class includes active agers with a variety of ability levels. This workshop will define exercise selection for this population and then offer options, progressions and regressions for individuals who are seated or need balance assistance and participants who need no assistance at all. Arm yourself with the “what” and the “how” of seamlessly teaching this growing population.

#### *You'll be able to:*

- Implement a multilevel active-aging class that includes participants at a variety of ability levels.



- Experience a class incorporating a cardio warm-up, assessment, strength, balance and mobility in the seated, assisted and standing positions.
- Discuss the current research for assessments, dual-tasking, balance, gait and mobility.

**Faculty:** Mindy Mylrea, ACE, Owner, One Day to Wellness.



| CEUs

## More purposeful and mindful fitness classes

### Emily Johnson

Engaging your participants should be about more than just the movements of your class. By fostering purpose, building knowledge and cultivating mindfulness, we can create richer, more engaging fitness experiences for participants. Explore practical strategies to make your classes more meaningful and empowering through offering opportunities for vocation, integrating education and peer support, and incorporating mindfulness practices. Inspire participants to own their fitness journeys while fostering a supportive, intentional community.

#### *You'll be able to:*

- Describe the role and identify three benefits of sense of purpose and mindfulness within fitness programming.

- Identify three ways to incorporate purposeful activities into your classes and programming.
- Identify three ways to incorporate mindful activities into your classes and programming.

**Faculty:** Emily Johnson, BHK Hons., canfitpro FIS, Founder, StrongerU Senior Fitness.



| CEUs

**5:15 p.m.–5:45 p.m.**

## REGENERATE & RESTORE

### Terry Eckmann

After a day filled with enriching conference activities, pause to renew and reinspire yourself. Unwind, reflect on your experiences, and recharge your mind and body as you prepare for tomorrow. Enjoy breathing exercises, guided meditation, gentle stretching and other relaxation techniques to help you release tension and feel refreshed. Embrace this opportunity to prioritize your well-being and enter the following day with renewed energy and focus.



# Wednesday sessions October 15

7:00 a.m.–8:00 a.m.

## Overcoming ageism in fitness to create inclusive wellness programs

**Erin Eleuterio**

Ageism in fitness perpetuates harmful stereotypes and limits the potential of many older adults. This session empowers fitness professionals to overcome these biases to create inclusive programs that celebrate aging and prioritize individual abilities. Learn to identify and challenge ageist language, design safe and engaging activities, and build trusting relationships with clients. Fostering intergenerational connections and focusing on individual needs can help you improve client satisfaction, retention and overall health outcomes.

### *You'll be able to:*

- Dismantle ageist stereotypes in fitness and wellness settings.
- Foster environments that celebrate aging and promote intergenerational connection.
- Create a safe continuum of physical activities that balances support and challenge and fosters enjoyment in physical activity.

**Faculty:** Erin Eleuterio, BS, ACSM-CPT, Older Adult Fitness Specialist and Podcast Host, Second Act Fit Pros.



## Transitional wellness: A model for moving people from skilled therapy to independent exercise

**Elizabeth Johnson, Jim LeRoux & Jessi Kearns**

Individuals recovering from recent surgery or illness may not reach physical therapy goals or desired activity levels by the end of allotted physical therapy time. A transitional wellness program can provide a safe, affordable and supervised exercise environment in a variety of settings. Personal trainers can work with people's healthcare providers to design an exercise program to help people meet/maintain activity and mobility goals. In this session, you will gain the tools and resources to create a transitional wellness program; also, delve into metrics for financial and wellness outcomes that demonstrate the program's value. Return home able to discuss transitional wellness as a community-building endeavor.

### *You'll be able to:*

- Describe the tools and resources needed to develop a transitional wellness program.
- Assess current programming for residents or clients who have recently completed skilled therapy.
- Develop a budget and proposal for a transitional wellness program and develop metrics to track effectiveness of the program.

**Faculty:** Elizabeth Johnson, BA, MSHP, Director, Rehabilitation Services; Jim LeRoux, BS, MOT, NBCOT OTR, Assistant Director, Outpatient Services; and Jessi Kearns, BA, NASM CPT, Wellness Center Coordinator, Peterson Health.



## Engagement meets innovation: AI's role in personalization and wellness

**Laura Carrillo, Sara Tottress & Dylan Conley**

Artificial intelligence (AI) offers exciting opportunities to personalize wellness programming and enhance resident engagement. Explore how AI can revolutionize activity programming and staff workflows by aligning resident preferences with innovative programming to support residents' physical, emotional, social and cognitive well-being and to save staff time. Senior living providers will share experiences of using an AI-enhanced solution. The presenters will highlight benefits and key data points achieved and compare AI to non-AI use. Gain actionable steps to integrate advanced technology into your community.

### *You'll be able to:*

- Describe practical applications of AI in senior living, particularly as related to activity management, calendar coordination, and wellness-focused engagement programming.
- Explain how AI can simplify and enhance the personalization of wellness programming and engagement, enabling residents and staff to participate in more meaningful ways.
- Apply best practices for effectively integrating AI-enhanced technology into your community, with a focus on achieving tangible outcomes for resident engagement and staff efficiency.

**Faculty:** Laura Carrillo, Corporate Director of Programming and Transportation, WellQuest Living; Sara Tottress,

## Tracks key



Business alignment



Cognitive & emotional health



Diversity, equity, inclusion



Leadership & management



Nutrition for older adults



Physical activity



Programming



Staffing & employee wellness



Technology



Trends & innovations



Wellness integration with healthcare



Programs Director, WellQuest of Menifee Lakes; and Dylan Conley, BS, Chief Technology Officer, LifeLoop.



### **Better balance: Using chairs in creative ways**

#### **Kymberly Williams-Evans**

Learn how to use chairs to enhance participants' function and balance and, during exercise, to open their bodies rather than closing them off during a chair-based balance workout. Discover exercises that use chairs for more than sitting or holding onto. Guide participants to improve their balance, posture and coordination, while reducing time parked in their seats. Fill your toolbox with curriculum that creatively uses chairs in ways that are safe, meaningful and fun. Leave equipped to lead multiple, progressive dynamic balance workouts.

#### **You'll be able to:**

- Design and teach meaningful chair-assisted workouts that encourage dynamic balance, improve posture, enhance coordination and reduce fall risk.
- Lead group classes using safe and engaging moves that maximize safety and minimize sitting for older adults of various abilities.
- Offer and cue options and progressions that accommodate various skill levels.

**Faculty:** Kymberly Williams-Evans, PhD (ABD), FAI/ISSA, Active Aging for Boomers.



### **Strength for Parkinson's**

#### **Dean Sbragia**

Learn the science behind strength training for people with Parkinson's (PWP)—including the emotional, physical and neurological benefits of a well-designed strength program. Explore ways this program can be utilized to improve strength for all patients and residents and serve as the cornerstone of healthy aging. The presenter will share an experience with a San Diego Parkinson's support



group and discuss how the scholarship program works.

#### **You'll be able to:**

- Explain the rationale and science behind a targeted strength program for people with Parkinson's.
- Identify the specifics of the Strength for PWP program and how to incorporate it into your offerings.
- Expand knowledge of the program into your communities using marketing and educational materials you take home from the session.

**Faculty:** Dean Sbragia, MBA, CDP, CMDCP, AIB-VRII, CEO, Medical Fitness Solutions, and Manager, Diversified Healthcare Development, LLC.



### **Capturing legacy: How a photography initiative unites residents, families and staff**

#### **Victoria James**

Phoenix Senior Living leverages the power of photography and curated props to create meaningful interactions with individuals across the spectrum of dementia. A medium for storytelling, emotional connection and empathy-building, the initiative unlocks memories, promotes active engagement and fosters moments of clarity and joy for participants by using tailored visual and tactile stimuli. It also serves as a tool for caregivers and staff to bridge the gap between professional care and personal connection. In this session, delve into the

project's creative methodology and explore the profound impact of this approach.

#### **You'll be able to:**

- Explain how photography and curated props can be utilized as effective tools to engage individuals with dementia and evoke meaningful memories.
- Recall insights into creating and tailoring individualized engagement activities that reflect the histories, interests and identities of participants with dementia.
- Discuss the psychological and emotional benefits of using photography and props in dementia care, supported by case studies and real-world outcomes.

**Faculty:** Victoria James, BS, AS, NCCDP, MCDP, Corporate Director of Programming, Phoenix Senior Living.



**8:15 a.m.–9:15 a.m.**

### **Heritage-focused nutrition strategies for thriving older adults**

#### **Maggie Moon**

Learn about the top-ranked diet for brain health, the MIND diet. Find out how to share the MIND diet and its benefits effectively—and within scope of practice—with clients in a way that promotes healthy aging without forcing them to give up familiar heritage foods. Discover how building meals around culturally meaningful proteins enhances nutrient intake, improves diet quality, and bolsters mental well-being and physical function.

# Wednesday sessions October 15

Learn how to collaborate with culinary/nutrition teams to educate clients, plus use a person-centered approach to engage them. Effective, empowering programs celebrate clients' heritage foods.

#### **You'll be able to:**

- Identify at least one culturally relevant protein source that can be incorporated into the MIND diet.
- Explain the relationship between culturally relevant protein foods, nutrient intake and diet quality in older adults.
- Describe at least two strategies for engaging older adults in nutrition conversations that demonstrate cultural humility.

**Faculty:** Maggie Moon, MS, RD, Author, *The MIND Diet (Second Edition): A Scientific Approach to Enhancing Brain Function*.



| CEUs

## **Bee-Well! Seniors & Pollinators Thriving Together: A meaningful approach to enhancing lives**

**Tanya Snow & Janice Miller**

Bee-Well! Seniors & Pollinators Thriving Together is a nine-month program to engage communities and promote wellness. Discover how the innovative program enhances environmental and vocational health and fosters connections among older adults, youth and community members through education about honeybees. Explore ways to design and

implement the scalable program in any community setting, by reviewing its success at Bria Communities. Beyond its environmental impact, Bee-Well! has boosted emotional, intellectual and physical wellness, enhancing lives through a unique, meaningful approach.

#### **You'll be able to:**

- Develop a framework for a nine-month program capable of being tailored to your community that effectively engages older adults and other community members in wellness activities centered around honeybees.
- Discuss the key elements to successfully implementing a pollinator program that requires a specific knowledge base outside of current expertise.
- Implement or modify existing environmental and vocational wellness initiatives using insights and tools from the Bee-Well! program as a model.

**Faculty:** Tanya Snow, MHA, Director, and Janice Miller, BA, Manager, Marketing and Community Engagement, Bria Communities, LP.



| CEUs

## **The impact of programming at the intersection of health and housing**

**Jennifer Truppa & Ralph Gaines**

Discover effective strategies for creating programming to serve older adults within affordable housing units or communities. Social service coordinators play a critical role in supporting older adults with health and well-being, financial and housing stability, and social connectedness in HUD-assisted housing. Learn about the creative programming that is making an impact for the residents we are privileged to serve.

#### **You'll be able to:**

- Describe the HUD Multifamily housing platform and its funding dynamic; and discuss how Service Coordination programming can help older adults to age in place with dignity and respect.
- Recognize the overall community's data profile and discuss resident listening

sessions used to help build creative programming.

- Develop strategies to create innovative programming and tap into the funding sources that support these initiatives.

**Faculty:** Jennifer Truppa, RN, BSN, Director of Social Services and Quality Assurance, and Ralph Gaines, MBA, President/CEO, Embrace Living Communities.



| CEUs

## **Active aging posture perfect**

**Keli Roberts**

As people age, they often experience typical postural deviations that range from excessive kyphosis (where the upper back curves forward), or lordosis (where the lower back curves inward) that can be caused by sarcopenia, osteopenia or osteoporosis. Review the mechanisms of cause and effect. Learn valuable strategies to enhance posture and alignment in older adults in a hands-on, interactive environment through practical application.

#### **You'll be able to:**

- Recognize postural deviations and the typical musculoskeletal causes.
- Review the stability/mobility relationships of the body and how they change with aging.
- Develop an exercise program designed to enhance posture and alignment in older clients.

**Faculty:** Keli Roberts, ACSM, ACE, NASM, FAI, Owner, Keli Roberts Real Fitness.



| CEUs

## **Ageless mobility: Stability from the ground up**

**Leslee Bender**

Learn specific strategies and techniques to improve both mobility and stability. Explore the function of the foot and its role in human movement, and examine the ways a pain-free functional range of motion in the joints increases stability. This session will introduce some exercises and functional manipulation that trainers can

*"The ICAA Conference was the most engaging and interactive conference I have ever attended. I brought back so many ideas for new or expanded programming to my Center."*

**Sandy Lopez**

*Senior Services Manager, City of Avondale Senior Center*

use to enhance clients' range of motion. It will also focus on stability with balance-enhanced movements to create dynamic balance and reaction. Take home strategies to use with a wide range of abilities and fitness levels.

**You'll be able to:**

- Implement specific programming to improve balance, mobility and stability for clients at all ability levels.
- Evaluate participants' abilities in order to choose specific movements based on this program.
- Give participants new and creative movements that can help improve their self-esteem, posture, balance, flexibility and mobility.

**Faculty:** Leslee Bender, BA, ACE FAFS, Owner, Ageless Training Academy.



| CEUs

**9:30 a.m.–10:30 a.m.**

**Every training moment counts**

**Hayley Moseley**

When training employees, we should consider how adults learn and utilize appropriate strategies to increase team satisfaction. No one wants to try to stay awake through a dull seminar just to get a nugget of information that will be forgotten by the next day. Learn how the presenter addresses adult learning challenges to transform company culture, increase in-service attendance, and turn orientation from a chore into an engaging introduction to the community. Prioritize creativity and connection to ensure every training moment counts.

**You'll be able to:**

- Demonstrate strategies for teaching adult learners, emphasizing the role of said strategies in enhancing information retention, improving outcomes and increasing team satisfaction.
- Practice integrating creative and innovative training techniques, such as film parodies, pop culture and games, into team in-services, orientations and initiatives.



- Analyze and redesign onboarding and orientation strategies to foster a positive and cohesive company culture.

**Faculty:** Hayley Moseley, EdD, ACC, CADDCT, CDP, CMDCP, CDCM, CDCS, Director of Education, CC Young Senior Living.



| CEUs

**Think together, thrive together!**  
**Brain-based emotional wellness programming for communities**

**Cynthia Green**

Mental well-being is critical to healthy cognition and successful aging, yet many active-aging communities find it challenging to help elders build stronger social and emotional health. Brain-based emotional wellness programs are a resource that brings opportunities for greater mental well-being, sharper thinking, and social connection. Gain a deeper understanding of late-life psychological development and key tasks associated with the third stage of

life, plus explore the relationship of mental health to cognitive vitality, and emotional well-being to everyday thinking. Brain-based emotional wellness programming will be shared through instruction and hands-on exploration.

**You'll be able to:**

- Demonstrate knowledge regarding the psychology of late-life development, including key tasks associated with healthy development.
- Explain how brain-based emotional wellness programming targets cognitive, behavioral and social health for improved outcomes.
- Evaluate wellness programming to increase brain-based emotional wellness opportunities by building out existing offerings or adding new programs.

**Faculty:** Cynthia Green, PhD, President, Total Brain Health, and Assistant Clinical Professor of Psychiatry, Mt. Sinai School of Medicine.



| CEUs



# Wednesday sessions October 15

## Don't let falls bring you down

**Lysa Johnson & Danielle Alexander**

Fall risk and resident falls are a huge concern within the aging population and senior care industry. This session will provide strategies and program components that can be implemented immediately to prevent falls and identify fall risks. Learn about a fall prevention program rolled out in 32 communities as part of a collaborative partnership, resulting in a 26% overall reduction in falls and a 10% reduction in falls with major injury. Associates also reported more confidence in risk identification and ownership in maintaining resident quality of life and mobility.

### You'll be able to:

- Define a fall based on Centers for Medicare & Medicaid Services' guidelines and examine concepts of preventing falls versus managing falls.
- Discuss roles of interdisciplinary team members in fall prevention and analyze early indicators of fall risk in older-adult populations.
- Examine fall prevention program components to integrate into senior care communities.

**Faculty:** Lysa Johnson, MAS CSD, ASHA CCC-SLP, Rehab Program Development Specialist, Benedictine; and Danielle Alexander, BS, OTRL, Regional Manager of Operations, Accelerated Care Plus.



| CEUs

## HIIT training for the active-aging client: A functional approach

**Roberto Melani**

Learn the principles of High-Intensity Interval Training (HIIT) tailored specifically for fitness professionals and caregivers who work with the active-aging population. When adapted appropriately, HIIT can enhance cardiovascular health, strength and functional fitness while being safe and effective for older adults. Learn to design and deliver HIIT programs that focus on functional movements such as

balance, coordination and strength. Get hands-on practice to modify intensity, duration and exercises to suit varying fitness levels and mobility needs while ensuring safety and minimizing risk.

### You'll be able to:

- Design and implement functional HIIT programs that incorporate functional movements focusing on improving balance, coordination and strength for daily activities.
- Modify HIIT workouts to accommodate varying fitness levels and mobility challenges, ensuring safety and reducing the risk of injury.
- Apply progressive programming and recovery strategies to help clients build resilience, increase energy and maintain independence while staying engaged and motivated in their fitness routines.

**Faculty:** Roberto Melani, MBA, NASM CPT, Regional Programming Manager, In-Shape Family Fitness.



| CEUs

## Somatic salsa dance for joyful aging

**Rebecca Lloyd**

Salsa is a social dance form that may be adapted to promote joy and connection in active-aging communities. Much like salsa music and sauce, salsa dance is known for its flavor and spice. In this somatic salsa dance workshop, feel the heat and the energetic dimension of this dance form beyond distinctive 1-2-3, 5-6-7 rhythms in your feet. Experience the joyful ways that salsa music animates soft bellies, relaxed shoulders, and loose knees and hips. Let go of bodily tensions and enjoy the experience of moving to music with others in playful ways. Gain the tools, practical experience and inspiration to introduce salsa dance in inclusive, community-building ways, and bring the joy of salsa dancing to your participants.

### You'll be able to:

- Deeply listen to salsa music and recognize conga, bass and clave rhythms through interactive body percussion activities.

- Walk to the rhythms of 1-2-3, 5-6-7 in playful, interactive ways.
- Experience and recall the somatic release of a salsa shine, a side-by-side improvisational approach to moving and being moved by salsa music that is part of the social dance scene.

**Faculty:** Rebecca Lloyd, PhD, amateur world salsa champion, and Full Professor, Faculty of Education, University of Ottawa.



| CEUs

**10:35 a.m.–11:15 a.m.**

## That's a Wrap!

**Presenter TBA**

The journey isn't complete until the final moment! Seize this chance to weave together every aspect of your ICAA Conference journey in an enjoyable conclusion. Embrace the knowledge gained, engage with the ICAA community, and get ready to leave the conference infused with fresh vitality and inspiration for the coming year.

*"The 2024 ICAA Conference took active aging to the next level with elevated speakers and thought-provoking sessions. It was a time to connect people with people and people with brilliant ideas."*

**Melissa Bossert**

*National Director of Life Engagement, Bridge Senior Living*





## Accommodations

As the official conference hotel, the Anaheim Marriott will host attendees to the ICAA Conference and Expo 2025. The hotel is located at 700 West Convention Way, Anaheim, California 92802. *For general information, call 714-750-8000, or visit [www.marriott.com/en-us/hotels/laxah-anaheim-marriott/overview/](http://www.marriott.com/en-us/hotels/laxah-anaheim-marriott/overview/)*

Engage in learning sessions and hands-on workshops, collaborative brainstorming, and spontaneous networking opportunities this fall at ICAA's event. Immerse yourself in the energy, inspiration and camaraderie by making the Marriott your home base. You won't want to miss a moment!

Choose from comfortable rooms with one king, two double or two queen beds, some with connecting options available. Book your room today!

### Fees

#### Room rates

Starting at \$259 (plus taxes)  
*All fees are in US dollars.*

#### Hotel parking

As part of ICAA's meeting group, you'll enjoy a 20% discount off Prevailing Self-Parking rates at the time of the conference. Taxes apply. Charging stations for electrical vehicles are subject to availability. For other parking details, view "Hotel information" in the "Property details" section at [www.marriott.com/en-us/hotels/laxah-anaheim-marriott/overview/](http://www.marriott.com/en-us/hotels/laxah-anaheim-marriott/overview/)

### Reservations

Book and confirm your accommodations for the ICAA Conference and Expo 2025 at <https://book.passkey.com/event/50941717/owner/3712/home>

A deposit equal to one night's stay plus tax is required to guarantee your reservation. This deposit is refundable if you cancel three (3) days/72 hours before your arrival date. ICAA group rates apply three (3)

days before through three (3) days after the event's dates (subject to availability).

#### Cancellations

To avoid penalties, notify the Anaheim Marriott of cancellations at least 3 days/72 hours prior to arrival date.

No busing service or designated housing provider is available. For a **block of rooms** at the Anaheim Marriott, contact ICAA at 866-335-9777 (toll-free) or [info@icaa.cc](mailto:info@icaa.cc)

## Transportation

Millions of people visit Anaheim, California, every year. This Orange County city is home to **world-famous attractions** and features an abundance of **dining, shopping, recreational and entertainment opportunities**. By staying at the Anaheim Marriott, ICAA's conference hotel, you'll be at the heart of both the event and the Anaheim Resort District, with Disneyland® and restaurants, shops and nightlife a short walk or ride away.

Travelers can reach Anaheim via planes, trains and automobiles. The information below offers a starting point for your planning.

Additionally, Visit Anaheim offers a website rich with information to help you make the most of your trip. Learn about the area's attractions, cultural events, restaurants, nightlife and entertainment, recreation, shops, transportation, and more from this official destination organization. To request a hard copy of the *Visit Anaheim Destination Guide*, complete the online form at [www.visitanaheim.org/plan-your-trip/destination-guide-request](http://www.visitanaheim.org/plan-your-trip/destination-guide-request)

#### Air travel

Four airports serve as gateways to Anaheim:

##### John Wayne Airport (SNA)

Orange County (Santa Ana)  
[www.ocair.com](http://www.ocair.com)

*About 14 miles to Anaheim Marriott*

### Health and safety at the Anaheim Marriott

Anaheim Marriott offers digital check-in, a mobile key and other low contact services. Review room preferences/check in ahead of arrival with the Marriott Bonvoy App. Gain a mobile key to your room for your smartphone (available to single guests who are Marriott Bonvoy members).

#### Learn more:

- *Membership information and app:*  
[www.marriott.com/loyalty.mi](http://www.marriott.com/loyalty.mi)

#### Long Beach Airport (LGB)

Los Angeles County  
[www.longbeach.gov/lgb/](http://www.longbeach.gov/lgb/)  
*About 18 miles to Anaheim Marriott*

#### Los Angeles International Airport (LAX)

Los Angeles County  
[www.flylax.com](http://www.flylax.com)  
*About 35 miles to Anaheim Marriott*

#### Ontario International Airport (ONT)

San Bernardino County  
[www.flyontario.com](http://www.flyontario.com)  
*About 35 miles to Anaheim Marriott*

### Ground transportation

Whether traveling to/from Anaheim or around the city, ground transportation options include rental cars; taxis; ride services; shuttles, vans and limousines; buses and rail services.

#### Between Anaheim and airports

The airport websites each note the types of transportation services available at their location. General information about how to access these services appears on these sites, along with providers' names, telephone numbers and links to websites. Maps and other resources may also appear.



**Learn more:**

- *John Wayne Airport:* [www.ocair.com/travelers/parking-transport/transportation/](http://www.ocair.com/travelers/parking-transport/transportation/)
- *Long Beach Airport:* [www.longbeach.gov/lgb/airlines-destinations/transportation/](http://www.longbeach.gov/lgb/airlines-destinations/transportation/)
- *Los Angeles International Airport:* [www.flylax.com/lax-traffic-and-ground-transportation](http://www.flylax.com/lax-traffic-and-ground-transportation)
- *Ontario International Airport:* [www.flyontario.com/to-from-airport/airport-transportation](http://www.flyontario.com/to-from-airport/airport-transportation)

**Rail services**

Southern California's LOSSAN Rail Corridor connects cities through six counties. With 41 stations from San Diego to Los Angeles to San Luis Obispo, the rail corridor includes a staffed station in Anaheim, near the Santa Ana River. Two passenger railways—Amtrak's Pacific Surfliner and Metrolink—stop at the Anaheim Regional Transportation Intermodal Center (ARTIC) at 2626 East Katella Avenue.

**Learn more:**

- *Metrolink:* [www.metrolinktrains.com](http://www.metrolinktrains.com)
- *Pacific Surfliner:* [www.pacificsurfliner.com](http://www.pacificsurfliner.com)
- *Amtrak—Anaheim, California Station Details:* [www.amtrak.com/stations/ana.html](http://www.amtrak.com/stations/ana.html)

**Around Anaheim**

Local taxis and car and rideshare services are available for hire for point-to-point trips to explore the city's offerings. Ask the hotel concierge for recommendations.

Anaheim Regional Transportation (ART) operates a hop-on/hop-off shuttle throughout the Anaheim Resort District and surrounding areas. ART's website includes a route map and a link to the app A-Way We Go, which allows riders to plan trips and buy passes using their smartphones (see the website for details).

**Learn more:**

- *Anaheim Regional Transportation (ART):* <https://rideart.org/>
- *Lyft:* [www.lyft.com/rider/cities/orange-county-ca](http://www.lyft.com/rider/cities/orange-county-ca)
- *Uber:* [www.uber.com/global/en/r/cities/anaheim-ca-us/](http://www.uber.com/global/en/r/cities/anaheim-ca-us/)

Also see Visit Anaheim's website or *Destination Guide* for information about local buses and car services.

**Grab a meal: breakfast, lunch and dinner options**

The ICAA Conference and Expo offers two Lunch & Learn sessions, which are included in your conference registration fee. For other meals, visit The Market Café, Slice Pizzeria or nFuse Restaurant, Bar & Lounge, or choose in-room dining, if you want to eat at the Anaheim Marriott. Time constraints make on-property choices best for breakfast and lunch.

For dinner, multiple options are within walking distance of the Marriott or via taxi, shuttle or rideshare. For example, check out the open-air Anaheim GardenWalk at 400 West Disney Way for cafés, eateries and bars, shops and entertainment. Or venture over to Anaheim Packing District in Downtown Anaheim for fresh food and diverse cuisines plus a craft beer brewery, speakeasy and wine bar.

ICAA has no control over food options available on-site at the Marriott. While the hotel has a small convenience store, you may want to bring healthy snacks or purchase items from a local store to eat during the day. (Note: Other than the Lunch & Learn sessions, meals are not included in your conference registration fee.)

**Learn more:**

- *Anaheim GardenWalk:* <https://anaheimgardenwalk.com/>
- *Anaheim Marriott:* [www.marriott.com/en-us/hotels/laxah-anaheim-marriott/dining/](http://www.marriott.com/en-us/hotels/laxah-anaheim-marriott/dining/)
- *Visit Anaheim—Anaheim Packing District:* [www.visitanaheim.org/restaurants/anaheim-packing-district/](http://www.visitanaheim.org/restaurants/anaheim-packing-district/)

# Frequently asked questions

*“The ICAA Conference continues to be a strong and reliable source of information for those working in older adult services. I will continue to urge all those working with older adults, especially in the senior fitness realm to attend the conference and learn from the gold standard in our industry.”*

**Amy Ruggiero**  
*Spring Lake Village (Front Porch Communities)*

**Q. Where is ICAA 2025 held?**  
A. The ICAA Conference and Expo 2025 takes place October 13–15 at the Anaheim Marriott in Anaheim, California.

**Q. Why attend ICAA’s event?**  
A. By attending this year’s ICAA Conference and Expo, you’ll gain the opportunity to connect, learn and recharge with hundreds of professionals from across the active-aging industry. Develop your team’s knowledge and elevate your wellness culture with the latest research, strategies and innovations to drive lasting impact and advance your vision.

**Q. What is included in the ICAA Conference fee?**  
A. Your registration fee includes access to the General Session, educational seminars, handouts and Expo. Two Lunch & Learn sessions (meals included) will further enrich your experience. The preconference workshops each have a per-person fee of \$149 to attend.

**Q. Do I need to indicate my selected sessions or register for them ahead of time?**  
A. No. You may attend any educational seminar, additional programming (e.g., Mindfulness Prelude, Regenerate & Restore), and General Session with your ICAA registration. Preconference workshops require preregistration as they have a separate fee and limited space.

**Q. How do I earn continuing education units for the sessions I attend?**  
A. You can earn credits by signing up for the 2025 CEU program. To cover costs, there is a USD\$100 fee when you enroll by September 29, or \$125 on-site. Information about certifying agencies appears online at <https://icaaconference.icaa.cc/ceu.php>

**Q. What will I find at the Expo?**  
A. ICAA’s Expo showcases innovative technologies, equipment and services that support multidimensional wellness. Meet with exhibitors, ask questions, and discover products designed to meet the evolving needs of the industry. Connect with solutions to achieve today’s goals and move your vision forward.

**Q. How do I become an ICAA member?**  
A. You can join ICAA and save on your conference registration fee by filling out the optional membership section when you register online at <https://icaaconference.icaa.cc/register.php>. Go to [www.icaa.cc/membership.htm](http://www.icaa.cc/membership.htm) to learn more about member benefits.

**Q. We’re enrolling several people. How do we register?**  
A. To receive a group discount, you must all register at the same time and submit one payment for the total fees. Visit <https://icaaconference.icaa.cc/register.php> to complete **one online registration form per person**, then pay by PayPal. Or, download a registration form to copy for each person to complete, then fax all forms together to 604-708-4464 and note payment by check or credit card.

## Cancellation and substitution policies

To cancel your registration and request a refund, you must submit a written request to [info@icaa.cc](mailto:info@icaa.cc). A per-person administrative fee will apply on refunds.

Date of receipt	
Before July 30, 2025	Full refund, less \$150 administrative fee per person/cancellation
July 30–August 18, 2025	50% refund, less \$100 administrative fee per person/cancellation
After August 18, 2025	No cancellations accepted

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). No cancellations are permitted after August 18, 2025, but you may transfer your registration to another attendee or to the following year, at no additional charge. **A substitution to registration must be made in writing to [info@icaa.cc](mailto:info@icaa.cc).** If you have not heard from us within two weeks, please contact us toll-free at 866-335-9777.



To register by telephone, call toll-free 866-335-9777.

**Q. Can I register now and pay later?**

A. Yes. You can register online or by fax or phone and submit payment later. If payment does not arrive within 30 days, your registration will be cancelled. To pay by check after September 18, 2025, indicate this payment method on your registration form and fax a copy of the check to 604-708-4464. Payment must be received before or at the event for your registration to remain valid.

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

A. If you don't have a formal job title, simply provide a description of your job, such as executive director, wellness director, personal trainer or administrator.

**Q. When will ICAA confirm my registration?**

A. You will receive email confirmation within one week of ICAA's receipt of your registration. If you do not receive confirmation, please contact us toll-free at 866-335-9777 or via email at [info@icaa.cc](mailto:info@icaa.cc)

**Q. Is there a dress code for ICAA's event?**

A. The dress code is casual. We recommend you wear comfortable walking shoes and bring a sweater or jacket. Meeting rooms are air-conditioned and often chilly.

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

A. The Anaheim Marriott and nearby venues offer a variety of food options. Other restaurants are within walking distance (see "Grab a meal: breakfast, lunch and dinner options" on page 43). Additionally, your conference registration fee includes two Lunch & Learn sessions (one on Monday and one on Tuesday). You also may want to bring healthy snacks or purchase items from a local store. Note: ICAA does not control food options available on-site.

*Other questions? Please email [info@icaa.cc](mailto:info@icaa.cc) or call 866-335-9777 for information.*



# Wellness expo

*"[ICAA's conference] is a phenomenal opportunity to expand your knowledge, meet like-minded people, and explore new and innovative ideas that you can bring back home. I look forward to attending every year."*

**Tara Konieczko**

*Life Enrichment Manager,  
Piper Shores*

## Stay ahead of the curve

Step into a realm of possibilities at the ICAA Expo 2025. **Join us October 13 and 14 at the Anaheim Marriott** for a unique expo specializing in multidimensional wellness for the 50+ market. This event is the premier gathering for organizations and professionals that seek to stay ahead of the curve in older-adult wellness.

Featuring an array of innovations—from state-of-the-art technology and equipment to groundbreaking products and services—ICAA's expo is where exhibitors will present their latest solutions to enhance healthy longevity and quality of life.

## Maximize your impact, advance your vision

Whether you're a wellness professional, fitness enthusiast or advocate for healthy aging, or you manage a senior living wellness center, senior living community or senior/fitness/wellness center, this expo is your gateway to a world of ideas and offerings. Seize the opportunity to:

- Engage directly with manufacturers and suppliers of cutting-edge products, services and technologies to align with your objectives and vision.
- Acquire valuable knowledge, firsthand experiences, and innovative solutions to elevate your services and enrich your approach to wellness.
- Foster connections and network with peers within the broader ICAA conference community and local attendees.

At the ICAA Expo, you can investigate the latest trends and developments in older-adult wellness, plus connect with potential partners whose solutions will help you deliver exceptional wellness offerings and guidance.

It's your journey to advance older-adult wellness. Embark on that journey with fresh solutions to meet current goals, compelling possibilities to explore, and new directions to advance your vision.



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Toll-free: 866-335-9777  
Tel: 604-734-4466  
[www.icaa.cc](http://www.icaa.cc)







# BRING HEALTHY MOVEMENT TO LIFE //




At Matrix, we believe in the quality of life that comes from movement. Our functional movement solutions are designed to be versatile, accessible and easy-to-use so senior living residents can build mobility and maintain independence.

EXPLORE OUR PRODUCT PORTFOLIO AT  
[matrixfitness.com/active-aging](https://matrixfitness.com/active-aging)



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Today's active adult communities are serving a new generation that understands the impact of nutrition on longevity. Recognizing these evolving expectations, Restaura is filling a void in the market by bringing together elevated quality, concierge-inspired personalization, culinary variety, and data science for the first time.



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