

Intimate settings,  
transformative experiences

# ICAA CONFERENCE AND EXPO 2023

Anaheim Marriott  
Anaheim, California  
October 31—November 2, 2023

**SAVE**  
up to \$200 when  
you register by  
July 9

INTERNATIONAL  
COUNCIL ON  
ACTIVE AGING



Conference partners

**Humana.** **MATRIX**

# Contents

*"Coming to the ICAA Conference gives me the inspiration and rejuvenation I need when it comes to how I develop and implement my programs. It's so nice to network with people who have a passion for the work that they do. I always leave with fresh ideas to incorporate into my classes and some helpful insights into program management."*

**Diana DiMeglio**

*Fitness & Aquatics Manager, Beaumont at Bryn Mawr*

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603-1112 West Pender Street  
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Toll-free: 866-335-9777  
Tel: 604-734-4466  
[www.icaa.cc](http://www.icaa.cc)



# Registration

ICAA Conference and Expo 2023	On or before July 9	On or before August 31	After August 31
<b>ICAA members</b>			
1st registrant	\$379	\$499	\$599
2nd and 3rd registrants	\$329 each	\$449 each	\$539 each
4th and more registrants	\$239 each	\$249 each	\$359 each
<b>Nonmembers</b>			
1st registrant	\$449	\$529	\$619
2nd and 3rd registrants	\$399 each	\$479 each	\$559 each
4th and more registrants	\$279 each	\$289 each	\$389 each

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

**Special offer:** Take 10% off an Individual or Organizational membership when you join ICAA and register for this year's Conference at the same time by July 9, 2023. Available to first-time members only, this offer cannot be combined with any others.

**All access pass to the ICAA Conference and Expo includes:**

- Main Stage events
- educational seminars
- online handouts
- entry to the exhibit hall

Additional fees are required for continuing education unit registration (**\$50 before October 20, \$60 on-site**) and lead-up lessons (preconference sessions).

**Group discount:** To qualify for this discount, you must all register at the same time and pay with one 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 go to <https://icaaconference.icaa.cc/register.php> to register online or download forms to complete and return via fax or mail.

**Note:** To pay by check after October 14, indicate this payment method on your registration form and then 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.

**For cancellation and substitution policies, see page 40.**

*All conference details are subject to change.*



## To register

Call toll-free 866-335-9777.  
Visit [www.icaa.cc](http://www.icaa.cc)  
Register early to **SAVE!**

# Increase your impact



*"The future of our industry is evolving. As everyone wonders what that future will look like, ICAA truly can be a catalyst helping us to achieve what we need in order to make that future become our reality. All owners and their teams would benefit greatly by attending this event."*

**Judy Freeman**  
CEO, PrimeTime Living

## Continuing education program

Enroll for CEUs/CECs for \$50 before October 20 or \$60 on-site (fee covers costs from certifying agencies). Learn about participating organizations after July 15 at <https://icaaconference.icaa.cc/>

Expand your expertise at the ICAA Conference and Expo 2023. Take advantage of insightful educational sessions to develop your team's knowledge and learn the latest information, research and innovations to build your wellness culture. Dive into topics such as technology, programming, wellness integration with healthcare, business strategies and much more.

Anticipate a dynamic learning experience. The educational program features more than 70 sessions curated from hundreds of proposals. Six industry experts independently reviewed and rated proposals as part of the selection process. Our goal? Transformative experiences that revitalize your wellness culture.

Add an expo uniquely specialized in older-adult wellness. Discover technologies, equipment, products and services to support wellness across all dimensions and populations of older adults.

What more can you look forward to at this year's event?

**An intimate environment.** Enjoy a more personal conference community that fosters deeper discussions, stronger con-

nections and an expanded professional network.

**A variety of new hands-on experiences.** Benefit from additional hands-on opportunities and individual interactions at the new Innovations Center, Movement Hub and Experiential Lab at the Expo.

**An opportunity to maximize your ROI.** Capitalize on the wealth of education sessions for multiple staff levels and roles. Meet industry thought leaders. And create memorable moments that inspire you and your team at this year's conference and expo.

**Learn more and register at <https://icaaconference.icaa.cc/>**

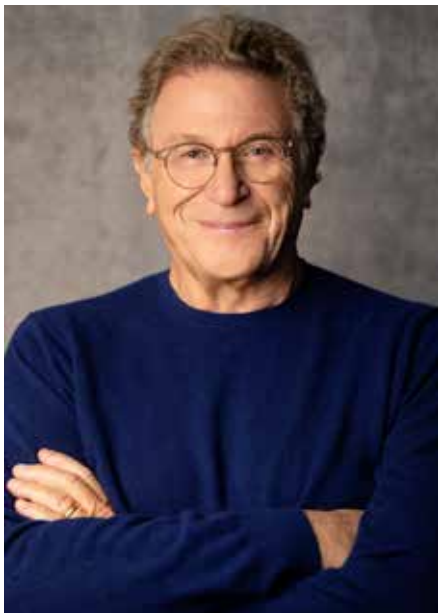
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## Stay where the action is!

Experience all the energy of ICAA's Conference and Expo when you stay at the Anaheim Marriott. Book your room today! See page 38 for details.

# The Main Stage

Tuesday, October 31



*Ken Dychtwald, PhD*

Be inspired by visionary thought leaders **Dr. Ken Dychtwald** and **Maddy Dychtwald**, who will headline The Main Stage at ICAA's Conference.

As founder and CEO of think tank and consultancy Age Wave, Dr. Dychtwald has guided companies and government groups in product/service development for Boomers and older adults since 1986. The psychologist, gerontologist and best-selling author is a foremost thought leader on the marketing, healthcare, lifestyle, financial and workforce implications of population aging and increased longevity.

*"This was my first ICAA conference, and I was impressed by the amount of information, tools and resources that were shared in the sessions. I learned many new ideas and techniques that I can't wait to bring back to my residents."*

**Kalyn Fuehrer**

*Exercise & Well-Being Coordinator, Cedar Community*



*Maddy Dychtwald*

Maddy Dychtwald, Age Wave cofounder and acclaimed author, is a thought leader on longevity, aging, the new retirement and the ascent of women, who are "at the forefront of the longevity revolution." She has led numerous studies focused on women and finances and continues to explore the longevity-related wants, needs and challenges of women. *Forbes* recognizes Dychtwald as one of the world's Top 50 female futurists.

Since the Dychtwalds founded Age Wave nearly 40 years ago, they've collectively written 23 books, produced numerous films and documentaries, and presented before nearly three million people globally. In addition, their cutting-edge research has garnered more than 20 billion media impressions.

In 2016 the Dychtwalds received the Esalen Prize for their work to advance the human potential of aging adults worldwide. Dr. Dychtwald also received ICAA's 2018 INSPIRE Award for exceptional and long-lasting contributions to the active-aging industry.

## The future of wellness, health and longevity: She said, he said **Dr. Ken & Maddy Dychtwald**

*Tuesday, October 31,  
8:45 a.m.—10:00 a.m.*

Increased longevity may be one of civilization's greatest accomplishments but might become its biggest challenge. Left "undirected," the ensuing age wave could cause: a misalignment of many aspects of society from pensions to playgrounds; pandemics of degenerative diseases such as heart disease, cancer and Alzheimer's; and a gerontocracy that could spark political age wars. Due to the convergence of rising longevity, declining fertility, the aging of the global baby boom and the impact of COVID-19, every dimension of health and healthcare—as well as aging and longevity—is being transformed. Join powerhouse duo Maddy and Ken Dychtwald for a stimulating look at what may lie ahead.

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

- Discover how long might we live—and the difference between women versus men.
- Learn whether our later years will be a time of health and vitality or illness and disability—and what are the different determining factors for women versus men.
- Determine the advances that are needed in diagnostics, medical/nursing skills, public health, wellness, preventive and rehab fitness, functional nutrition and a myriad of scientific breakthroughs to ensure that our healthspans and brainspans better match our lifespans—and how this will affect women versus men.
- Discuss whether healthy longevity will be available for everyone or if various flavors of super-longevity will only be available to the very wealthy.

*CEUs*



# Lead-up lessons

Monday, October 30



*Eliza Stone*



*Joy Prouty*



*Erica DeMarch*



*Mike Studer, DPT*

**8:00 a.m.–5:00 p.m.**

## **Zumba Jump Start Gold** **Eliza Stone & Joy Prouty**

Learn the foundation and formula of Zumba® and how to adapt it for an active older audience. The Jump Start Gold program brings together the foundation of Zumba Fitness as taught in B1 Instructor Training and Zumba Gold Training. This workshop addresses the anatomical, physiological and psychological needs specific to the older-adult population. It also prepares you to teach participants just starting their journey to a fit and healthy lifestyle. Jump Start Gold teaches you the foundation and formula to teach a safe, effective Zumba class and prepares you to teach Zumba Gold classes by integrating the concepts of the Zumba Gold Program. You will receive a one-year Basic Zumba License and a Zumba Gold License if you are a member in good standing of ZIN [Zumba Instructor Network]. There are no prerequisites to take this workshop.

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

- Apply the structure of a Zumba class and adapt it for active older adults, beginners, and individuals with special needs.

- Teach the Zumba basic rhythms and moves and modify them for gold participants using safe and easy progressions.
- Address the primary components of fitness as they relate to an aging population.

**Faculty:** Eliza Stone, RD, ACE, AFAA, AEA, Zumba Education Specialist (ZES) and Personal Trainer; and Joy Prouty, ACSM, ACE, AFAA, AEA, Codeveloper, Zumba Gold Program, and Director of Education–Programming and Training, Zumba Fitness, LLC.  
*CEUs*

*Per-person fee to attend: \$139.00*

**9:00 a.m.–4:30 p.m.**

## **Functional Multidirectional Balance** **Circuits: Increase movement and decrease falls**

**Erica DeMarch & Mike Studer**

Engage your community members in fun and functional movements that can boost activity levels while reducing falls risk. Individuals who can independently sit to stand, change directions while walking, move in bed, safely stand and reach, and

get up from the floor will likely be more physically active and better able to perform daily activities. Learn practical skills and drills to integrate these five functional movements into a comprehensive program that addresses five fitness components—flexibility, strength, power, endurance and multidirectional balance.

Discover how to enhance your balance programming by offering some stimulus for lateral reactions, strength, cross-over steps and backward losses of balance. Improved flexibility, strength, power, reaction speed and confidence will help residents/members better avoid falls that cause major injuries.

Learn how to boost your program with auditory, visual and tactile feedback. Also, offer new cues to improve control and maximize performance. Explore practical strategies to integrate fun, games, music, visual targeting and everyday movements into your programs to maximize participation and benefits.

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

- Provide five new functional exercises addressing each of the five fitness components to improve daily mobility.
- Provide three new ways to deliver autonomy within your exercise circuits.
- Provide three different cues to improve performance in sit-to-stand, floor transfers and balance movements.
- Implement multidirectional balance programs for optimal fall prevention.
- Implement multidirectional resource training to help prevent lateral and backward falls.
- Measure improvements in participants' capacity to prevent a multidirectional fall.

**Faculty:** Erica DeMarch, PT, MSPT, CEO and Founder, Step and Connect; and Mike Studer, PT, DPT, Adjunct Professor, Oregon State University, and Cofounder/Co-owner, Spark Rehabilitation and Wellness.  
*CEUs*

*Per-person fee to attend: \$139.00*

# Agenda at a glance

## Anaheim Marriott

700 West Convention Way  
Anaheim, California



### Mindfulness & moonlight

Join Lawrence Biscontini's "Full Moon Gathering" on Monday, October 30, 6:30 p.m.–7:00 p.m., to start your conference experience on a positive, mindful note. Through guided meditation, mindful movement and reflection, tune in to your inner self and others in a supportive, welcoming environment. Whether you're a first-time ICAA attendee or a returning participant, you'll enjoy this opportunity to set intentions for the week and connect with others as you "moonbathe" in the rising Hunter's Moon.

## Monday, October 30

8:00 a.m.–5:00 p.m.	Lead-up lessons
6:30 p.m.–7:00 p.m.	Full Moon Gathering

Full conference registration opens 1:00 p.m.–7:00 p.m. See page 6 for details on lead-up lessons.

## Tuesday, October 31

6:30 a.m.–3:30 p.m.	Registration
7:30 a.m.–8:30 a.m.	Conference warm-up
8:45 a.m.–10:00 a.m.	<b>The Main Stage</b>
10:15 a.m.–11:15 a.m.	Education sessions
11:30 a.m.–12:00 p.m.	Creative Exchange: Team building
12:00 p.m.–1:00 p.m.	Lunch ( <i>on your own</i> )/unstructured time
1:00 p.m.–2:00 p.m.	Education sessions
2:00 p.m.–4:15 p.m.	<b>Expo Grand Opening</b>
4:15 p.m.–5:15 p.m.	Education sessions
5:30 p.m.–6:00 p.m.	Class of 2023 photo

## Wednesday, November 1

6:30 a.m.–11:30 a.m.	Registration
7:30 a.m.–8:30 a.m.	Education sessions
8:45 a.m.–10:00 a.m.	<b>The Main Stage</b>
10:15 a.m.–11:15 a.m.	Education sessions
11:30 a.m.–12:00 p.m.	Creative Exchange: Wellness programming
12:00 p.m.–1:00 p.m.	Lunch ( <i>on your own</i> )/unstructured time
1:00 p.m.–2:00 p.m.	Education sessions
2:00 p.m.–4:15 p.m.	<b>Expo</b>
4:15 p.m.–5:15 p.m.	Education sessions
5:30 p.m.–6:00 p.m.	Reflect & Recharge

## Thursday, November 2

7:30 a.m.–8:30 a.m.	Education sessions
8:45 a.m.–9:45 a.m.	Education sessions
10:00 a.m.–11:00 a.m.	Education sessions
11:05 a.m.–11:30 a.m.	That's a Wrap!

*Subject to change.*

*"The opportunity to offer development and networking opportunities for our entire Wellness Team is priceless. The team was able to spend time with each other as well as participate in sessions and events offered by ICAA. We left the conference re-energized and full of hope for a successful 2023!"*

### Libbi Hash

National Director of Wellness and Memory Care Programming, Kisco Senior Living

# Sessions guide

## HOW TO USE SESSION INFORMATION

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

## Session pages



## Content

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



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



## **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.

# ICAA Conference 2023 seminars at a glance
















## Tuesday, October 31

7:30 a.m.– 8:30 a.m.	CONFERENCE WARM-UP: CONNECT, DISCOVER AND ENERGIZE				
8:45 a.m.– 10:00 a.m.	<b>THE MAIN STAGE</b> <b>"The future of wellness, health and longevity: She said, he said"</b> <i>Dr. Ken &amp; Maddy Dychtewald</i> <b>Platinum Ballroom 5/6</b>				
10:15 a.m.– 11:15 a.m.	Therapeutic horticulture: The power of nature to improve health <i>Alexis Ashworth</i> 	Partner with state agencies to fund expansion projects and services <i>Marie Gress</i> 	Get creative! Using creative engagement for better thinking and vitality <i>Cynthia Green</i> 	The silent epidemic: Hearing loss and your residents <i>Matt Reiners</i> 	<b>PANEL</b> Treat your fitness center as a priority and improve outcomes for everyone <i>Joe Turngren (moderator), Stacey Judge, Colin Hoobler &amp; Rick Muhr</i> 
11:30 a.m.– 12:00 p.m.	<b>CREATIVE EXCHANGE: TEAM BUILDING</b> <i>Lawrence Biscontini (MC) &amp; team of experts</i>				
12:00 p.m.– 1:00 p.m.	<b>LUNCH (ON YOUR OWN)/UNSTRUCTURED TIME</b>				
1:00 p.m.– 2:00 p.m.	Addressing the intersection of aging, obesity and optimal outcomes <i>Nina Crowley</i> 	Perform a wellness audit to reframe your future <i>Jessica Drecktrah</i> 	Leading a company-wide change to create a new VIBE <i>Kim Eichinger</i> 	Create connection in cognitive decline with shared laughter <i>Dani Klein Modisett &amp; Nikki Ghisel</i> 	Maximize resident engagement: Personalize and energize your wellness program <i>Robert Winningham &amp; Michael Studer</i> 
2:00 p.m.– 4:15 p.m.	<b>ICAA EXPO GRAND OPENING</b> <b>Marquis Ballroom</b>				
4:15 p.m.– 5:15 p.m.	Look through a wellness lens and see EVERYTHING clearer <i>Stacey Judge, Amanda Oberg &amp; Katherine Desch</i> 	How to make a difference with mindfulness <i>Jane Lam &amp; Vicky Jie Ying Guan</i> 	Connecting seven pillars of health to seven Montessori principles <i>Christine McDonald &amp; Tracey Gable</i> 	Getting to know the neighborhood: Curiosity and spiritual wellness <i>Sarah Derrick Menke</i> 	<b>PANEL</b> Creating a thriving wellness culture: Insights from the top wellness CEOs in senior living and community centers <i>Ginger Anzalone, Kevin Burke, Lynne Katzmman &amp; Peter Thompson</i> 
5:30 p.m.– 6:00 p.m.	<b>CLASS OF 2023 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>Building strong teams: Go beyond the pizza party <i>Kelly Klund &amp; Heather Johnson</i></p> 	<p>Protect your gourd: Creating a large-scale fall-reduction event <i>Aleen Dailey, Sara Fink &amp; Savannah Tadlock</i></p> 	<p>Creating an integrative, inclusive and interesting chair yoga class <i>Allissa Raway</i></p> 	<p>The lifestyle athlete <i>Libby Norris, Ruth Parliament, Janice Hutton &amp; Michelle Kerr</i></p> 	<p>Movement and training: How much and for whom? <i>Patricia VanGalen</i></p> 
<p>Music as medicine: Use tech-delivered music to address immunity, isolation and respiratory challenges <i>Andy Tubman</i></p> 	<p>Safe and effective martial arts programming <i>Jennifer Schachner</i></p> 	<p>Ageless core strength: A science-based approach to improve function <i>Leslee Bender</i></p> 	<p>Using walking poles to foster resiliency in older adults <i>Joy Cochran</i></p> 	<p>Prime time yoga <i>Terry Eckmann</i></p> 
<p>Your team does not care how much you know until they know how much you care <i>Karen Woodard</i></p> 	<p>Hand jive <i>Ann Gilbert</i></p> 	<p>Find your balance: Create better training, education and programming <i>Jennifer Short &amp; Laura Bruce</i></p> 	<p>Power training: What is it good for? <i>Joseph Signorile</i></p> 	<p>Shakti energy: Reaching all with music and movement <i>Lawrence Biscontini</i></p> 




















*"I loved the opportunity to engage with others in the industry and get a taste for where we're heading. The technological advancements, the science of aging, and best practices were fantastic!"*

### Nichol Preciado

*Executive Director, Revel Issaquah*

# ICAA Conference 2023 seminars at a glance























## Wednesday, November 1

7:30 a.m.– 8:30 a.m.	Elevate your impact with interns <i>Marie Gress</i> 	Connect and retain team members through diversity, equality and inclusivity <i>Abby Harlacher</i> 	A crash course in programming for wellness across the continuum <i>Robert Sorenson &amp; Liam Goddard</i> 	Creating resilient leaders and loved ones <i>Karen Woodard</i> 	What's my score? Use numbers to differentiate your wellness program <i>Michael Studer &amp; Robert Winningham</i> 
8:45 a.m.– 10:00 a.m.	<b>THE MAIN STAGE</b> TBA Platinum Ballroom 5/6				
10:15 a.m.– 11:15 a.m.	Beyond Sunday services: Reimagining spiritual wellness for older adults <i>Sarah Derrick Menke</i> 		"Welleivate" workplace culture to improve employee wellness <i>Lana Saal</i> 	Intergenerational arts programming for people living with dementia <i>Elizabeth "Like" Lokon &amp; Laura Ellen Christian</i> 	Stress, memory and brain health: What aging experts should know <i>Cynthia Green</i> 
11:30 a.m.– 12:00 p.m.	<b>CREATIVE EXCHANGE: WELLNESS PROGRAMMING</b> <i>Lawrence Biscontini (MC) &amp; team of experts</i>				
12:00 p.m.– 1:00 p.m.	<b>LUNCH (ON YOUR OWN)/UNSTRUCTURED TIME</b>				
1:00 p.m.– 2:00 p.m.	Immersive employee training: Combating ageism through empathy <i>Jennifer Schachner</i> 	Elevating today's programming for tomorrow's consumer <i>Patricia Jacobs, Lynne Katzmann &amp; Katie Kensingler</i> 	The intersection of wellness, well-being and design <i>Nicole Bergquist, Michelle Minor &amp; Mary Ann Cadger</i> 	Adapting and implementing a psychologist's strategies on aging well <i>Joseph Casciani</i> 	Keys to building a successful engagement plan for persons living with dementia <i>AJ Cipperly</i> 
2:00 p.m.– 4:15 p.m.	<b>ICAA EXPO</b> Marquis Ballroom				
4:15 p.m.– 5:15 p.m.	Alzheimer's and dementia science: Entering a new phase of research, treatment and care <i>Claire Sexton</i> 	Ensuring community, wellness and purpose for solo agers in senior living <i>Sara Zeff Geber</i> 	Using experiential learning to create community connections: A case study <i>Laura Ellen Christian &amp; Haley Kinne-Norris</i> 	Activating a vibrant mindset through all levels of living <i>Kay Van Norman</i> 	Active aging for all bodies: Best practices for working with higher-weight older adults <i>Ragen Chastain</i> 
5:30 p.m.– 6:00 p.m.	<b>REFLECT &amp; RECHARGE</b> <i>Lawrence Biscontini</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>Intergenerational programming in senior centers and residential communities <i>Trent Stamp &amp; Jenna Hauss</i></p> 	<p>From function to flow: Unlock the power of relational, joyful movement for a healthier life <i>Rebecca Lloyd &amp; Stephen Smith</i></p> 	<p>Power training: Can it work in a group fitness setting? <i>Aleen Dailey</i></p> 	<p>Ageless flexibility and mobility: The role of fascia <i>Leslee Bender</i></p> 	<p>Conductorcise: Longevity through MUSIC, MOVEMENT, JOY <i>David Dworkin</i></p> 
<p>Programming for purposeful living: Promote vocational wellness at all levels of care <i>Vickey Daugherty</i></p> 	<p>Use chair-based workouts to increase participation in senior communities <i>Alexis Perkins</i></p> 	<p>A different stance on yoga <i>Tamera Clifton</i></p> 	<p>Stick to it! Create engaging activities for various abilities <i>Stacey Judge &amp; Amanda Oberg</i></p> 	<p>Purposeful exercise to reduce falls and disability in high-risk residents <i>Colin Hoobler</i></p> 
<p>Create a culture of well-being for residents and team members <i>Shannon Draayer</i></p> 	<p>Punch Out PD <i>Cammy Dennis</i></p>  	<p>Robust aging: Pillars, Buckets and Bs (baselines, basics and benchmarks) <i>Patricia VanGalen</i></p> 	<p>Playful patterns <i>Ann Gilbert</i></p> 	<p>Brain boogie booster for Boomers and beyond <i>Terry Eckmann</i></p>  
<p>Build relationships with meaningful—and fun!—intergenerational programming <i>Sue Dichter, Stella Tu &amp; Anna Rendall</i></p> 	<p>Add even MORE fun to your workouts! <i>Sue Grant</i></p> 	<p>Personal training in healthcare: Expand your fitness offerings <i>Allissa Raway</i></p>  	<p>Why you do what you do! <i>Kimberly Huff</i></p> 	

*“As a first-time ICAA Conference attendee, I was impressed with the caliber of session topics and opportunity for networking. The individual connections and professional collaboration opportunities made this conference a definite yes for next year.”*

**Lysa Johnson, MAS, CCC-SLP**  
Rehab Program Development Specialist, Benedictine

# ICAA Conference 2023 seminars at a glance

## Thursday, November 2

7:30 a.m.– 8:30 a.m.	Use technology and data to provide holistic wellness programming <i>Cristina de Santis &amp; Elizabeth Audette-Bourdeau</i> 	Incentive programs beyond Bingo Bucks <i>Emily Fannin, Sarah Robertson &amp; Amy Simmons</i> 	Load up to live strong <i>Libby Norris, Ruth Parliament, Janice Hutton &amp; Michelle Kerr</i> 	Building the business case for “going all in” with wellness <i>Colin Milner</i> 	Eccentric training: Turning negatives into positives <i>Nate Cuddihy-Garner</i> 
8:45 a.m.– 9:45 a.m.	Exploring discrimination of LGBT+ residents within senior living <i>Haley Kinne-Norris</i> 	Compassionate Touch: A nonpharmacological approach to build relationships in dementia care <i>Laura Ellen Christian</i>  	Energize your nutritional programming to boost wellness <i>Taylor Boyd, Stephen Brown &amp; Sarah Robertson</i>  	“So You Think You <i>Can't</i> Dance?” <i>Cammy Dennis</i> 	Build strength and stay injury free after 50! <i>Malin Svensson</i> 
10:00 a.m.– 11:00 a.m.	Employ local resources and resident talents to create interactive, inclusive and successful programming <i>Aliza Orent &amp; Alissa Edwards</i> 	The importance of resident engagement in creating community <i>Jennifer Lecher</i> 	Designing dynamic fitness sessions <i>Emily Johnson</i> 	Secrets of breath and meditation: Impact on aging <i>Janhavi Wadhwani</i>  	
11:05 a.m.– 11:30 a.m.	THAT’S A WRAP!				

*This schedule is subject to change.*

### ICAA’s COVID-19 protocols

ICAA is committed to the health and safety of all members of our conference community as well as their families, colleagues and constituents. To protect against COVID-19 spreading at our event, we will follow best practice guidelines from the US Centers for Disease Control and Prevention and the State of California at the ICAA Conference and Expo this fall.

#### 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



# An enriching experience

## Why attend?

The ICAA Conference and Expo is a yearly **must** for individuals and organizations eager to capitalize on the opportunities in older-adult wellness.

Top industry experts and innovators will delve into cutting-edge strategies to support vibrant aging. Get ready to:

- reimagine your approaches to older-adult wellness
- explore new frontiers in facility design
- revamp your programs and services
- equip your staff with the latest knowledge and skills

At ICAA's event, delve into emerging trends and what they mean for your organization. Discover groundbreaking solutions to promote healthy aging—and help you stay at the forefront of active aging. Explore technology's role in wellness programs and cultures. Like real-world scenarios, technology and its uses will be woven into all kinds of educational sessions, not just those in the technology track.

Join us this fall. You'll feel transformed by the time you spend with the ICAA community. Stimulated by the ideas and strategies you'll gain. And inspired by the scope of the opportunities before you.

Visit <https://icaaconference.icaa.cc/register.php> for details on how to register.

*"An excellent conference with great education and diversity of topics for learning and discussions. [It's] a must attend for those looking to go 'all in' for wellness and well-being for both residents and staff..."*

### Todd Andrews

President, Community Living, Asbury Communities

## 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

- CCRC/life-plan communities
- Independent living, assisted living, memory care
- Seniors centers, area agencies on aging, cities/parks and recreation
- Medical fitness, rehab, therapy providers and wellness centers
- Health clubs, YMCAs/JCCs
- Universities



# Tuesday sessions

## October 31

7:30 a.m.—8:30 a.m.

### CONFERENCE WARM-UP: CONNECT, DISCOVER AND ENERGIZE

Participate in ICAA's interactive warm-up to begin building your conference community. Connect with other attendees before the event officially starts as you discuss wellness and engage in group activities. Join incredible industry presenters who will energize and prepare you for a day focused on aging well and the programs and services that support that goal.

8:45 a.m.—10:00 a.m.

### THE MAIN STAGE

**The future of wellness, health and longevity: She said, he said**

**Dr. Ken & Maddy Dychtwald**

Increased longevity may be one of civilization's greatest accomplishments but might

become its biggest challenge. Left "un-directed," the ensuing age wave could cause: a misalignment of many aspects of society from pensions to playgrounds; pandemics of degenerative diseases such as heart disease, cancer and Alzheimer's; and a gerontocracy that could spark political age wars. Due to the convergence of rising longevity, declining fertility, the aging of the global baby boom and the impact of COVID-19, every dimension of health and health-care—as well as aging and longevity—is being transformed. Join powerhouse duo Maddy and Ken Dychtwald for a stimulating look at what may lie ahead.

Since the Dychtwalds founded Age Wave nearly 40 years ago, they've collectively written 23 books, produced numerous films and documentaries, and presented before nearly three million people globally. In addition, their cutting-edge research has garnered more than 20 billion media impressions.

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

- Discover how long might we live—and the difference between women versus men.
- Learn whether our later years will be a time of health and vitality or illness and disability—and what are the different determining factors for women versus men.
- Determine the advances that are needed in diagnostics, medical/nursing skills, public health, wellness, preventive and rehab fitness, functional nutrition and a myriad of scientific breakthroughs to ensure that our healthspans and brainspans better match our lifespans—and how this will affect women versus men.
- Discuss whether healthy longevity will be available for everyone or if various flavors of super-longevity will only be available to the very wealthy.

**Faculty:** Ken Dychtwald, PhD, Psychologist, Gerontologist, Author, and Founder and CEO, Age Wave; and Maddy Dychtwald, BA, Author, Speaker, Thought Leader, and Co-founder and Senior Vice President, Age Wave. CEUs

10:15 a.m.—11:15 a.m.

### Therapeutic horticulture: The power of nature to improve health

**Alexis Ashworth**

Therapeutic horticulture uses plants, activities and the garden landscape to promote well-being. Learn how integrating plants and garden activities can improve all dimensions of wellness for participants. Research shows people-plant engagement can reduce stress and anxiety, support cardiovascular health, protect mental health, boost vitamin D absorption and retention, increase social connections, foster positive coping strategies and help maintain a sense of purpose and worth in individuals.

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

- Define horticultural therapy and describe its primary physical, mental and emotional health benefits.
- Identify areas where you can incorporate therapeutic horticulture in your setting.
- Access resources to help facilitate therapeutic horticulture activities.

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

 CEUs

### Partner with state agencies to fund expansion projects and services

**Marie Gress**

Many states or other government agencies annually award funding for special projects, including improving local and regional services for aging adults. Learn how several organizations in Michigan received millions of dollars from the state to build a new senior center and expand programs and services. What steps did these groups follow and how did they achieve success? Explore how can you build on their example in your community to gain similar results.

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

- Identify the stakeholders to contact and develop a script to initiate communication.
- Develop a budget for your proposal.
- Identify milestones and a timeline for your proposed project.

### Tracks key



Business alignment



Cognitive & emotional health



Diversity, equity, inclusion



Leadership & management



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Technology



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Wellness integration with healthcare



**Faculty:** Marie Gress, MSW, LMSW-Macro, Chief Growth Officer, Kovir, LLC.



### Get creative! Using creative engagement for better thinking and vitality

**Cynthia Green**

Creative engagement offers unique ways to challenge our thinking, stretch our minds, bolster our mental well-being and connect with others. Learn how to use creative engagement as a sustainable pathway for cognitive training, including for individuals with memory challenges. Sample several creative-based cognitive workouts you can use in your settings with individuals across the cognitive continuum.

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

- Explain the benefits of creative engagement in boosting everyday cognition and ongoing vitality.
- Use creative engagement as a tool to bolster cognitive training in a variety of settings.
- Adapt creative-based cognitive workouts effectively to optimize an individual's engagement.

**Faculty:** Cynthia Green, PhD, President, Total Brain Health/TBH Brands.



### The silent epidemic: Hearing loss and your residents

**Matt Reiners**

Hearing loss is tied to social isolation and increased risks of dementia and premature death, but only a fraction of older adults who could benefit from a hearing aid wear one. Participate in an interactive experience that demonstrates how it feels to live with hearing loss. Studies also show that the prevalence of hearing loss in a community can impact a provider's bottom line, so let's explore emerging technologies to help counteract hearing loss in senior living communities.

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

- Describe the latest studies on hearing loss and discuss how it impacts quality of life.

- Utilize actionable items that can immediately improve an individual's hearing and quality of life.
- Explain the types of technologies currently available to assist in hearing.

**Faculty:** Matt Reiners, BS, Cofounder, Eversound.



### PANEL Treat your fitness center as a priority and improve outcomes for everyone

**Joe Turngren (moderator), Stacey Judge, Colin Hoobler & Rick Muhr**

Learn how making your fitness offerings a priority can improve outcomes for all. A panel of experts will discuss the research that demonstrates the positive impact of exercise on physical and mental health and describe how you can take steps to maximize your space, programming and equipment mix.

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

- Explain how routine exercise improves the mental and physical wellness of your residents.
- Improve resident engagement and describe how that improvement will have a positive impact on your bottom line.
- Identify ways to match your residents' needs with the proper equipment and programming mix.

**Faculty:** Joe Turngren, Senior Living/Medical Manager, Matrix Fitness (moderator); Stacey Judge, BS, NASM CPT, Wellness Program Director, Springpoint Senior Living; Colin Hoobler, PT, DPT, MS, Inventor, Founder and CEO, S3 Balance, LLC; and Rick Muhr, BA, Coach, Motivational Speaker, and Brand Ambassador, Matrix Fitness.



### Building strong teams: Go beyond the pizza party

**Kelly Klund & Heather Johnson**

Employees are more likely to stay with an organization where they feel seen and heard. Learn how Empira developed an evidence-based practice of group conversations to help build stronger, more connected teams. Participate in an

## Experience a world of wellness

The ICAA Expo showcases products and services to promote healthy aging. Engage one-on-one with equipment manufacturers and service/technology providers whose offerings feature the latest innovations. And check out the Innovations Center, Movement Hub and Experiential Lab for hands-on experiences and demonstrations. Turn to page 42 for information.

interactive conversation activity intended to help build connections and leave with a 12-session manual that will help you create similar sessions to strengthen the teams across your community or organization.

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

- Recognize the importance of creating a workplace where staff feel supported and valued.
- Apply "whole house" strategies to foster support for team members in all roles in your organization or community.
- Develop ongoing practices that integrate these strategies into operational practices that will sustain team connection and strength for the long term.

**Faculty:** Kelly Klund, BS, AND, Resource Nurse, Gerontologist; and Heather Johnson, BSN/PHN, Executive Director, RN, Empira.



### Protect your gourd: Creating a large-scale fall-reduction event

**Aleen Dailey, Sara Fink & Savannah Tadlock**

Reducing falls within retirement communities should be a major focus for the whole community. Learn how Carolina Village created a highly successful, weeklong fall-reduction event with workshops, lectures and socials that attracted hundreds of current residents

# Tuesday sessions

## October 31

and waitlist members. Hear details from therapy, wellness and nursing team members about the event's marketing, implementation, assessments, feedback and fall-reduction data following the event.

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

- Identify topics of interest and focus areas for developing a large-scale, interdisciplinary fall-reduction event at your community.
- Design tools for marketing, attendance tracking and assessment of program effectiveness.
- Discuss the importance of involving community partners along with members of therapy, wellness, activities, dining and nursing divisions to maximize the impact of a fall-reduction event.

**Faculty:** Aleen Dailey, MS, ACSM-CEP & GEI, NCSF-CPT, RYT 500hr, Wellness Coordinator; Sara Fink, MOT, OTR/L, Director of Therapy; and Savannah Tadlock, BSN, RN, Resident Nurse, Carolina Village.



| CEUs

### **Creating an integrative, inclusive and interesting chair yoga class**

#### **Allissa Raway**

Draw in yoga participants with inclusive, beneficial and interesting sequences that can help increase their balance, flexibility, strength, postural awareness, brain health, cardiovascular health and overall well-being. Learn how to create meaningful and compelling sequences of postures that most older adults will feel comfortable trying, even as you keep the ancient wisdom of yoga philosophy at the center of your class. Discuss effective cueing, contraindications, modifications and progressions.

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

- Create an integrative mind-body yoga experience for any exercise session.
- Teach inclusive yoga poses and use modifications and progressions to adapt to the needs of your community or class.
- Design interesting and beneficial yoga pose sequences that enhance the class experience for your participants.

**Faculty:** Allissa Raway, BS, Certified Yoga Instructor, Founder, Raway Wellness.



| CEUs

### **The lifestyle athlete**

#### **Libby Norris, Ruth Parliament, Janice Hutton & Michelle Kerr**

Lifestyle sports such as pickleball, kayaking, cycling or skiing, can help active agers engage in physical activity, find social connections and enhance their sense of purpose and community. Get an overview of the demands of popular lifestyle sports so you can help your community members get in the game and stay in the game. Discuss strategies to maximize engagement in multiple programs by using cross-promotion techniques to connect your programs to participant goals.

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

- Implement checklists that summarize the demands of popular lifestyle sports and activities and identify the physical attributes older adults need to participate safely and successfully.
- Design effective programming for one-on-one, small-group and large-group exercise programs to help participants achieve their goals in lifestyle sports.
- Create cross-over programming to increase participant engagement in all aspects of your facility.

**Faculty:** Libby Norris, BA, canfitpro Fitness Instructor/Personal Training Specialist, Founder; Ruth Parliament, BSc, canfitpro Fitness Instructor/Personal Training Specialist, Founder; Janice Hutton, MA, ACE Personal Trainer, Cofounder; and Michelle Kerr, canfitpro Fitness Instructor Specialist, Cofounder, Your Fitness Sisters.



| CEUs

### **Movement and training: How much and for whom?**

#### **Patricia VanGalen**

The cornerstone tripod of fundamental movement skills, a robust functional musculoskeletal foundation and an appropriate work capacity allows us to move with confidence and competence.



Learn how the athletic performance model of training is scalable to adults in various stages of life.

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

- Tweak existing training plans, programming and facility design to encourage any and all movement.
- Look beyond exercise and training as the only means to learn, earn, own, keep and tweak the tripod.
- Recognize the need to enhance and expand health-brain-play activities throughout the lifespan.

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



| CEUs

**11:30 a.m.—12:00 p.m.**

### **CREATIVE EXCHANGE: TEAM BUILDING**

#### **Lawrence Biscontini (MC) & team of experts**

Gain valuable information to help your organization build a stronger team through an idea exchange with industry colleagues and experts. Come away with strategies for implementing effective team-building practices, including increased communication, trust and productivity. Share your top two ideas with others in a supportive, engaging environment.





## 12:00 p.m.–1:00 p.m.

### LUNCH (ON YOUR OWN)/UNSTRUCTURED TIME

Use this time to have a meal, connect with colleagues, review notes, prepare for the next session, go for a walk, etc.

## 1:00 p.m.–2:00 p.m.

### Addressing the intersection of aging, obesity and optimal outcomes

#### Nina Crowley

Supporting our aging population's quest for optimal health means addressing the rates of obesity in older adults. Discover practical solutions that can be implemented to optimize obesity care, particularly ways to preserve muscle mass during weight loss. Learn which outcomes are most important and which strategies don't work. Explore measurement tools and evidence-based solutions that improve an individual's wellness, functionality, enjoyment and quality of life.

#### You'll be able to:

- Identify how and why the disease of obesity impacts aging adults.
- Describe effective strategies for managing, measuring and maintaining weight and wellness.

- Integrate consideration of sarcopenia and muscle mass in assessment of older adults with obesity.

**Faculty:** Nina Crowley, PhD, RD, LD, Professional Affiliations and Education Manager, seca Corp.



| CEUs

### Perform a wellness audit to reframe your future

#### Jessica Drecktrah

A comprehensive wellness audit built from concrete data at the location level can help you examine your community's wellness culture and determine whether your resource allocation aligns with your mission and values. Performing a wellness audit will help you highlight emerging priorities and uncover how your location compares with others. Results will help you generate new ideas for integrating wellness into future strategic and capital planning.

#### You'll be able to:

- Identify the differences between wellness audits, benchmarks and individual assessments pertaining to tool use and purpose.
- Perform an internal audit to identify, assess and compare wellness programming, amenities, workforce benefits and staff allocation at the location

level, organization level and industry level.

- Describe how other leaders focus on a team effort to perform an honest internal audit process and critically review wellness priorities and goals to influence strategic planning and budgetary processes.

**Faculty:** Jessica Drecktrah, MHA, MN, RN, Education and Research Consultant, International Council on Active Aging.



| CEUs

### Leading a company-wide change to create a new VIBE

#### Kim Eichinger

See how one company implemented challenging changes to the life engagement program for 11 communities. With a goal of developing a program to become the company brand, organizers started with top management and demonstrated how the proposed concept could save valuable resources and project a commitment to vibrant engagement opportunities. The VIBE, a dynamic quarterly catalog, serves as a catalyst for collaborative team planning, shared resources, time management efficiencies and branded communication tools.



# Tuesday sessions

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

- Apply strategies to remain agile and open to concerns, which demonstrates a willingness to make reasonable adaptations while moving toward change.
- Create a grassroots resource drive to support quarterly topics and seasonal themes to ensure purposeful, wellness-driven programs.
- Lift colleagues up and into new initiatives rather than pushing or pulling them to adopt new concepts.

**Faculty:** Kim Eichinger, AA, ACE Group Fitness Instructor, Executive Director of Dynamic Living, Country Meadows Retirement Communities.



| CEUs

### **Create connection in cognitive decline with shared laughter**

#### **Dani Klein Modisett & Nikki Ghisel**

Come learn practical tools for creating connection through shared laughter with individuals in all stages of cognitive decline. This highly interactive workshop offers specific ways to bring levity to life's toughest challenges. Comedian/author/speaker Dani Klein Modisett teaches from personal caregiving experience and from years of research into best practices for reaching individuals in cognitive decline, including those beyond verbal communication.

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

- Approach someone in cognitive decline with less fear and more confidence that you can make the person feel seen and appreciated—and maybe make them laugh.
- Improve your listening skills and cultivate greater empathy for individuals and caregivers facing cognitive decline issues.
- Break tension with appropriate comic relief and recognize the difference between laughing at people and laughing with them.

**Faculty:** Dani Klein Modisett, BA, Founder and CEO; and Nikki Ghisel, BA, Comedian, Instructor, Laughter On Call.



| CEUs

### **Maximize resident engagement: Personalize and energize your wellness program**

#### **Robert Winningham & Michael Studer**

Many older adults do not take advantage of programming that can help them enhance their quality of life. Discuss the psychology behind motivation and examine the effects of depression and apathy on resident engagement and quality of life. Learn how explicitly connecting an individual's goals with proven interventions can increase motivation and engagement. Share ideas about measuring resident behavior and cognition in an effort to maximize engagement through gamification.

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

- Increase resident engagement and motivation by increasing self-efficacy.
- Increase resident engagement and motivation by connecting resident goals with proven interventions.
- Use gamification principles to maximize resident engagement and motivation.

**Faculty:** Robert Winningham, PhD, Professor, Western Oregon University; and Michael Studer, DPT, MHS, NCS, CWT, CSST, BFPCE, FAPTA, Adjunct Professor, Oregon State University.



| CEUs

### **Music as medicine: Use tech-delivered music to address immunity, isolation and respiratory challenges**

#### **Andy Tubman**

Examine the science and technology behind active music-making and explore how it can help meet the needs of residents, including those with dementia. Participate in activities that will show how music and technology can help individuals mobilize lung fluids, improve respiration and enhance immunity. Learn how music can elevate your therapeutic programming to reduce social isolation and elevate mood.

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

- Explain how active music-making impacts neurological, physical and emotional health.
- Identify at least three best practices when implementing top-tier musical care.
- Recognize the technological tools available to help care for residents over 65.

**Faculty:** Andy Tubman, BS, Board-Certified Music Therapist, Cofounder, Chief Clinical Officer, SingFit.



| CEUs

### **Safe and effective martial arts programming**

#### **Jennifer Schachner**

Learn to modify cardio kickboxing and self-defense programs so that older adults can enjoy the wellness benefits of martial arts programming. For example, explore ways to use seated kicking drills in falls-prevention programs, pad work for empowerment and blocks for upper body mobility. Learn safe and effective martial arts modifications and discuss how to hire qualified instructors and set up a program that caters to your needs.

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

- Identify the benefits associated with martial arts programming.
- Identify safe and effective martial arts modifications along with contraindications for older adults.
- Identify qualifications to look for when hiring a modified martial arts instructor.

**Faculty:** Jennifer Schachner, EdD, ACE Personal Trainer, Program and Operations Director, San Jose State University Research Foundation, Timpany Center.



| CEUs

### **Ageless core strength: A science-based approach to improve function**

#### **Leslee Bender**

Discover creative new ways to help clients of any level of function increase core strength, mobility and agility for a more functional life using movements based on planes of motion and myofascial lines. Explore the relationship of the body's fascia

(connective tissue) to strength, flexibility and mobility and see a blend of myofascial release and lengthening exercises. Specific movements can enhance posture and build self-esteem and functionality. Training in multiple positions improves proprioceptive awareness, while using a small ball for kinesthetic assistance can protect the back and enhance alignment.

**You'll be able to:**

- Implement movements with clients in one-on-one or small-group settings.
- Explain the connection between fascia and the integrity of functional movements and its applications.
- Utilize small equipment in your sessions to enhance the variety, safety and diversity of your training.

**Faculty:** Leslee Bender, BA, FASE, NASM, ACSM, FIA, NPCA, ACE, Owner, Ageless Training Academy.



| CEUs

**Using walking poles to foster resiliency in older adults**

**Joy Cochran**

Growing evidence supports the priority of high-intensity exercise to improve function and quality of life for aging adults and those with chronic or degenerative diseases. Nordic walking poles can help safely increase exercise intensity for individuals across a wide continuum of physical abilities and care settings. Learn how specialized walking poles can elevate your walking and exercise programs to engage 90% of the body's musculature—empowering participants to age with more resiliency.

**You'll be able to:**

- Describe 10 evidence-based benefits associated with Nordic walking.
- Identify how the Activator Technique can improve posture, maximize balance and boost confidence so participants can increase walking tolerance and speed.
- Perform five functional exercises with specialized walking poles to increase intensity of a workout.



**Faculty:** Joy Cochran, DPT, CEEAA, Owner, JOY Explorations, and Clinical Evidence Specialist, Urban Poling.



| CEUs

**Prime time yoga**

**Terry Eckmann**

Explore the many health benefits of yoga that can help make the years after 65 the prime time of life. Yoga practice can increase energy, vitality, flexibility, strength and balance while boosting brain health. Participate in a safe and effective yoga class, and learn a sequence of poses with regressions and progressions for a wide variety of clients. A yoga mat or towel is recommended for this session.

**You'll be able to:**

- Explain the researched benefits of yoga for healthy aging.
- Participate in a safe and effective yoga class you can teach to a wide variety of clients.
- Recall progression and regression options to make the class more inclusive for all ability levels.

**Faculty:** Terry Eckmann, PhD, ACE Group Fitness Instructor, Professor, Minot State University.



| CEUs

**2:00 p.m.–4:15 p.m.**

**ICAA EXPO GRAND OPENING**

**Marquis Ballroom**

Explore new and innovative offerings at the wellness-focused ICAA Expo. Discover products and services, technologies and equipment to support multidimensional wellness from providers committed to meeting the industry's needs.

**4:15 p.m.–5:15 p.m.**

**Look through a wellness lens and see EVERYTHING clearer**

**Stacey Judge, Amanda Oberg & Katherine Desch**

Can focusing on wellness really help drive all your organizational initiatives and improve your bottom line? Learn from three wellness and lifestyle professionals who will show you how integrating wellness-based programming into all you do can improve outcomes, enhance resources and increase engagement. Wellness-based program development can bring sharper focus to all aspects of your community, including employee engagement and revenue-generating programs.

**You'll be able to:**

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- Develop programming from a wellness base.
- Deliver programs to improve outcomes across all organizational initiatives, including DEI, social media, employee engagement and resident satisfaction measures.
- Improve resources and funding for wellness program development.

**Faculty:** Stacey Judge, BS, NASM CPT, Wellness Program Director; Amanda Oberg, MA, LivWell Program Manager for Affordable Housing; and Katherine Desch, BS, NASM CPT, LivWell Program Manager, Springpoint Senior Living.



| CEUs

### How to make a difference with mindfulness

**Jane Lam & Vicky Jie Ying Guan**

Learn theories and benefits of mindfulness and how you can use mindfulness practices to help manage your stress and also help the older adults in your communities manage their stress. Participate in hands-on experiences, including mindful breathing, tea and mindfulness, mindful walking and mindful art projects. Take back ideas for immediately integrating mindfulness activities into your settings.

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

- Explain why mindfulness activities are beneficial.
- Practice mindfulness exercises and experience their benefits.
- Plan and implement mindfulness activities for your settings.

**Faculty:** Jane Lam, MA, MDiv, Resident Services Coordinator; and Vicky Jie Ying Guan, BA, Resident Services Coordinator, Sequoia Living.



| CEUs

### Connecting seven pillars of health to seven Montessori principles

**Christine McDonald & Tracey Gable**

Learn how the Friends Home in Kennett, Pennsylvania, created programming after accepting a challenge to better blend its health and wellness program with its existing Montessori programming. This

challenge allowed the facility to better serve its clients by utilizing resources in its local community. The seven Montessori principles are free choice, order, interest, learning from peers, movement, context and teacher guidance.

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

- Build a comprehensive health and wellness program that incorporates resident choice and independence.
- Incorporate Montessori principles and techniques in programming beyond dementia programming only.
- Develop programming that will allow residents to engage with the local community.

**Faculty:** Christine McDonald, MHA, NHA, Executive Director; and Tracey Gable, EdD, Director of Montessori Enrichment, Friends Home in Kennett.



| CEUs

### Getting to know the neighborhood: Curiosity and spiritual wellness

**Sarah Derrick Menke**

A posture of curiosity and openness to the world is one marker of spiritual wellness. Explore opportunities for new and integrative spiritual programming that fosters this curiosity and provides opportunities for relationships across differences, even in the often homogenous communities older adults call home. Learn how community leaders can befriend curiosity and ask questions that will help residents do the same.

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

- Access resources for learning about and engaging difference in your community.
- Utilize case studies as models for implementation in your community and context.
- Identify interdisciplinary partners in the work of spiritual wellness.

**Faculty:** Sarah Derrick Menke, MDiv, ordained Lutheran (ELCA) minister, Chaplain, Williamsburg Landing.



| CEUs

### PANEL Creating a thriving wellness culture: Insights from the top wellness CEOs in senior living and community centers

**Ginger Anzalone, Kevin Burke, Lynne Katzmann & Peter Thompson**

Explore how award-winning CEOs create wellness cultures within their senior living communities or community centers. Using wellness as a foundation, these CEOs successfully partner with residents/members, staff and internal/external leaders to create relevant, meaningful opportunities for participants to improve their quality of life. Whether you're a CEO seeking information or a wellness professional searching for inspiration, this session will furnish valuable insights and best practices to make your wellness culture thrive.

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

- Name the top wellness CEOs recognized with a 2022 ICAA NuStep Pinnacle Award and discuss their specific approaches to creating a wellness culture.
- Describe the internal and external partnerships these CEOs form to create relevant, meaningful wellness opportunities for residents/members and staff.
- Relate what makes these organizations exceptional and how their wellness cultures have positively impacted residents/members and staff.

**Faculty:** Ginger Anzalone, MBA, President, Vesta Property Services; Kevin Burke, MBA, CEO, Paradise Valley Estates; Lynne Katzmann, PhD, Founder and CEO, Juniper Communities; and Peter Thompson, BA, MPA, Executive Director, The Center at Belvedere.



| CEUs

### Your team does not care how much you know until they know how much you care

**Karen Woodard**

Organizations that serve their employees as well as they serve their clients achieve the best results, retention and revenue. Learn how you can deepen your ties to your employees in a meaningful way to increase your organization's commitment to results.



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

- Explain the differences between team building and team bonding.
- Describe the research about humor in the workplace and how to make it work for or against you.
- Employ the elements of individual, organizational sustainability and eight stress-busting behaviors.

**Faculty:** Karen Woodard, President, Premium Performance Training.



| CEUs

### **Hand jive**

#### **Ann Gilbert**

Research shows that a lack of grip strength is often associated with accelerated biological aging. Learn how weakening grip strength affects men and women and how it has become a barrier to exercise for many. Review the need to focus on manual dexterity and practice innovative exercises to reverse the effects for active agers.

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

- Coach as many as six movements or actions to increase grip strength for your clients, whether training in a wellness center, community or home setting.
- Incorporate a flow of gripping exercises to a general exercise class or small-group session.
- Introduce gripping options for traditional training methodologies that can help individuals who struggle with osteoarthritis and/or a decline in grip strength.

**Faculty:** Ann Gilbert, BS, ACE Certified Personal Trainer, Owner and Operator, Shapes Fitness for Women.



| CEUs

### **Find your balance: Create better training, education and programming**

#### **Jennifer Short & Laura Bruce**

Balance and stability training is a crucial component for optimal aging. Acquire the tools you need to empower older adults to challenge themselves and their balance. Learn about exercise modifications and

simple balance testing and discuss how cooperation between the brain, nervous system, muscles and bones can help prevent falls. Explore programming strategies that will enable you to present an effective balance package to residents at all levels.

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

- Implement effective balance training and class programming for your community.
- Empower residents through education and learning opportunities.
- Increase clientele and revenue through balance classes and individual programming.

**Faculty:** Jennifer Short, BS, ACSM CPT, Health and Fitness Director; and Laura Bruce, ISSA and FiTour CPT, Fitness Specialist, Wellness Coordinator, Touchmark Retirement Community at Fairway Village.



| CEUs

### **Power training: What is it good for?**

#### **Joseph Signorile**

Training for power can be used as a multifaceted tool to address the spectrum of physical and mental declines often associated with aging. Learn concrete training methods for targeting independence, fall prevention, bone density, muscular endurance and cardiovascular, metabolic and cognitive health. Discover simple modifications in loads, repetitions, training sets, muscles targeted and work-to-recovery ratios that can make power training more effective for older adults.

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

- Recognize the capacity of power training to address most of the declines in structure and function associated with aging.
- Manipulate power training variables to apply targeted training routines.
- Design power training programs to address specific declines associated with aging.

**Faculty:** Joseph Signorile, PhD, Professor, Department of Kinesiology and Sport Sciences, University of Miami.



| CEUs

### **Shakti energy: Reaching all with music and movement**

#### **Lawrence Biscontini**

Join a mindful movement experience, a standing and floor-based, barefoot-optional "work in" that fuses a variety of mindful practices such as yoga, tai chi and pilates. *Shakti* in Sanskrit refers to the energy and power we release when we move. Embark on a "pilgrimage" that connects head to heart to limbs while featuring an eclectic, international selection of music that has fueled Lawrence through the COVID pandemic and beyond.

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

- Discuss how music can forge emotional connections beyond language and culture to elicit emotive responses.
- Recognize traditional and non-traditional kinesthetic and visual cues.
- Help individuals create their own shakti journeys using their own playlists and signature moves.

**Faculty:** Lawrence Biscontini, MA, Founder, FG2000.



| CEUs

**5:30 p.m.–6:00 p.m.**

### **CLASS OF 2023 PHOTO**

Capture your attendance at the ICAA Conference in the Class of 2023 photo and take home this special memento of your experiences and friendships. All conference attendees, exhibitors, speakers, volunteers and staff are invited to participate in this not-to-miss moment.

*"My fifth conference and always a great way to connect and get fresh new ideas for our community."*

#### **Michell Carroll**

*Director of Wellness, Waterman Communities  
Mt. Dora Florida*

# Wednesday sessions

## November 1

7:30 a.m.—8:30 a.m.

### Elevate your impact with interns

**Marie Gress**

Learn how to build relationships with universities that can help you create internships for students in a variety of programs. Internships can help get younger people interested in working in communities and programs that serve aging adults while allowing you to benefit from their fresh ideas and enthusiasm. You can create internship arrangements for students in social work, occupational and physical therapy, technology, kinesiology, sports management, marketing and countless other programs.

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

- Identify the needs in your agency, community or program that could benefit from intern support.
- Adopt a plan to monitor and evaluate interns.

- Describe the benefits of an internship program to new recruits.

**Faculty:** Marie Gress, MSW, LMSW-Macro, Chief Growth Officer, Kovir, LLC.



### Connect and retain team members through diversity, equality and inclusivity

**Abby Harlacher**

Celebrating team members for who they are can help create a more positive work environment. Emphasizing cultural policies may help you retain team members and enhance the positivity of your workplace. Learn about one community's efforts to employ cultural practices to better connect team members and residents and explore how the initiative also created a more satisfying work environment.

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

- Utilize more cultural practices better for your team members.
- Find ways to connect team members and residents.
- Create a more positive environment that improves the satisfaction of your workforce.

**Faculty:** Abby Harlacher, Associate Executive Director, Edgewater, a WesleyLife Community.



### A crash course in programming for wellness across the continuum

**Robert Sorenson & Liam Goddard**

Too many life-plan communities continue to silo their wellness planning programming, making programs available only to those living independently, in assisted living, in skilled nursing or in memory care. Explore ways programs can be broken down into a common theme and scaled to meet the needs of residents across the continuum. You will have opportunities to share your own programs and workshop ways to make them more widely accessible.

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

- Support scaling existing programs for individuals living in all care environments.
- Employ tips and tricks to optimize engagement and foster successful aging

through dynamic approaches to future programs.

- Use your own residents as a navigational beacon for programming.

**Faculty:** Robert Sorenson, PhD, NSCA, Director of Wellness, Moorings Park; and Liam Goddard, MS, NSCA, Director of Wellness, Aldersgate.



### Creating resilient leaders and loved ones

**Karen Woodard**

Resilience is an important quality as it enhances the ability to recover readily from illness, depression or adversity. Strengthen your resilience by employing mental processes and behaviors to protect yourself from the potential negative effects of stressors. Learn how to define and deepen resilience for yourself, your loved ones and those you lead.

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

- Identify the three types of resilience and rate yourself and your employees in those three areas.
- Describe and employ the five pillars of resilience.
- Create two models for building resilience.

**Faculty:** Karen Woodard, President, Premium Performance Training.



### What's my score? Use numbers to differentiate your wellness program

**Michael Studer & Robert Winningham**

Numbers matter. When people can measure their wellness progress, they will attend programs more frequently and participate more enthusiastically, which leads to greater improvement. How are you measuring your residents' performance and wellness? In this session, you will receive a toolkit to help you measure strength, power, balance, endurance, cognition, quality of life and dual tasking outcomes in your programs. Engage your residents by showing them the numbers.

### 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

**You'll be able to:**

- Conduct measures of strength and power for your community.
- Conduct measures of cognition and dual task tolerance for your community.
- Conduct measures of balance and endurance for your community.

**Faculty:** Michael Studer, PT, DPT, MHS, NCS, CWT, CSST, BFPCE, FAPTA, Adjunct Professor, Oregon State University, and Cofounder/Coowner, Spark Rehabilitation and Wellness; and Robert Winningham, PhD, Professor, Western Oregon University.



| CEUs

**Intergenerational programming in senior community centers and residential communities**

**Trent Stamp & Jenna Hauss**

Hear an overview of intergenerational shared sites, including senior day centers located with a preschool or a kindergarten housed in a senior living community. Learn how ONEgeneration brings together older adults, very young children and students in high school and college. Receive a toolkit to help you implement intergenerational programs in your community.

**You'll be able to:**

- Articulate the unique benefits of intergenerational shared sites.
- Use shared site toolkit to implement intergenerational activities in your community.
- Connect with other intergenerational practitioners for continued learning and networking.

**Faculty:** Trent Stamp, MPP, CEO, The Eisner Foundation; and Jenna Hauss, MSW, President, CEO, ONEgeneration.



| CEUs

**From function to flow: Unlock the power of relational, joyful movement for a healthier life**

**Rebecca Lloyd & Stephen Smith**

Focusing on the relational aspects of movement can help older adults maximize joy in exercise and everyday life. Unlock the power of movement to boost the function, form, feeling and flow of motion and



emotion, resulting in increased happiness and enhanced motivation to lead an active lifestyle. Access research-based strategies for cultivating relational connection in personal training, group fitness, dance and community-based programs.

**You'll be able to:**

- Focus on qualitative and relational aspects of movement that can improve emotional health.
- Use research-based strategies to cultivate relational connection in a variety of fitness classes and settings.
- Identify and implement ways to increase happiness and motivation to lead an active lifestyle by being fully present with yourself, others and the environment.

**Faculty:** Rebecca Lloyd, PhD, Professor and Director of Graduate Studies, Faculty of Education, University of Ottawa; and Stephen Smith, PhD, Full Professor, Faculty of Education, Simon Fraser University.



| CEUs

**Power training: Can it work in a group fitness setting?**

**Aleen Dailey**

Most research showing the efficacy of power training for the active-aging population focuses on one-on-one training with specialized equipment. Learn about a newly implemented power-training group fitness class for roughly 20 residents (average age

83) using little to no equipment. Discuss details about its inception and design, pretesting, class exercises and post-testing. Watch videos of residents in class, review data, and experience some exercises with adaptations for chair-based modifications.

**You'll be able to:**

- Design and implement a new group fitness class modality that focuses on lower body and core power training for individuals 65 and over.
- Discuss the merit of power training techniques not based on equipment and how this modality can impact more people, enhance adherence and increase cost-effectiveness.
- Apply power training techniques to existing strength and balance group fitness classes to increase effectiveness in reducing falls and enhancing independence within your community.

**Faculty:** Aleen Dailey, MS, ACSM-CEP & GEL, NCSF-CPT, RYT 500hr, Wellness Coordinator, Carolina Village.



| CEUs

**Ageless flexibility and mobility: The role of fascia**  
**Leslee Bender**

Discover the essential combination of myofascial release and specific movements to enhance flexibility and mobility, decrease pain and promote overall well-being. Discover how thoughts and emotions



# Wednesday sessions

## November 1

can affect the health of the body's fascia (connective tissues) and learn to use movements and specific language cues to help clients restore the body and decrease pain and stress.

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

- Explain how emotions are connected to fascia health and demonstrate how to release both physically and mentally.
- Utilize movements and myofascial release techniques in many training modalities.
- Choose movements that use the benefits of gravity to enhance tissue lengthening.

**Faculty:** Leslee Bender, BA, FASE, NASM, ACSM, FIA, NPCA, ACE, Owner, Ageless Training Academy.



| CEUs

### **Conductorcise: Longevity through MUSIC, MOVEMENT, JOY**

#### **David Dworkin**

Learn basic conducting patterns and conduct music that stimulates all dimensions of wellness while creating joy, hope and positivity. Experience the stimulation of body and brain through the energy in the room during this session and take home a program you can quickly initiate for your residents. You will receive playlists and tools to help you listen to music in a new way and to stimulate residents through the movement that conducting creates.

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

- Acquire basic conducting skills and utilize 2/3 and 4/4 conducting patterns to share with residents.
- Acquire listening skills that will help you recognize colors, conversations and rhythms in an orchestral work.
- Explore the research that has enabled Conductorcise to be successful for more than two decades and recognize how "chronological age" has little to do with wellness in the older-adult population.

**Faculty:** David Dworkin, MA, professional diploma in music and music education, President, Conductorcise, LLC.



| CEUs

**8:45 a.m.—10:00 a.m.**

### **THE MAIN STAGE**

**TBA**

**10:15 a.m.—11:15 a.m.**

### **Beyond Sunday services: Reimagining spiritual wellness for older adults**

#### **Sarah Derrick Menke**

For many communities, "spiritual programming" consists of Bible studies or Christian Sunday worship services or gatherings tied to other religions or faith practices. However, these limited offerings often fail to help older adults achieve true spiritual wellness. Discuss the markers of spiritual wellness and explore new programs that creatively reach beyond weekly devotionals to help individuals in your community achieve a healthy sense of connection "to self, others and the divine."

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

- Assess the spiritual needs of your community.
- Identify opportunities within your setting for enriched spiritual wellness programming.
- Access practical resources to help you create and implement programs that nurture mind, body and spirit.

**Faculty:** Sarah Derrick Menke, MDiv, ordained Lutheran minister (ELCA), Chaplain, Williamsburg Landing.



| CEUs

### **"Welleivate" workplace culture to improve employee wellness**

#### **Lana Saal**

Elevate a culture of well-being to improve the engagement, morale and resiliency of your team. Learn collaborative approaches to help your employees/team members practice healthy lifestyles and feel better about themselves and their purpose, team, boss and organization, boosting worker morale and team effectiveness. Discuss evidence-based positive psychology inter-

ventions and strategies to help cultivate a healthier, happier and more productive workforce.

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

- Apply physical, emotional, social and spiritual pillars of wellness to elevate a culture of well-being.
- Implement a positive change systems approach activation plan to make well-being culture a foundational building block for total worker health.
- Create a peer support system to build and maintain an environment that cultivates healthier habits.

**Faculty:** Lana Saal, EdD, CWP, MCHES, President, Board of Directors, National Wellness Institute; and Founder, Owner and CEO, VitHealthity Wellness and Safety.



| CEUs

### **Intergenerational arts programming for people living with dementia**

#### **Elizabeth "Like" Lokon & Laura Ellen Christian**

Explore how the arts can transcend memory and conventional use of language to become an effective tool to build intergenerational connections. Explore the success of the Opening Minds through Arts (OMA) program at Scripps Gerontology Center at Miami University, where people living with dementia are paired with trained volunteers to use imagination and remaining strengths to foster connection through the arts. Leave with the foundational building blocks to implement OMA's proven concepts in community-based settings.

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

- Articulate the rationale for conducting arts-based intergenerational programming that benefits older adults living with dementia and younger adult volunteers/students.
- Describe how dementia affects the brain and offer specific tips to younger adults for supporting the creative expression of people living with dementia.
- Compare the Opening Minds through Art (OMA) program with typical arts

and craft activities in senior living communities and reflect on factors that contribute to OMA's success.

**Faculty:** Elizabeth "Like" Lokon, PhD, MSG, Director and Founder, Opening Minds through Art, Scripps Gerontology Center, Miami University; and Laura Ellen Christian, BSEd, President, AGE-u-cate Training Institute.



| CEUs

### Stress, memory and brain health: What aging experts should know

**Cynthia Green**

Stress is a common experience, no matter our age, but it can damage health, cognitive performance and long-term vitality. Learn about the psychobiology of the stress

response, discuss the health consequences to thinking, memory and well-being, and explore how stress uniquely impacts older adults. Examine nonpharmacological interventions that promote the relaxation response and bolster resilience. Leave with tools to help you and your community cope more effectively with stress.

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

- Explain the psychobiology of the stress response and its impact on our thinking, memory and well-being.
- Share at least two nonpharmacological stress-reducing interventions that may help older adults in your community cope more effectively with stress.
- Use at least two nonpharmacological stress-reducing interventions to help mediate your own stress response.

**Faculty:** Cynthia Green, PhD, President, Total Brain Health/TBH Brands.



| CEUs

### Programming for purposeful living: Promote vocational wellness at all levels of care

**Vickey Daugherty**

One of the seven dimensions of wellness, professional/vocational wellness allows individuals to use their knowledge, skills and talents to enhance their sense of purpose and purposefulness. Learn how to hone in on vocational wellness and incorporate it into all levels of care to help aging adults enhance their sense of purpose.

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

- Explain vocational wellness and why it is considered an essential domain of wellness.
- Recognize what constitutes vocational wellness in the context of senior care environments.
- Take away practical ideas for incorporating vocational wellness programming for all levels of ability and in all types of care settings.

**Faculty:** Vickey Daugherty, BScTR, CDP, Life Engagement Director, Acts Retirement-Life Communities.



| CEUs

### Use chair-based workouts to increase participation in senior communities

**Alexis Perkins**

Participate in this dynamic workshop that kicks off with a 30-minute chair-based dance fitness class. Explore how the addition of chair workouts to your exercise programming can improve enrollment and increase participation from residents. And learn how chair-based programs can not only add years to an individual's life but also add quality to those years.

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

- Adapt classes for a variety of senior living settings and for people of every functional level.
- Blend activities of daily living into wellness programs with music and motion.
- Create a social environment that increases enrollment and participation.

**Faculty:** Alexis Perkins, BS, AFAA, Certified Personal Trainer, Group Exercise Instructor, Creative Director, Chair One Fitness.



| CEUs

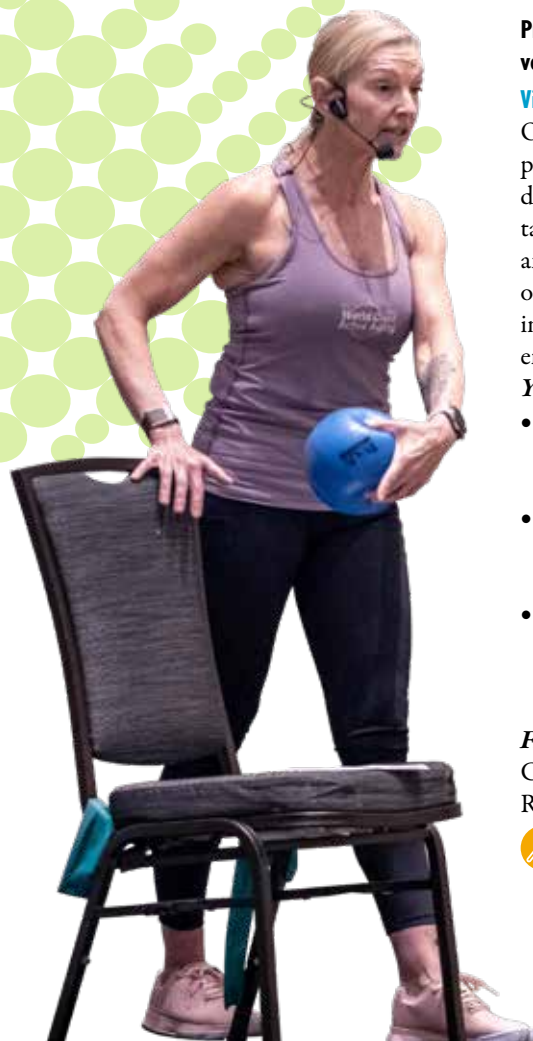
### A different stance on yoga

**Tamera Clifton**

Learn how to create a class that falls between fully physical mat yoga and seated chair yoga. Use the intermediate class as an opportunity to challenge participants who are strong enough to stand and improve balance and posture yet hesitate to get down on the floor. Beginning and ending with seated meditation, the class provides moderately challenging standing yoga that offers a chair for balance and helps exercisers to cultivate the confidence to continue to build strength and focus.

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

- Find an intermediate place for members who are strong enough to continue doing yoga but do not want to get on the floor.
- Offer an alternative challenge for participants to improve balance and core strength without putting excess pressure on knees and wrists.
- Offer modifications for yoga participants who may be grappling with their changing physical needs.



# Wednesday sessions

## November 1

**Faculty:** Tamera Clifton, BA, ACE Group Ex/PT, YA RYT 200 Yoga, Wellness Manager, Terwilliger Plaza.



| CEUs

### Stick to it! Create engaging activities for various abilities

#### Stacey Judge & Amanda Oberg

Using a layered, multidimensional approach to physical activities can attract and engage older adults with a variety of abilities and multiple levels of fitness. Learn how to create choreography that challenges your most fit participants while still engaging your chair exercisers. Learn to use rhythm sticks, drumming sequences and choreographed movement in a dual-tasking approach to physical activity that will also have a positive impact on cognitive health.

#### You'll be able to:

- Take home two choreographed workouts that you can use immediately and build upon for your community's needs.
- Create dual task-oriented activities that will engage both body and brain.
- Build versatile choreography that can be used with many music genres or based on a theme for special events.

**Faculty:** Stacey Judge, BS, NASM CPT, Wellness Program Director; and Amanda Oberg, MA, LivWell Program Manager for Affordable Housing, Springpoint Senior Living.



| CEUs

### Purposeful exercise to reduce falls and disability in high-risk residents

#### Colin Hoobler

Learn to apply the latest scientific research to efficiently boost balance and enhance independence for individuals at high risk for falling. Explore the critical importance of purposeful exercise as "medicine" to enhance independence and census and reduce strain on staff. Participate in demonstrations to experience the sensation of effective, safe balance and strength training that is sensitive to individuals with osteoarthritis.

#### You'll be able to:

- Assess individuals at high risk for falls properly using a valid, reliable and efficient functional outcome measure.
- Formulate a starter program for individuals at high risk for falls that minimizes risk to the individual and to staff members.
- Explain the new training methods so administrators and staff will be willing to adopt them in key environments, such as memory care, assisted living and skilled nursing programs.

**Faculty:** Colin Hoobler, PT, DPT, MS, Founder, Inventor and CEO, S3 Balance, LLC.



| CEUs

11:30 a.m.—12:00 p.m.

### CREATIVE EXCHANGE: WELLNESS PROGRAMMING

#### Lawrence Biscontini (MC) & team of experts

Connect with industry colleagues and experts to gain insights into the latest practices in wellness programming. Explore ideas, gather inspiration and discover practical strategies to continue innovating and pushing boundaries. Share your top two wellness programming ideas and learn from others in an atmosphere fostering collaborative, innovative exchanges.

12:00 p.m.—1:00 p.m.

### LUNCH (ON YOUR OWN)/UNSTRUCTURED TIME

Use this time to have a meal, connect with colleagues, review notes, prepare for the next session, go for a walk, etc.

1:00 p.m.—2:00 p.m.

### Immersive employee training: Combating ageism through empathy

#### Jennifer Schachner

Employee training that simulates the physical barriers of older adults can encourage staff to be more understanding and empathetic. Explore ways to use inexpensive, easy-to-find equipment to demonstrate challenges such as vision impairment, hearing impairment, joint mobility, sensation

issues and more. Prepare a framework to identify ageism in the senior care industry and safely design simulation activities for your agencies and employees.

#### You'll be able to:

- Identify personal and professional attitudes and behaviors that may perpetuate ageism.
- Identify physical activities that are appropriate to teach staff empathy and understanding of challenges that may come with aging.
- Develop a training session for employees across multiple departments using low-cost, easily accessible supplies.

**Faculty:** Jennifer Schachner, EdD, ACE Personal Trainer, Program and Operations Director, San Jose State University Research Foundation, Timpany Center.



| CEUs

### Elevating today's programming for tomorrow's consumer

#### Patricia Jacobs, Lynne Katzmman & Katie Kensinger

Review your current activity calendar and ask yourself, *Would I want to attend these programs?* If the answer is no, then it's time to elevate your programming with more dynamic and intriguing content and update your descriptions to match. Explore new approaches to designing your activities and learn techniques for adding resident-led programming. Also learn about new opportunities for building community with national and regional partners.

#### You'll be able to:

- Replace outdated programming with activities that meet the needs and interests of your community's current population and those likely to join in the near future.
- Develop engaging programming that can be led by residents at all levels of care.
- Add programming offered by local, regional and national partners to save staff time while adding excitement, intergenerational opportunities and novelty to your calendar.



**Faculty:** Patricia Jacobs, BS, National Director of Catalyst; Lynne Katzmann, PhD, President and CEO; and Katie Kensinger, BS, National Partnerships Coordinator, Juniper Communities.



| CEUs

### The intersection of wellness, well-being and design

**Nicole Bergquist, Michelle Minor & Mary Ann Cadger**

Learn how Sunrise Senior Living designs and operates its communities to support its holistic approach to resident care. The built environment is the backdrop for care, services, and programming that focuses on enhancing the resident's mind, body and spirit. Reflect on how common areas are lived in and used by residents, staff and family members. Learn how design can support wellness and well-being.

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

- Explain how design can promote independence, allowing residents to safely navigate their new home.
- Use design to support community life and your community's programming.
- Design to support person-centered care and create a project that celebrates individuality in every detail.

**Faculty:** Nicole Bergquist, BS, Senior Design Director; Michelle Minor, BS, Vice President, Programming and Engagement Services; and Mary Ann Cadger, BS, Vice President of Resident Care, Sunrise Senior Living.



| CEUs

### Adapting and implementing a psychologist's strategies on aging well

**Joseph Casciani**

Learn strategies for managing setbacks that threaten to derail successful aging, such as strokes, hip fractures and personal loss. Receive prescriptive tools to foster more effective coping. These tools and exercises include positive thinking, reframing, resilience, positive monitoring and cognitive appraisal.

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

- Describe five strategies that help older adults age well and cope with setbacks.
- Adopt an approach that helps older adults lift their depression.
- Describe how thinking patterns and cognitive appraisal can help older adults cope with stressful events more effectively.

**Faculty:** Joseph Casciani, PhD, Chief Curator, Living to 100 Club, LLC.



| CEUs

### Keys to building a successful engagement plan for persons living with dementia

**AJ Cipperly**

Learn how to promote meaningful opportunities to engage people with dementia throughout the day. Find out how to engage a person as dementia progresses and also when special challenges arise, such as exit-seeking, wandering and increased falls risk. Learn how a safe, inviting physical and emotional/social environment can enhance engagement in all levels of living and wellness environments.

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

- Apply person-centered engagement principles to support various behavioral challenges in people living with dementia.
- List ways to adapt various programs based on the person's best ability to function.
- Create a supportive environment for engaging people living with dementia.

**Faculty:** AJ Cipperly, MEd, Vice President, Memory Care, The Arbor Company.



| CEUs

### Create a culture of well-being for residents and team members

**Shannon Draayer**

Learn how WesleyLife uses its annual Community for Healthy Living assessment, which contains more than 80 points, to continually shape and sharpen its initiatives promoting well-being. Explore how this internal tool incorporates best practices from national resources, workplace trends and

the latest research, plus how it engages all departments by recognizing work done by each leader to support overall well-being. Discuss how this comprehensive approach to well-being has been embedded in WesleyLife culture and facilities.

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

- Prioritize and document your community's approach to health and well-being, using a proven format to identify your goals.
- Use three steps—inspiring, measuring and storytelling—to help leaders in your organization recognize their role in promoting well-being.
- Describe the impact of physical environment on health and well-being and take home one low-cost implementation to improve well-being at your location.

**Faculty:** Shannon Draayer, MCL, Director of Health and Well-Being, WesleyLife.



| CEUs

### Punch Out PD

**Cammy Dennis**

Punch Out PD is a boxing style workout to help combat the challenges of Parkinson's disease. Boxing requires speed, agility, balance, strength and stamina, which are functions that are vital for people with PD. Learn why boxing is so good for supporting strength, balance and cognitive function and how exercise is critical for helping to stave off the worst effects of Parkinson's.

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

- Describe why boxing skills and drills support the management of Parkinson's symptoms.
- Implement a "forced intensity" stimulus in a group fitness format.
- Implement boxing-specific exercises and circuits into Parkinson's programs.

**Faculty:** Cammy Dennis, BS, ACE, AFAA, AEA fitness certifications, NAFC master trainer, Fitness Director, On Top of the World Communities.



| CEUs

# Wednesday sessions

## November 1

### Robust aging: Pillars, Buckets and Bs (baselines, basics and benchmarks)

#### Patricia VanGalen

Learn the REHAB (Restore-Energy-Hardiness-Aspirations-Benchmarks) system for fighting chronic disease and aging accelerants. The system is built upon five “buttressed pillars,” 7S “functional training buckets,” and the “three Bs”—baselines, basics and benchmarks. Within each pillar are three “big rocks,” cemented in the bedrock of daily, weekly and seasonal habits, patterns and practices. Learn this approach to bolster hardiness and help individuals develop the resilience, durability and robustness to buffer Father Time and bounce back from the curveballs of life.

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

- Distinguish a “rock” from a “pebble” from a “granule,” and a habit from a pattern from a practice.
- Explain a comprehensive hardiness approach to aging well and moving better for decades to come.
- Create and embrace a system that works for you and adapt that system to meet the needs of clients, students or residents.

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



| CEUs

### Playful patterns

#### Ann Gilbert

Work through gait-efficiency and gait-recovery patterns that can increase the opportunity for socialization while preventing a fall. Discuss the need to address overall ankle mobility and learn how to implement patterns that work with your clients from the ground up. In this small-group circuit session, learn how to easily transfer this format to classroom or virtual settings using a chair but little additional equipment.

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

- Launch a new programming option, expanding business opportunities and enhancing the overall experience of existing clients.
- Implement a gait-training circuit that can be introduced in a classroom or virtual setting.
- Suggest progressions and regressions to address an individual's needs during a class or session.

**Faculty:** Ann Gilbert, BS, ACE Certified Personal Trainer, Owner and Operator, Shapes Fitness for Women.



| CEUs

### Brain boogie booster for Boomers and beyond

#### Terry Eckmann

Explore a wide variety of movements and networking activities you can use with residents in exercise classes, social gatherings or during other activities. Combine engag-

ing networking activities with dances and movement to music to challenge the body and boost the brain. Take home activities that can be used in individual pieces or to create a full class.

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

- Participate in movement to music that challenges proprioception.
- Explore easy-to-use networking activities.
- Discuss the ways these activities impact the brain and body.

**Faculty:** Terry Eckmann, PhD, ACE Group Fitness Instructor, Professor, Minor State University.



| CEUs

2:00 p.m.–4:15 p.m.

### ICAA EXPO

#### Marquis Ballroom

Explore new and innovative offerings at the wellness-focused ICAA Expo. Discover products and services, technologies and equipment to support multidimensional wellness from providers committed to meeting the industry's needs.

4:15 p.m.–5:15 p.m.

### Alzheimer's and dementia science: Entering a new phase of research, treatment and care

#### Claire Sexton

Tremendous gains have been made in understanding the basic biology underlying Alzheimer's disease. These advances are leading to great strides in prevention, detection, diagnostics and therapeutic interventions. Explore the latest scientific advancements and progress in Alzheimer's and dementia research and discover the diversity in therapeutic approaches currently under investigation.

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

- Name risk factors for Alzheimer's and discuss which may be modifiable.
- Describe why early detection and diagnosis is important to define biomarkers, why they are needed and how they are used in clinical trials for Alzheimer's.



- List two to three advances in clinical trials, treatments and/or lifestyle interventions.

**Faculty:** Claire Sexton, DPhil, Senior Director, Scientific Programs and Outreach, Alzheimer's Association.



| CEUs

### Ensuring community, wellness and purpose for solo agers in senior living

**Sara Zeff Geber**

Solo agers are older adults without family support. The growing number of solo agers in the Baby Boom generation offers an unprecedented opportunity for senior living communities, but adjustments need to be made to attract and serve this cohort of active adults. Learn unique ways to meet the social and emotional needs of this growing population and create a community that can serve as family for solo agers.

**You'll be able to:**

- Discuss and champion the unique support needs of solo agers in a senior living community.
- Design programs that help solo agers develop a sense of purpose at this point in their lives.
- Describe systems and programs that facilitate family-like bonding among residents and staff.

**Faculty:** Sara Zeff Geber, PhD, Fellow, Nexus Insights; and Founder and President, LifeEncore.



| CEUs

### Using experiential learning to create community connections: A case study

**Laura Ellen Christian & Haley Kinne-Norris**

Learn how you can leverage experiential training to increase engagement and skill for team members and community partners. Hear how Liberty Senior Living capitalized on its investment in an experiential learning program across multiple departments, including engagement, care and sales/marketing. Leave with the knowledge to enhance your current education and training programs.

**You'll be able to:**

- Assess existing education and training programs to identify opportunities for improvement.
- Recognize the benefits of experiential learning for professional and family caregivers.
- Leverage education programs to build key partnerships connected to organizational goals.

**Faculty:** Laura Ellen Christian, BSEd, President, AGE-u-cate Training Institute; & Haley Kinne-Norris, MS, Regional Wellness and Enrichment Coordinator, Liberty Senior Living.



| CEUs

### Activating a vibrant mindset through all levels of living

**Kay Van Norman**

How do wellness opportunities for your assisted and skilled care residents compare to the wellness opportunities for your residents in independent living? Even communities with a robust wellness culture in independent living often find it difficult to offer similar opportunities for residents who need other levels of care. Could a change in mindset change that dynamic? Explore possible solutions and outline specific strategies to help your community activate a vibrant mindset and offer attractive wellness opportunities at every level.

**You'll be able to:**

- Explain how reframing expectations and embracing a mindset of overcoming challenges versus coping with challenges will impact community culture in all levels of living.
- Identify specific strategies to help residents across the care continuum embrace a mindset of well-being regardless of health challenges.
- Describe a deliberate process and specific tools to empower staff and residents in assisted living and skilled care to reframe expectations and overcome barriers to well-being.

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



| CEUs

### Active aging for all bodies: Best practices for working with higher-weight older adults

**Ragen Chastain**

Research and lived experience can teach us how to help higher-weight older adults thrive. Discuss evidence-based, real-world strategies you can use to create supportive, inclusive environments, improve your messaging and tailor programming to improve engagement, access and quality of life for this population.

**You'll be able to:**

- Identify weight stigma and its impact on higher-weight older adults.
- Create programs that support higher-weight populations without engaging in or perpetuating harmful weight stigma.
- Dispel common myths about the health and fitness of higher-weight older adults.

**Faculty:** Ragen Chastain, MEd, Board Certified Patient Advocate, Health Coach, Group Fitness Instructor, Functional Training Specialist, and Fitness Nutrition Specialist.



| CEUs

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

Meals are not included in your conference registration fee. The Anaheim Marriott offers you several dining choices plus a convenience store: The Market Café, Slice Pizzeria and nFuse Restaurant, Bar & Lounge. On-property choices are best for breakfast and lunch given time constraints. You may choose to bring healthy snacks or purchase items from a local store as well. (ICAA has no control over food options on-site). Multiple dinner options are available to explore within walking distance or via taxi, shuttle or rideshare.

**Learn more:**

[www.marriott.com/en-us/hotels/laxah-anaheim-marriott/dining/](http://www.marriott.com/en-us/hotels/laxah-anaheim-marriott/dining/)



# Wednesday sessions

## November 1

### Build relationships with meaningful—and fun!—intergenerational programming

**Sue Dichter, Stella Tu & Anna Rendall**

Intergenerational connections can help alleviate feelings of loneliness and isolation for older adults and also for members of younger generations. Learn tips and ideas to engage older adults in various activities involving younger people to enhance their quality of life. Explore how to identify youth-based partnership opportunities and the best ways to engage potential partners.

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

- Develop a mutually beneficial relationship with youth-based partners or organizations.
- Create a menu of intergenerational activities that can enhance connections between your residents and local youth.
- Recruit older adults and staff/organizational support to develop intergenerational programming.

**Faculty:** Sue Dichter, MS, Vice President of Community Services; Stella Tu, BASW, Resident Services Coordinator; and Anna Rendall, BA, Resident Services Coordinator, Sequoia Living.



| CEUs

### Add even MORE fun to your workouts!

**Sue Grant**

Your older-adult clients and residents need some FUN in their lives now, more than ever! Learn creative new ice breakers, partner games, circle games and unique brain games to keep your residents laughing and thinking. Your clients and classes will love these innovative, simple activities that will transform your workouts into “playouts.”

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

- Sprinkle imaginative reaction drills, cognitive challenges and ice breaker activities into personal training sessions and classes.
- Implement lighthearted games virtually or in person.
- Infuse joy and laughter into seated or standing classes and personal training sessions.

**Faculty:** Sue Grant, BA, ACE Certified Personal Trainer, Owner, Older Wiser Workout and Fit Tips For Pros.



| CEUs

### Personal training in healthcare: Expand your fitness offerings

**Allissa Raway**

Offering personal training services in healthcare settings can help older adults in your care improve circulation, breathing, posture, strength and ability to perform activities of daily living, plus reduce pain, enhance engagement and focus, and boost overall well-being. Personal training offerings can also benefit families and caregivers and help increase interest in your commu-

nity or your business. Learn the first steps you should take to begin offering personal and catered exercise experiences in your community or setting.

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

- Enhance existing or create a new personal training program in long-term care.
- Provide safe and effective exercise to enhance the lives and well-being of individuals in long-term care.
- Use tools to partner with other departments and track services and outcomes within a person-centered care model.

**Faculty:** Allissa Raway, BS, Certified Yoga Instructor, Founder, Raway Wellness.



| CEUs



### Why you do what you do!

#### Kimberly Huff

Learn how to improve your workout outcomes by examining the physiological principles behind each exercise. Participate in an exercise demonstration that incorporates cardiovascular fitness, muscular strength and endurance, flexibility, balance, agility, power, coordination, reaction time and cognitive challenges into a class format. Leave with a sample workout and a better understanding of how the combination and sequencing of exercises works to enhance functional mobility, realize gains in fitness and improve adherence.

*You'll be able to:*

- Design an exercise program that incorporates cardiovascular fitness, muscular strength and endurance, flexibility, balance, agility, power, coordination, reaction time and dual task training.
- Describe the physiological benefits of each skill-related component of fitness, the sequencing of exercises and the inclusion of cognitive challenges.
- Describe the benefit of teaching exercise progressions to allow participants to regress or progress exercises as needed.

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



| CEUs

5:30 p.m.–6:00 p.m.

### REFLECT & RECHARGE

#### Lawrence Biscontini

Renew and re-inspire yourself after a day filled with conference activities. Take a moment to unwind, reflect on your experiences, and recharge your mind and body as you prepare for day three. Led by experienced wellness professionals, this session will offer breathing and guided meditation, gentle stretching and other relaxation techniques to help you release tension and leave feeling refreshed.





# Thursday sessions

## November 2

7:30 a.m.—8:30 a.m.

### Use technology and data to provide holistic wellness programming

**Cristina de Santis & Elizabeth Audette-Bourdeau**

Achieving holistic wellness requires attention to the entire range of human needs, from emotional to spiritual. Glean insights on how to improve resident wellness, engagement and length of stay from data the presenters have accumulated from engagements with thousands of senior living residents. Also learn how to use your own recreation data to better engage residents through programming that satisfies all seven dimensions of wellness.

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

- Implement insights from aggregated data to improve resident wellness and engagement, and therefore length of stay.
- Collect organized recreation data to understand how each activity engages residents across each dimension of wellness.

- Analyze collected data using statistical methods to improve resident engagement and satisfaction.

**Faculty:** Cristina de Santis, BCom, Vice President of Performance Improvement and Innovation, Responsive Group, Inc.; and Elizabeth Audette-Bourdeau, BCom, CEO, Welbi.



| CEUs

### Incentive programs beyond Bingo Bucks

**Emily Fannin, Sarah Robertson & Amy Simmons**

Have you ever struggled with getting a new program going or building traction once it is established? Learn how to create unique challenges for residents that will boost attendance for sustained engagement and get “out of the box” ideas to increase engagement and participation for employees and residents. Dive into the benefits of incentive programs, participate in an interactive example and learn how to implement creative programming in your community.

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

- Review the benefits of creative approaches to incentive programs, including the impact on resident engagement and a vibrant community culture.
- Participate in interactive incentive program examples and receive ready-to-implement templates for use in your community.
- Engage in an interactive workshop challenge and work in groups to generate creative incentive program ideas.

**Faculty:** Emily Fannin, BS, ACSM Certified Exercise Physiologist, National Director of Training and Customer Support; Sarah Robertson, BA, NASM Certified Personal Trainer and Senior Fitness Specialist, National Director of Training and Customer Support, Wellness Services; and Amy Simmons, BS, National Program Director for EnerG by Aegis, Aegis Therapies.



| CEUs



### Load up to live strong

**Libby Norris, Ruth Parliament, Janice Hutton & Michelle Kerr**

Research is demonstrating the value of high-intensity training (HIIT) to optimize health and quality of life at all ability levels. Learn how to create a pathway to HIIT using progressive overload targeting muscular power, strength, endurance, reaction and balance systems. Explore ways to apply music and rhythm variations to create overload through isometric, concentric and eccentric loading. Create dynamic challenge while accommodating for physical differences and personal preferences.

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

- Design group exercise formats to support optimal health, reduce falls and enhance ability to perform activities of daily living.
- Create results using rhythmic formulas and exercise combinations that can be adapted to a variety of small equipment and body weight exercises.
- Optimize the benefits of group exercise while providing options to customize for individuals who have varying levels of strength, mobility and ability.

**Faculty:** Libby Norris, BA, canfitpro Fitness Instructor/Personal Training Specialist, Founder; Ruth Parliament, BSc, canfitpro Fitness Instructor/Personal Training Specialist, Founder; Janice Hutton, MA, ACE Personal Trainer,

### 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





Cofounder; and Michelle Kerr, canfitpro Fitness Instructor Specialist, Cofounder, Your Fitness Sisters.



| CEUs

### Building the business case for “going all in” with wellness

**Colin Milner**

Gain the knowledge and tools you need to make a compelling case for investing in wellness programs for your organization. Explore the value of wellness to your organization and how to frame it for a leadership lens. Learn about the key performance indicators your organization needs to assess your return on investment, including how to track and measure those KPIs. Also, delve into benefits wellness programs can bring your residents/clients and how to communicate those benefits to stakeholders and build an “all in” business case.

#### *You’ll be able to:*

- State the value of wellness, explaining its importance and its potential to positively impact your organization (e.g., improved employee morale, reduced healthcare costs, increased productivity).
- Identify KPIs needed to assess your wellness ROI (e.g., employee participation rates, health outcomes and financial savings), plus discover how to track and measure them effectively.

- Communicate the value of wellness to your residents/clients (e.g., improved quality of life, increased social engagement and better health outcomes) and to stakeholders, plus build a strong business case for investing in wellness.

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



| CEUs

### Eccentric training: Turning negatives into positives

**Nate Cuddihy-Garner**

Learn about current research and trends in utilizing eccentric—negative—exercises in fitness and rehabilitation settings for older adults. Discover the benefits of incorporating eccentric exercises, particularly for increasing strength, balance, gait, range of motion and functional mobility. Discuss the positive impact of eccentric exercise for people with specific conditions, such as joint replacements, diabetes, strokes and Parkinson’s. Learn how exercisers can safely use bands, body weight and free weights to maximize exercise outcomes and support everyday functionality.

#### *You’ll be able to:*

- Explain the how and why of performing eccentric exercises.
- Identify candidates who could safely incorporate eccentric exercises into their exercise programs.

- Introduce eccentric exercises safely into group fitness and personal training sessions for older adults.

**Faculty:** Nate Cuddihy-Garner, MS, LMT, NASM-CES, Wellness Coordinator, Covenant Living of Colorado.



| CEUs

**8:45 a.m.—9:45 a.m.**

### Exploring discrimination of LGBT+ residents within senior living

**Haley Kinne-Norris**

Learn what types of discrimination may be affecting LGBT+ individuals in your communities while exploring information from many research articles, including a study administered by the presenter. Learn how to implement new ideas that will foster more inclusive programming and ensure all feel welcomed in your community.

#### *You’ll be able to:*

- Define inclusivity in senior living communities.
- Ensure programming opportunities are inclusive.
- Recognize that additional staff training may be required to recognize and meet needs of LGBT+ residents.

**Faculty:** Haley Kinne-Norris, MS, Regional Wellness/Enrichment Coordinator, Liberty Senior Living.



| CEUs

# Thursday sessions

## November 2

### Compassionate Touch: A nonpharmacological approach to build relationships in dementia care

**Laura Ellen Christian**

Compassionate Touch® is an evidence-informed approach that helps prevent behavioral expressions in people with dementia while also reducing job stress in care partners. Learn two Compassionate Touch techniques; discuss the clinical impact of skilled touch on behavior, pain and anxiety; and hear how the approach is being integrated into existing memory care programs. The experiential focus of the session will allow you to leave with a skill you can apply immediately.

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

- Describe how skilled touch enables care partners to connect and communicate in new ways with people with dementia.
- Perform two skilled touch techniques competently.
- Explain the clinical impact of skilled touch on behavior, pain and anxiety of people with dementia and how skilled touch reduces care partner stress and improves relationships.

**Faculty:** Laura Ellen Christian, BSEd, President, AGE-u-cate Training Institute.



| CEUs

### Energize your nutritional programming to boost wellness

**Taylor Boyd, Stephen Brown & Sarah Robertson**

Teach your community's residents and staff how to make nutritious, healthy, sustainable choices. Learn how to implement nutrition programs that will help them make choices that align with optimal living goals. Discuss incentive programs that can contribute to healthy eating for staff and residents, plus discover how to work with dietary guidelines to provide healthy choices for meals and snacks and during activities.

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

- Take away samples with ready-to-use nutritional education activities that make healthy eating fun by utilizing the seven dimensions of wellness.

- Receive ready-to-implement tools to enhance nutritional programming for residents and employee wellness.
- Discuss the benefits of nutritional programming in senior living communities and use tools to replicate programming on a budget.

**Faculty:** Taylor Boyd, BA, Lifestyle & Health Coordinator; Stephen Brown, BA, NCCPT, ACE, National Director of Training and Customer Support-Wellness Services; and Sarah Robertson, BA, NASM Certified Personal Trainer and Senior Fitness Specialist, National Director of Training and Customer Support, Wellness Services, Aegis Therapies.



| CEUs

### "So You Think You Can't Dance?"

**Cammy Dennis**

The current generation of older adults loves low-impact aerobics, but it is a challenge to find instructors who are confident to lead these classes. Learn how to teach simple, dance-style choreography that boosts cardio health while working in posture, gait and balance drills. Focus on building simple, choreographed patterns in conjunction with an understanding of music phrasing and incorporating motor patterns that support posture, gait mechanics and balance.

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

- Lead low-impact choreography in a dance-inspired group fitness class.
- Construct choreography and apply the 32-count combination process of organizing and teaching.
- Introduce choreography patterns that improve posture, balance and gait mechanics.

**Faculty:** Cammy Dennis, BS, ACE, AFAA, AEA fitness certifications, NAFC master trainer, Fitness Director, On Top of the World Communities.



| CEUs

### Build strength and stay injury free after 50!

**Malin Svensson**

The best way to face the challenges of aging is to be as strong as possible in both body and mind. Jane Fonda's trainer, Malin Svensson, has worked with the 50-and-over population for more than 30 years. Explore her techniques to help older adults increase body awareness and integrate a positive mindset about aging. Learn how correct movement can decrease discomfort and perform some simple strength-training exercises that are both functional and crucial to active aging with as much quality and independence as possible.

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

- Increase an individual's body awareness so they can distinguish discomfort from muscle fatigue, static stretching and injury pain.
- Work with older adults to help them move correctly to decrease aches and pains and prevent potential injuries.
- Empower your older-adult clients to get stronger while staying injury free.

**Faculty:** Malin Svensson, MA, NASM CPT, Founder and President, Nordic Body, Inc., and Nordic Body Academy.



| CEUs

**10:00 a.m.—11:00 a.m.**

### Employ local resources and resident talents to create interactive, inclusive and successful programming

**Aliza Orent & Alissa Edwards**

Learn how you can use local educational, musical and spiritual resources along with the talents, skills and imagination of your residents to create opportunities for lifelong learning and engagement. Explore examples of two communities that successfully engaged in small, medium and large programs to enhance mind, body and soul. Discuss how collaboration with residents is vital to create successful programming in senior living communities.

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

- Obtain useful feedback that can be employed to inform future programming.

- Develop a system to map outcomes and metrics from focus groups.
- Create an action plan with fresh ideas to incorporate into your daily, weekly and monthly programming.

**Faculty:** Aliza Orent, MSW, Zest Director, Maravilla at the Domain; and Alissa Edwards, BA, Regional Director of Zest, Maravilla Scottsdale.



| CEUs

### The importance of resident engagement in creating community

#### Jennifer Lecher

Discuss the Community Engagement Model, which illustrates how understanding the wellness needs and influencers in your residents' lives helps you create and implement meaningful programs that help build relationships across your community. Explore best practices to facilitate engaged and active residents in your community. Learn activity ideas that promote sharing and build trust among participants.

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

- Identify and implement specific daily tasks that help residents move up Maslow's hierarchy to achieve self-actualization.
- Identify and utilize two best practices to help you gather thorough information about your residents' preferences as you plan activities.
- Implement two programs to promote sharing and trust-building among your residents.

**Faculty:** Jennifer Lecher, BS, CDP, CTRS, West Coast Regional Life Enrichment Mentor, Meridian Senior Living.



| CEUs

### Designing dynamic fitness sessions

#### Emily Johnson

Stuck in a class design rut? Looking for more ways to keep your classes fresh and engaging? Learn rhythmic and timed-based movements set to music that your fitness classes will love while still addressing endurance, power, muscular strength,



coordination, balance, range of motion and brain fitness. Receive a dynamic program design system and three new cardio, strength and range-of-motion routines you can use immediately.

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

- Implement three cardio, strength and range-of-motion routines into your teaching repertoire.
- Create countless fresh and engaging routines with an easy-to-use, multi-step system.
- Modify routines to meet the needs of a wide range of abilities in both seated and standing class formats.

**Faculty:** Emily Johnson, BHK Hons, canfitpro Fitness Instructor Specialist, Founder, StrongerU Senior Fitness, Inc.



| CEUs

### Secrets of breath and meditation: Impact on aging

#### Janhavi Wadhvani

Explore the science behind anxiety and its impact on the body and mind. Learn practical tools related to the breath that will enable you to elicit relaxation, calmness and clarity. Leave the session

feeling energized and empowered and carrying a lingering sense of joy.

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

- Describe the patterns of stress and its connection with the brain.
- Take home practical breathing exercises to calm anxieties and the ability to access deep meditation.
- Improve your sense of connection with yourself and your communities.

**Faculty:** Janhavi Wadhvani, MBA, Director, Self Sense.



| CEUs

**11:05 a.m.—11:30 a.m.**

### THAT'S A WRAP!

It's not over until it's over! Here's your opportunity to tie together all the threads of the ICAA Conference experience in a fun finale. Celebrate learnings, connect with the ICAA community, and prepare to leave with a renewed sense of energy and inspiration for the year ahead. You'll also gain a sneak peek into next year's event.





## Accommodations

### Anaheim Marriott

700 West Convention Way, Anaheim;  
tel: 714-750-8000, [www.marriott.com/en-us/hotels/laxah-anaheim-marriott/overview/](http://www.marriott.com/en-us/hotels/laxah-anaheim-marriott/overview/)

Connect. Share. Belong. Join ICAA's vibrant conference community to learn, brainstorm and be inspired this fall when the ICAA Conference and Expo takes over the Anaheim Marriott in Anaheim, California.

Don't miss a moment! Make the most of spontaneous opportunities throughout each day to build your professional network. Experience all the energy, fun and camaraderie of community when you make the Marriott your base.

Stay in comfortable sleeping rooms with one king, two double or two queen beds. Some rooms have the option to connect. Book your room today!

### Looking for a block of rooms?

Contact ICAA at 866-335-9777 (toll-free) or [info@icaa.cc](mailto:info@icaa.cc) if you want to book a block of rooms at the Anaheim Marriott.

## Fees

### Room rates

\$199 (plus taxes and fees)

*Includes daily resort fee of \$30 for in-room amenities. 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. 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 at <https://book.passkey.com/event/50472681/owner/3712/home>

One night's room plus tax is a required deposit to guarantee your reservation. This deposit is refundable for a cancellation three (3) days/72 hours prior to arrival date.

ICAA group rates apply three (3) days before through three (3) days after the event's dates (subject to availability). Each additional room guest pays a \$20 fee, except for children 12 years and under staying with a parent.

## Cancellations

Anaheim Marriott requires notice of cancellations at least 3 days/72 hours prior to arrival.

## Health and safety at Anaheim Marriott

Anaheim Marriott offers mobile or web 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)

## Transportation

Anaheim, California, welcomes millions of visitors every year. The Orange County city features *world-famous attractions* plus plenty of *dining, shopping, recreational* and *entertainment opportunities*. By staying at the Anaheim Marriott, ICAA's conference hotel, you'll not only be at the heart of the event but also of 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, the city's official destination organization, Visit Anaheim, publishes a guide each year to acquaint travelers with all the area offers. This 84-page publication highlights cultural events, eateries, leisure opportunities, shops, transportation services, maps, all things Disney®, and more. You can view the "Destination

Guide 2023” free online or request a print copy (continental US and Canada only) 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*

### 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 car rentals; 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 link to the app A-Way We Go, which allows riders to plan trips and buy passes using their smartphones. Also operated by ART, Free Rides Around the Neighborhood (FRAN) provides on-demand services within Anaheim's "CtrCity" area (including stops in the Anaheim Packing District) from 12 p.m. to 8 p.m. daily (see the website for details).

#### Learn more:

- *Anaheim Regional Transportation (ART):* <https://rideart.org/>

- *Free Rides Around the Neighborhood (FRAN):* <https://rideart.org/fran/>
- *Lyft:* [www.lyft.com/rider/cities/orange-county-ca](http://www.lyft.com/rider/cities/orange-county-ca)
- *Uber:* [www.uber.com/global/en/cities/orange-county/](http://www.uber.com/global/en/cities/orange-county/)

See Visit Anaheim's "Destination Guide" for information about local buses and car services.

## Where to dine

Visit The Market Café, Slice Pizzeria or nFuse Restaurant, Bar & Lounge if you want to eat at the Anaheim Marriott. Time constraints make on-property choices best for breakfast and lunch, with multiple options for dinner within walking distance 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 live 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. While the Marriott 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: 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

## **Q. Where is ICAA 2023 held?**

A. This year's ICAA Conference and Expo takes place October 31–November 2 at the Anaheim Marriot in Anaheim, California.

## **Q. Why attend ICAA's event?**

A. Connect, learn and recharge with 700+ individuals in the ICAA community through this learning experience and expo. Develop your team's knowledge with the latest information, research and innovations to build your wellness culture.

## **Q. What is included in the ICAA Conference fee?**

A. Your registration fee includes Main Stage sessions, educational seminars, handouts and entry to the Expo. Meals are not covered.

## **Q. Do I need to register for my session choices ahead of time?**

A. No. You may attend any educational seminar or Main Stage presentations without registering.

## **Q. How do I earn continuing education units for the sessions I attend?**

A. You can earn credits by signing up for the CEU program. To cover costs, there is a USD\$50 fee when you enroll by October 20, \$60 on-site.

## **Q. What will I find at the ICAA Expo?**

A. Discover new technologies, equipment and services to support multidimensional wellness from providers committed to meeting the industry's needs. Exhibitors are there to demonstrate products, respond to questions and build relationships with you.

## **Q. How do I become an ICAA member?**

A. You can join ICAA and save on your conference fee when you register. Learn about member benefits online ([www.icaa.cc/membership.htm](http://www.icaa.cc/membership.htm)) and fill out the optional membership section when you register at <https://icaaconference.icaa.cc/register.php>

## **Q. We're enrolling several people. How do we register?**

A. For a group discount, you must all register at the same time and make one

payment for the total fees. Visit <https://icaaconference.icaa.cc/register.php> to complete one online application form per person, then pay by PayPal. Alternatively, download a registration form to copy and complete for each person. Then fax all forms together to 604-708-4464 and note payment by check or credit card. Or, call toll-free 866-335-9777 to register by phone.

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

A. Yes. You can register online or by fax or phone, then call us later with your credit card information or mail a check. If payment does not arrive within 30 days, your registration will be cancelled. To pay by check after October 14, 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. Please use a description of your job if you don't have a formal title. For example, ex-

ecutive director, wellness director, personal trainer or administrator.

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

A. You'll receive email confirmation within one week of ICAA's receipt of your registration. Please contact us if you do not hear anything within an appropriate period.

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

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

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

A. The Anaheim Marriott offers many food choices. You may choose to bring healthy snacks or purchase items from a local store. Note: ICAA has no control over food options available on-site.

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

## **Cancellation and refund policies**

To cancel your registration and request a refund, you must submit a written request to [info@icaa.cc](mailto:info@icaa.cc). Cancellations will be processed as follows:

Date of receipt	
August 23, 2023	Full refund, less \$150 administrative fee
August 23–September 11, 2023	50% refund, less \$100 administrative fee
After September 11, 2023	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 September 11, 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 anything from us within two weeks, please contact us toll-free at 866-335-9777.





# Take the guess work out of wellness planning

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

In the “ICAA State of the Wellness Industry 2022” survey, 81% of respondents viewed wellness as a high or essential priority for their organization. With wellness now as a must-have for organizations that serve older adults, it’s essential to understand where you are presently and plan where you’re headed.

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**.

# Wellness expo

## Unlock a world of possibilities

### Anaheim Marriott's Marquis Ballroom

October 31 and November 1,  
2:00 p.m.–4:15 p.m.

Discover the latest in healthy aging innovations at the ICAA Expo 2023. It's the ultimate destination for organizations that want to stay ahead of the curve in older-adult wellness.

From technologies and equipment to products and services, exhibitors will showcase cutting-edge offerings that support living better longer. You can also take advantage of additional opportunities to experience exhibits this year.

ICAA invites you to visit:

- **The Innovations Center.** Discover the latest innovations being introduced to the active-aging market. With interactive demonstrations, hands-on explorations and expert-led discussions, the Innovations Center will equip you with tools and information to help enhance client experiences across the different wellness dimensions.

Whether you seek new ways to improve wellness lifestyles or want to know about new industry developments, come by the Innovations Center to learn about the most recent innovations and trends in the field.

## Guest passes

Entry to the ICAA Expo is included for ICAA Conference attendees. Free guest passes are also available if you want to visit only the exhibit hall for an afternoon. Select the Expo Only registration form to complete online at <https://icaaconference.icaa.cc/register.php>

- **The Movement Hub.** Explore the latest movement and fitness solutions, products and programs at the Movement Hub. Targeted to wellness, fitness, activities or therapy professionals focused on finding programs or products, the Hub will share a wealth of information to boost your knowledge about recent industry advancements and trends in this area. Check out the interactive demonstrations, hands-on experiences and expert-led discussions aimed at furnishing you with the information and tools to elevate your clients' movement.
- **The Experiential Lab.** This showcase will rotate cutting-edge technologies and innovative solutions to enhance your Expo experience. From virtual reality simulations to interactive demonstrations, the Experiential Lab will offer an immersive environment that enables you to dive fully into new technology-based products and services. Whether newcomer or industry veteran, you will expand your knowledge of the latest trends and advancements in wellness technology.

## Maximize the benefits

The ICAA Expo ranges across the dimensions to support wellness for all older adults. Take advantage of opportunities to:

- Meet in person with equipment manufacturers and providers of products, services and technologies to discuss your organization's needs and goals.
- Gain insights, experiences and solutions to advance your offerings and deepen your wellness culture.
- Connect and network with the wider ICAA conference community and local Expo-goers.

Enter the ICAA Expo to unlock a world of possibilities.

## Partial list of exhibitors

*Last updated: April 14, 2023*

1 Life Science	427
Accelerated Care Plus	135
Aegis Therapies	217
Alzheimer's Association	228
Birdsong	131
BLICK Art Materials	313
Blue Goji	311
BOSU	232
Calmoseptine, Inc.	426
Carefeed	133
Clarix Healthcare, Inc.	124
Eugeria	207
Eversound	424
Fit Minds	126
Helix Fitness, Inc.	317
HUR USA	219
iN2L + LifeLoop	323
InTouchLink	129
Keiser	211
Matrix Fitness	117
Medical Fitness Solutions	111
miha bodytec	316
NuStep, LLC	113
Reflexion	210
Rock Steady Boxing	328
Root in Nature	411
S3 Balance/SMARTfit	223
seca	425
Sensory One	229
SportsArt	123
StrongerU Senior Fitness, Inc.	413
Technogym	329
Toi Labs	122
Total Brain Health	325
TSOLife	128
TZMO USA, Inc.	412
Welbi	230
Wellness Space Brands	306
Zumba Fitness, LLC	431





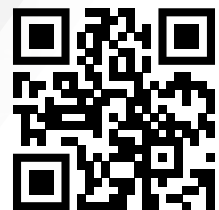




# BRING HEALTHY MOVEMENT TO LIFE //

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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