

INTERNATIONAL  
COUNCIL ON  
ACTIVE AGING



**ICAA VIRTUAL CONFERENCE, LEADERSHIP  
SUMMIT AND EXPO 2020**

**October 27–28 and  
November 5–6, 2020**

**Aging well: the great disruptor**

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August 31, 2020  
and SAVE \$100**

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# Introduction

## Welcome!

People ask me, “Why should I attend this year’s ICAA Virtual Conference, Leadership Summit and Expo?” Or more specifically, “Why should I invest my hard-earned money and time to participate in yet another conference?” Both good questions.

Attendees have developed knowledge, skills and networks at the International Council on Active Aging’s annual meeting since 2003. In 2020, ICAA’s Conference/Summit and Expo goes *live* online. Uniquely focused on older-adult wellness, this event is more than a learning experience—it’s a *call to action*.

### Optimize opportunities

New customers and changing expectations accompany a seismic shift in thinking driven by science, media and four generations of age 50+ adults who desire longer, better lives. Now COVID-19 has revealed that aging well helps people better respond to the disease and to the situation overall. Millions have taken note. The clear message to all: It is more vital than ever for people to age well.

As the pandemic disrupts life around the globe, our industry focuses on how to keep residents, members and staff safe, healthy and well. Yet, just as these last months have disrupted life and work, *a population committed to aging well will also disrupt*

*the status quo*. How will you engage these customers? How will you support their aging well?

This year’s ICAA Virtual Conference, Leadership Summit and Expo is a *must* to help you embrace and optimize the *new* opportunities of aging well.

Now is the time to plan and prepare. To build your culture of wellness and your team. And to connect, learn and recharge. ICAA’s online event will deliver valuable insights to help you develop or enhance your wellness culture and position your organization to support shifting expectations.

Join in a new way with the community that supports and inspires you at the ICAA Virtual Conference, Leadership Summit and Expo 2020. There’s no better time than today to maximize your wellness impact, both in-person and online.

Yours in health,



Colin Milner, CEO/Founder  
*International Council on Active Aging®*

## Why attend this virtual event?

- **Eliminate** the health and safety risks that COVID-19 presents to you and your team at a large in-person gathering, and to your clients, families, colleagues and communities upon your return.
  - **Hear** from pivotal thought-leaders and visionaries who will explore changing expectations.
  - **Discover** how the aging well trend will cause you to reimagine environments, programs and services, and staff knowledge and skills, both now and in the future.
  - **Examine** new approaches to marketing and products needed to thrive in the “next normal.”
  - **Expect** collaboration sessions, educational seminars, speaker chats, activities workshops, virtual networking, supplier meetings and *live* virtual exhibits.
  - **Choose** how you participate with your four day all-access pass: Attend live sessions or access content on-demand for 60 days post-event.
  - **Shape** your schedule to fit with work or personal commitments. The event
- takes place on four shorter days over two weeks to help you:
- protect your eye health and manage your energy
  - absorb information better and apply what you learn sooner
  - find time to set up connections with sponsors and conference colleagues
- **Build** your wellness culture and your team. Engage *more staff* across your organization for a similar investment to in-person attendance. (Benefit from adjusted fees; no travel, hotel or food expenses; and easy access from home/work spaces.)
  - **Rejuvenate** and reward your staff with an inspiring, supportive learning experience.
  - **Explore** a *live* expo with a difference. Check out products and services to support older-adult wellness. View virtual demonstrations. Ask exhibitors questions. Make purchasing decisions from the comfort and safety of your home/office.
- To learn how to benefit further from attending ICAA’s virtual event, view “Tips to maximize your ROI” on page 6. **Find out more and register at [www.icaa.cc](http://www.icaa.cc).**

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## An expo with a difference

Millions of older adults are seeking to lead longer, better lives, a seismic shift in thinking that creates new expectations. COVID-19 has only accelerated awareness of how vital it is to age well. How will you engage customers who turn to your organization for support?

*Explore solutions to help you promote aging well—and maximize these new opportunities—at the ICAA Virtual Expo 2020.*

ICAA's annual expo uniquely specializes in older-adult wellness. Check out products and services to fit your specific goals, needs and customers. View *live* virtual demonstrations. Question exhibitors. With your four day all-access pass to the ICAA Conference/Summit, you'll

discover technologies, equipment and services for multiple dimensions of wellness during live sessions each day.

Plus, take advantage of daily opportunities to consult with exhibitors one-on-one *at no charge*. The ICAA Virtual Expo will connect you with a community of service providers and equipment manufacturers devoted to aging well.

Enjoy “real world”-type interaction as you research trends, review what's new and decide which products to recommend or buy, all from the comfort and safety of your office or home.

**The ICAA Virtual Expo 2020 unfolds *live* online in Pacific Time at [www.icaa.cc](http://www.icaa.cc).**

### Enroll for CEUs

Gain continuing education units (CEUs), also called continuing education credits (CECs), at the ICAA Virtual Conference/Leadership Summit 2020. Sign up for the program for \$35. This fee covers costs charged by certifying agencies. For a list of these agencies, refer to the conference information at [www.icaa.cc](http://www.icaa.cc).



# Agenda at a glance

## Tuesday, October 27

7:00 a.m.–7:30 a.m.	Wake up with Wellness
7:45 a.m.–8:45 a.m.	Education session
9:00 a.m.–10:00 a.m.	<b>General Session</b>
10:00 a.m.–12:00 p.m.	Virtual Expo
12:00 p.m.–1:00 p.m.	Education session
1:15 p.m.–2:00 p.m.	Virtual networking and/or exclusive exhibitor consultations*

## Wednesday, October 28

7:00 a.m.–7:30 a.m.	Wake up with Wellness
7:45 a.m.–8:45 a.m.	Education session
9:00 a.m.–10:00 a.m.	<b>General Session</b>
10:00 a.m.–12:00 p.m.	Virtual Expo
12:00 p.m.–1:00 p.m.	Education session
1:15 p.m.–2:00 p.m.	Virtual networking and/or exclusive exhibitor consultations*

## Thursday, November 5

7:00 a.m.–7:30 a.m.	Wake up with Wellness
7:45 a.m.–8:45 a.m.	Education session
9:00 a.m.–10:00 a.m.	<b>General Session</b>
10:00 a.m.–12:00 p.m.	Virtual Expo
12:00 p.m.–1:00 p.m.	Education session
1:15 p.m.–2:00 p.m.	Virtual networking and/or exclusive exhibitor consultations*

## Friday, November 6

7:00 a.m.–7:30 a.m.	Wake up with Wellness
7:45 a.m.–8:45 a.m.	Education session
8:45 a.m.–9:45 p.m.	Virtual Expo
10:00 a.m.–11:00 a.m.	Education session
11:15 a.m.–12:00 p.m.	Exclusive exhibitor consultations*
12:00 p.m.–1:00 p.m.	Education session

**Scheduled times are provided in Pacific Time.**

\* Bring your blueprint or floor plan, product requirements and purchasing needs for *free one-on-one* consultations with industry experts.



# Tips to maximize your ROI

## 1. Audit your wellness culture

Optimize your organization's benefit—and return on investment—from ICAA's virtual event by working with your team to audit your wellness culture ahead of time. You could discover:

- what wellness environments, indoors and outdoors, will need to improve, evolve or shift
- what knowledge and skills will help staff meet customers' shifting expectations
- which products or services will support customers in aging well

## 2. Reflect on your organization's needs

What would a wellness audit's results mean for your organization? You might need to:

- rethink your response to an aging-well population
- create person-centered wellness approaches to all aspects of your environment and programs
- build and educate your wellness workforce across all departments
- implement "wellness in all policies" and "wellness for all" approaches

- reimagine your established and natural environments to support wellness
- implement and promote your new wellness model and strategy
- evaluate your wellness ROI
- create your wellness blueprint
- buy products that support multidimensional, person-centered approaches to wellness

## 3. Create your event action plan

Once you know your organization's specific needs, create an event action plan using this brochure. Consider which sessions will provide the knowledge, skills and solutions to address the areas you and your team identified. Also, ponder which products and services to explore at the ICAA Virtual Expo.

## 4. Register your staff and commit to growth

After you and your team register, ask them to commit to growth with what they will learn in order to help your organization successfully ride this wave of change.



# Registration

2020 ICAA Virtual Conference/ Summit	On or before August 31	After August 31
<b>ICAA members</b>		
1st registrant	\$249	\$349
2nd and 3rd registrants	\$199	\$299
4th and more registrants	\$109	\$209
<b>Nonmembers</b>		
1st registrant	\$319	\$419
2nd and 3rd registrants	\$269	\$369
4th and more registrants	\$149	\$249

*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 ICAA's Conference or Leadership Summit at the same time by or before August 31, 2020. Available to first-time members only, this offer cannot be combined with any others.

**Registration includes:** educational seminars • General Sessions • online handouts • entry to the virtual expo • **four day all-access pass to the ICAA Virtual Conference/ Summit.**

Your pass gives you access to all educational offerings—collaboration sessions, seminars, speaker chats, activities workshops—as well as *live* online networking, supplier meetings and virtual exhibits.

Additional fees are required for continuing education unit registration (\$35).

**Group discount:** To receive a group discount, you must register all attendees 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.

**Register today for the ICAA Virtual Conference, Leadership Summit and Expo 2020! Call toll-free 866-335-9777 (North America only) or 604-734-4466.** Or go to [www.icaa.cc/conferenceandevents/rates.htm](http://www.icaa.cc/conferenceandevents/rates.htm) to register online or download forms to complete and return via fax or mail.

*All conference details are subject to change.*

## ICAA's virtual event: Designed to work for you

- Attend on four shorter days spread over two weeks.
- Participate *live* on the day or access later on-demand.
- Customize your schedule to fit with commitments.

### *Benefits of shorter days*

- Protect your eye health.
- Manage your energy.
- Absorb information better.
- Apply what you learn sooner.
- Set up connections with sponsors and conference colleagues.

## Ask about group rates!

Register by  
August 31, 2020 and  
**SAVE \$100!**

**To register**  
Call toll-free 866-335-9777.  
Go to [www.icaa.cc](http://www.icaa.cc)



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Vancouver, BC, V6E 2S1  
Toll-free: 866-335-9777  
Tel: 604-734-4466  
[www.icaa.cc](http://www.icaa.cc)



# General Sessions



Dr. Ken  
Dychtwald



Michael López-  
Alegria



Mickey Beyer-  
Clausen



Colin Milner



Dr. Richard  
Carmona



Dr. Smith L.  
Johnston III



Dr. Steven  
Lockley

Introducing a lineup of headliners to inspire you. In 2020, the ICAA General Sessions feature a visionary thought-leader who gave us the “age wave,” an industry founder whose influential thinking promotes aging well, a leader in personalized health whose public health career informs his sense of purpose, and an accomplished quartet whose science-based efforts target an important contributor to health.

## The new age of aging: A holistic view of life's Third Age

### Ken Dychtwald

**Tuesday, October 27**  
**9:00 a.m. – 10:00 a.m. Pacific Time**

**Session:** This special briefing for International Council on Active Aging members will feature new, cutting-edge ideas and forecasts from Dr. Ken Dychtwald, Age Wave CEO, author of *What Retirees Want: A Holistic View of Life's Third Age*, and ICAA INSPIRE Award recipient for his lasting contributions to the active-aging industry and efforts to make a difference in the lives of older adults globally. Dychtwald will share compelling insights from Age Wave's just completed study, “The Four Pillars of the New Retirement.” Sponsored by Edward Jones, this groundbreaking survey of 9,000 people across North America examines the new hopes, fears and challenges of what it means to live longer today—including the impact of COVID-19 on people's dreams and plans. Key questions will

be explored and answered in this new presentation. *See page 22 for learning objectives.* CEUs

**Ken Dychtwald, PhD**, is widely regarded as North America's foremost visionary and original thinker regarding the lifestyle, marketing, healthcare and workforce implications of the age wave. Dr. Dychtwald is a psychologist, gerontologist and best-selling author of 18 books on aging and longevity-related issues, including *Age Wave: The Challenges and Opportunities of an Aging Society*. He has just completed two new books, *What Retirees Want: A Holistic View of Life's Third Age* and *The Sorcerer's Apprentice: Lessons from an Irregular Life*. Dychtwald was executive producer and host of the highly rated PBS documentary, *The Boomer Century: 1946–2046*. Since 1986, he has been founder and CEO of Age Wave, a firm created to guide companies and government groups in product/service development for Boomers and mature adults. In 2018 ICAA honored Dychtwald with the ICAA INSPIRE Award.

## Aging well: Navigating the “next normal”

### Colin Milner

**Thursday, November 5**  
**9:00 a.m. – 10:00 a.m. Pacific Time**

**Session:** The coronavirus (COVID-19) pandemic is challenging every aspect of our society. While we do not know what

our “next normal” will be, we *do* know that how we respond to this crisis today could help us move forward and prepare to navigate whatever “normal” becomes. If ever there was a time to focus on optimizing the health and wellness of residents, members and staff in all settings, it is now. To do so, we must redouble our efforts to provide supportive environments. Whether the goal is to build people's resilience and immune systems or to ensure they get the most out of life, whether in the real and/or virtual world, we must grapple with the question, What's next for aging well? Join ICAA's Colin Milner, founder, CEO and active-aging thought-leader, as he delves into areas such as technology, wellness, the built environment and outreach strategies in this stimulating session. *See page 34 for learning objectives.*

CEUs

**Colin Milner**, CEO of the International Council on Active Aging, is founder of the active-aging industry in North America and a leading authority on the health and well-being of the older adult. The World Economic Forum (WEF) has recognized Milner as one of the world's “most innovative and influential minds” on aging-related topics. An award-winning writer, Milner has authored more than 300 articles. He has been published in such journals as *Global Policy*, and the *Annual Review of Gerontology and Geriatrics*. He also contributed a chapter to the WEF book *Global Population Ageing: Peril or Promise?* Milner's efforts have inspired a broad spectrum of



groups to seek his counsel, including the World Health Organization, WEF's Global Agenda Council on Aging, US Department of Health and Human Services, and Canadian Special Senate Committee on Aging.

### **Circadian timing for optimal performance and health**

**Michael López-Alegría, Smith L. Johnston III, Steven Lockley, Mickey Beyer-Clausen & Richard Carmona (moderator)**

*Wednesday, October 28*

*9:00 a.m. – 10:00 a.m. Pacific Time*

**Session:** A major shift in performance and health is currently happening, and circadian science is at the center. This panel will discuss the importance of circadian science in our daily lives, and how disrupting our circadian clock can lead to reduced performance, compromised safety and weakened immune function. Doing the right thing at the right time is central to our health and well-being, and with the correct guidance, the timing of biology is something we all can manage. As a bonus, former NASA astronaut Michael López-Alegría will share a few incredible stories from his four space missions and 10 spacewalks where circadian science helped him get ready for rocket launches and space walks, and live on orbit on the International Space Station. *See page 28 for learning objectives.*



**Michael López-Alegría** has 40 years' experience with the United States Navy and NASA in roles that include naval aviator, engineering test pilot and program manager, NASA astronaut, and International Space Station commander. López-Alegría is former president of the Commercial Spaceflight Federation, where he was a spokesman, thought leader and advocate. Now an independent consultant, he serves on several advisory boards and committees of public and private organizations, including the Human Exploration and Operations Committee of the NASA Advisory Council. He chairs ASTM International's Committee on Commercial Spaceflight and is past president of the Association of Space Explorers.

**Smith L. Johnston III, MD, MS**, is chief medical officer and lead flight surgeon for Axiom Space. He is also special advisor to Timeshifter, a platform for circadian shift-

ing with a mission to solve large, previously unsolved problems caused by the circadian clock. A member of the associate clinical faculty at the University of Texas Medical Branch, Department of Preventive, Occupational and Environmental Medicine, Johnston has spent most of his career as a medical officer and flight surgeon for NASA Medical Operations Branch at NASA Johnson Space Center. In his last years at NASA, he led its Fatigue Management and Wellness, Human Performance, and Longevity Programs.

**Steven Lockley, PhD**, is a neuroscientist in the Division of Sleep and Circadian Disorders, Brigham and Women's Hospital, and an associate professor of medicine in the Division of Sleep Medicine, Harvard Medical School. Dr. Lockley is also a professor and VC Fellow at the United Kingdom's University of Surrey, Sleep Research Cen-

tre, and an affiliated faculty at the Center for Health and the Global Environment, Harvard School of Public Health. With more than 25 years of research experience in circadian rhythm and sleep, he is a specialist in ways to reset the circadian clock, particularly the role of light and melatonin.

**Mickey Beyer-Clausen** is a Danish-born, New York-based serial entrepreneur. In the 1990s, Beyer-Clausen was one of the first to launch Internet businesses, and since 2008, he has pioneered the use of mobile applications to improve people's lives. Currently, he is the cofounder and CEO of Timeshifter. In June 2018, this company launched its first product—a jet lag app. In July 2020, Timeshifter announced its plan to launch a new app for shift workers. Before Timeshifter, Beyer-Clausen cofounded and served as CEO at Mental Workout, which pioneered a new category of mental performance apps, including mindfulness and sleep apps.

**Richard Carmona** (moderator), MD, MPH, FACS, had a distinguished career in public health, serving as 17<sup>th</sup> Surgeon General of the United States. His interest in public health stemmed from the realization that most of his patients' illnesses and injuries were preventable. Today, Dr. Carmona serves as chief of health innovations for Canyon Ranch, a global leader in the wellness movement. He is a distinguished professor, Zuckerman College of Public Health, University of Arizona.

# Session guide

## HOW TO USE SESSION INFORMATION

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

### Session pages

Key to tracks

Day

Time

Session title

Continuing education units

Presenter names

Learning objectives

Session track icon



### Content

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

# Tracks

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

*"The conference is very well organized and has a wide range of topics and presenters. It is a value to all who attend. The value of learning, the opportunity to network and the reality of taking back the concepts is precious."*

**Luanne Whitmarsh**

*Owner, Consultant on Aging*



## 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.



## EMPLOYEE WELLNESS

Integrating employees into current program or launching a new initiative. Techniques for motivating attendance and tracking results.



## LEADERSHIP & MANAGEMENT

Topics include business and department management (assessment, planning, budget, delivery), partnerships, and leadership of staff and of the organization's wellness culture. Based on the ICAA Competencies for Wellness Leaders available at this link: [www.icaa.cc/careercenter/ICAA-Competencies-for-wellness-managers-career.html](http://www.icaa.cc/careercenter/ICAA-Competencies-for-wellness-managers-career.html).



## 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, outcomes tracking and refinement.



## RESEARCH

Research findings with practical application to the work in a wellness dimension or a business process.



## TECHNOLOGY

Hardware and software that provides utility for staff in multiple areas, enables communication for older adults or helps 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 meet a particular need, share a best practice and provide vision for future developments.



## WELLNESS FOR HEALTH

Coordination between therapists and wellness staff; how fitness, activities and programs benefit people with a chronic health condition or physical or cognitive impairment.

# ICAA Conference/Leadership Summit 2020 seminars at a glance

Tuesday, October 27

7:00 a.m.–7:30 a.m.	<b>Wake up with Wellness</b>	<b>Wake up with Wellness</b>	<b>Wake up with Wellness</b>	<b>Wake up with Wellness</b>	
7:45 a.m.–8:45 a.m.	Building skills in memory care for improved care and outcomes <i>AJ Cipperly</i> 	Music for All: Promoting wellness through community music-making <i>Mary Knysb</i> 	Inspire programs with four dimensions to grow a wellness culture <i>Theresa Perry, Andrea Powell &amp; Kimberly Huff</i> 	Environmental wellness, sustainable happiness and the MOGO principle <i>Margie Pacher</i> 	What is artificial intelligence and how does it impact senior living today? <i>David Sawyer</i> 
9:00 a.m.–10:00 a.m.	<b>ICAA GENERAL SESSION</b> “The new age of aging: A holistic view of life’s Third Age” <i>Dr. Ken Dychtwald</i>				
10:00 a.m.–12:00 p.m.	<b>ICAA VIRTUAL EXPO</b>				
12:00 p.m.–1:00 p.m.		Boost your programming from silo shows to community-wide performances <i>Peggy Buchanan, Jennifer Leggett &amp; Dani Tervo-Shiffman</i> 	<b>LEADERSHIP SUMMIT</b> Strategic steps to ensure wellness succeeds while redefining aging <i>Kelly Stranburg &amp; Verna Chisman</i> 	<b>LEADERSHIP SUMMIT</b> Living Well, Aging Well: A senior center model of integrating well-being <i>Sue Horst, Crystal Booth &amp; Jill Spezzano</i> 	Disrupting ageist nutrition advice to live well and age well <i>Ngairé Hobbins</i> 
1:15 p.m.–2:00 p.m.	<b>VIRTUAL NETWORKING AND/OR EXCLUSIVE EXHIBITOR CONSULTATIONS*</b>				









*This schedule is subject to change. The above times are stated in Pacific Time.*

\* Bring your blueprint or floor plan, product requirements and purchasing needs for **free one-on-one consultations** with industry experts.

## Tracks

- |   |  |   |
|---|--|---|
|  <b>Cognitive &amp; emotional health:</b> programs, activities, methods to support these dimensions      |  <b>Physical activity:</b> exercise, recreational activity, balance, how to plan and deliver activities |  <b>Technology:</b> hardware and software, social media, multimedia, current technology trends |
|  <b>Employee wellness:</b> integrating employees, launching initiatives, motivation and tracking results |  <b>Programming:</b> multidimensional calendars, single programs, development, content                  |  <b>Trends &amp; innovations:</b> innovations in the field, technologies, “big picture” topics |
|  <b>Leadership &amp; management:</b> partnerships, management, leadership of staff/wellness culture      |  <b>Research:</b> findings with practical application for wellness dimensions or business process       |  <b>Wellness for health:</b> therapists/wellness staff coordination, program benefits          |



<p>Dying well—Good grief. Let's talk about it</p> <p><i>Diane Doster &amp; Stephanie Ludwig</i></p> 		<p>The 12-minute solution: Four fast-paced presentations <i>TBA</i></p>	<p>Simplified tai chi for your less mobile residents</p> <p><i>Dianne Bailey &amp; Jim Bailey</i></p> 	<p>Great regressions: Sometimes you have to take a step back to move forward</p> <p><i>Libby Norris &amp; Ruth Parliament</i></p> 	
<p>How music and technology are elevating cognitive care</p> <p><i>Andrew Tubman</i></p> 	<p>Wellness university: Training your staff for wellness success</p> <p><i>Brittany Austin &amp; Morgan Monroe</i></p> 	<p>The 12-minute solution: Four fast-paced presentations <i>TBA</i></p>	<p>STOTT PILATES® Armchair Pilates® Plus</p> <p><i>Laureen DuBeau</i></p> 	<p>Introducing high-intensity training to older adults</p> <p><i>Matthew Barresi, Richard Cormack &amp; Brittany Wisinski</i></p> 	<p>Exercise for brain health</p> <p><i>Jackie Russell &amp; David Zid</i></p> 






*"The ICAA Conference gives you a bang for your bucks. Even though I attend every year, it continues to exceed expectations. I leave energized, and full of new ideas to breathe life into my programs."*

**Oris Martin**

*Fitness Director, ACTS Retirement-Life Communities*



# ICAA Conference/Leadership Summit 2020 seminars at a glance

Wednesday, October 28

7:00 a.m.–7:30 a.m.	Wake up with Wellness	Wake up with Wellness	Wake up with Wellness	Wake up with Wellness	
7:45 a.m.–8:45 a.m.	<p>Laughter matters: A comedian's tools for creating connection through shared laughter</p> <p><i>Dani Klein Modisett</i></p> 		<p><b>LEADERSHIP SUMMIT</b> PANEL The next frontier: Harnessing data through PropTech, InnovAging technology and DigiHealth <i>Richard Winkler, Nick van Terheyden &amp; Gracyn Robinson (moderator)</i></p> 	<p><b>LEADERSHIP SUMMIT</b> Reaching the masses: Developing wellness programming across multiple service lines</p> <p><i>Stacey Judge &amp; Cynthia Green</i></p> 	<p>Thanks for the memory: Strategy training for older adults</p> <p><i>Linda Sasser</i></p> 
9:00 a.m.–10:00 a.m.	<p><b>ICAA GENERAL SESSION</b> “Circadian timing for optimal performance and health” <i>Michael López-Alegría, Smith L. Johnston III, Steven Lockley, Mickey Beyer-Clausen &amp; Richard Carmona (moderator)</i></p>				
10:00 a.m.–12:00 p.m.	<p><b>ICAA VIRTUAL EXPO</b></p>				
12:00 p.m.–1:00 p.m.	<p>Transforming aging through the power of reading</p> <p><i>Susan Ostrowski</i></p> 	<p>Why increasing happiness should be part of every program</p> <p><i>Shirley Archer</i></p> 	<p><b>LEADERSHIP SUMMIT</b> How fitness and wellness are transforming the senior center industry <i>Douglas Gallow Jr. &amp; Ellen Gallow</i></p> 	<p>Active-aging nutrition insights</p> <p><i>Tricia Silverman</i></p> 	<p>Are you an asset or liability in your organization?</p> <p><i>Karen Woodard</i></p> 
1:15 p.m.–2:00 p.m.	<p><b>VIRTUAL NETWORKING AND/OR EXCLUSIVE EXHIBITOR CONSULTATIONS*</b></p>				

*This schedule is subject to change. The above times are stated in Pacific Time.*

\* Bring your blueprint or floor plan, product requirements and purchasing needs for *free one-on-one consultations* with industry experts.

<p>ArtSage arts alliance: Opportunity, growth and meaningful multigenerational arts programming</p> <p><i>Monica McAfee, Jamisyn Becker &amp; William Riddle</i></p> 	<p>Leveraging artificial intelligence in wellness: The science of happiness</p> <p><i>Mayank Mishra</i></p> 	<p>The 12-minute solution: Four fast-paced presentations <i>TBA</i></p>	<p>Chair to standing progressions for older-adult group exercise classes</p> <p><i>Cindy Kozacek</i></p> 	<p>Evaluation evolution</p> <p><i>Chris Ratay</i></p> 	<p>Active aging: Physical, cognitive and social effects of pole walking</p> <p><i>John Hudec &amp; Mandy Shintani</i></p> 
<p>Gamify your wellness programs to boost engagement and results</p> <p><i>Sarah Robertson, Stephen Brown &amp; Bailey Turpin</i></p> 	<p>Work with what you've got: Providing wellness in small spaces</p> <p><i>Brittany Austin</i></p> 	<p>The 12-minute solution: Four fast-paced presentations <i>TBA</i></p>	<p>Moving with purpose: Strategies for creating balance</p> <p><i>Sharlyn Green &amp; Rebecca McCarthy</i></p> 	<p>Mend my back: Lifestyle foundations</p> <p><i>Laura Warf</i></p> 	











*"After leaving [the ICAA Conference], I returned to work feeling ready to implement new ideas and revamp existing programs. ICAA is a great way to network, rejuvenate and return to work with my residents in mind."*

**Chelsea Blanding**

*Fitness Director, Acts Plantation Estates*

# ICAA Conference/Leadership Summit 2020 seminars at a glance




Thursday, November 5





7:00 a.m.–7:30 a.m.	Wake up with Wellness	Wake up with Wellness	Wake up with Wellness	Wake up with Wellness	
7:45 a.m.–8:45 a.m.	<p>MIND Your Health: A new approach to fitness and wellness</p> <p><i>Chelsea Blanding &amp; Kimberly Huff</i></p> 	<p>Putting the sexy in senior center: Creating daring and innovative programming</p> <p><i>Nicolette Hume</i></p> 	<p>Everyone deserves to live well: Delivering wellness in dementia care</p> <p><i>Cynthia Green, Stacey Judge &amp; Nancy Anzelmo</i></p> 	<p>Get physically fit anytime and anywhere with “Fit in Fitness”</p> <p><i>Lisa Kiely</i></p> 	<p>Aging with growth, wisdom, knowledge: Two programs build community</p> <p><i>Janet Hollander</i></p> 
9:00 a.m.–10:00 a.m.	<b>ICAA GENERAL SESSION</b> “Aging well: Navigating the ‘next normal’” <i>Colin Milner</i>				
10:00 a.m.–12:00 p.m.	<b>ICAA VIRTUAL EXPO</b>				
12:00 p.m.–1:00 p.m.	<p>Mindfulness and meditation: Research to practice</p> <p><i>Terry Eckmann</i></p> 	<p>Using emotional intelligence to deal with difficult people</p> <p><i>Linda Sasser</i></p> 	<p><b>LEADERSHIP SUMMIT</b>            Preparing residents to live “in community.” Managing emotional residue</p> <p><i>Kay Van Norman</i></p> 	<p><b>LEADERSHIP SUMMIT</b>            Learned secrets around a resident engagement software RFP process</p> <p><i>Sara Kyle &amp; Mary Miller</i></p> 	<p>Creative Storytelling for all ages</p> <p><i>Jennifer Rawlings</i></p> 
1:15 p.m.–2:00 p.m.	<b>VIRTUAL NETWORKING AND/OR EXCLUSIVE EXHIBITOR CONSULTATIONS</b>				

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	<p>Bands, balls and barre. Oh, my!</p> <p><i>Jackie Halbin</i></p> 	<p>The 12-minute solution: Four fast-paced presentations <i>TBA</i></p>	<p>Conductorcise, music, motion and joy: The great disruptor</p> <p><i>David Dworkin</i></p> 	<p>Baselines, basics and benchmarks: Think and train so you can!</p> <p><i>Pat VanGalen</i></p> 	















<p>Simple environmental design solutions to support sleep for healthy aging <i>Regina Vaicekonyte &amp; Carolyn Swope</i></p> 	<p>How to successfully design your group fitness sessions</p> <p><i>Cindy Kozacek</i></p> 	<p>The 12-minute solution: Four fast-paced presentations <i>TBA</i></p>	<p>Plyometric exercises: Not just for athletes, but older adults too</p> <p><i>Aaron Aslakson</i></p> 	<p>Alive with Music: Community music outreach program</p> <p><i>Mary Knysb</i></p> 	
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*"The ICAA Conference and Expo created terrific opportunities to connect with other professionals in the active-aging industry as well as learn some new skills. A worthwhile use of my (and my team's) time."*

**Mark S. Andrew**  
*Senior Vice President, Tapestry*

# ICAA Conference/Leadership Summit 2020 seminars at a glance

Friday, November 6

7:00 a.m.–7:30 a.m.	Wake up with Wellness	Wake up with Wellness	Wake up with Wellness	Wake up with Wellness	
7:45 a.m.–8:45 a.m.		Healthy aging and positive youth development via housing-based intergenerational programming <i>Taryn Patterson, John McDonald &amp; Cinnamon Ademolu</i> 	Effectively measure engagement outcomes in assisted living, skilled nursing and memory care <i>Jill McKenrick &amp; Charles de Vilmorin</i> 	Heartfulness: A pathway to ultimate wellness <i>Laura Warf</i> 	Get up to reduce falls, boost immunity and revenue <i>Colin Hoobler</i> 
8:45 a.m.–9:45 a.m.	ICAA VIRTUAL EXPO				
10:00 a.m.–11:00 a.m.	Life hacks for living well <i>Terry Eckmann</i> 	Indoors or out: Nurturing nature connections to boost health and well-being <i>Shirley Archer</i> 	<b>LEADERSHIP SUMMIT</b> Are you harnessing the collective genius in your organization? <i>Karen Woodard</i> 	Getting plugged in: Using technology to build wellness engagement <i>Laura Spicer &amp; Alison Snook</i> 	Nutrition and sleep: Fascinating connections for the active-ager <i>Tricia Silverman</i> 
11:15 a.m.–12:00 p.m.	EXCLUSIVE EXHIBITOR CONSULTATIONS				
12:00 p.m.–1:00 p.m.	PANEL Advancing wellness during a pandemic <i>Robert Sorenson, Monica McAfee, Sarah Matyko, Annie Shaffer &amp; Shannon Radford</i> 	Adventures in wellness: A creative and experimental approach to programming <i>Taryn Young &amp; Melissa Markey</i> 	<b>LEADERSHIP SUMMIT</b> PANEL The future reality of senior living and care communities in a post-pandemic society <i>Thomas Levi, Rosalyn Cama &amp; Gracyn Robinson (moderator)</i> 	What's your purpose? The new frontier for achieving wellness <i>Lidia Conci</i> 	Using artificial intelligence to improve exercise/balance outcomes <i>Mellany Hanson</i> 

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\* Bring your blueprint or floor plan, product requirements and purchasing needs for **free one-on-one consultations** with industry experts.

	<p>Masters in motion: Training “the buckets” so you can!</p> <p><i>Pat VanGalen</i></p> 	<p>The 12-minute solution: Four fast presentations</p> <p><i>TBA</i></p>	<p>Aging mindfully: Creating mindful moments</p> <p><i>Sharlyn Green</i></p> 	<p>Effective floor yoga class design for older adults</p> <p><i>Allissa Raway</i></p> 	
	<p>Grey power: Progressive functional training using rhythm formula-based systems</p> <p><i>Libby Norris &amp; Ruth Parliament</i></p> 	<p>The 12-minute solution: Four fast presentations</p> <p><i>TBA</i></p>	<p>Add six to your fitness mix: Blending cognition and exercise</p> <p><i>Kim Eichinger &amp; Renee Harlow</i></p> 	<p>STOTT PILATES® Armchair Pilates® with Handweights</p> <p><i>Laureen DuBeau</i></p> 	
	<p>Line dancing: Young and old</p> <p><i>June Kittay</i></p> 	<p>The 12-minute solution: Four fast presentations</p> <p><i>TBA</i></p>	<p>Energizing chair yoga for older adults</p> <p><i>Allissa Raway</i></p> 	<p>Disrupt functional decline with effective high-intensity training</p> <p><i>Donna Diedrich, Christine Herziger &amp; Bailey Turpin</i></p> 	

*“This was my first time attending the ICAA Conference. I am very glad I attended. . . . There were so many great sessions and speakers. If you’re a fitness or wellness professional working with active-agers, I highly recommend this conference.”*

**Leah Wagner, MS**

*Wellness Director, Westminster Village*

# Tuesday sessions: October 27

## Tracks



### Cognitive & emotional health:

programs, activities, methods to support these dimensions



**Employee wellness:** integrating employees, launching initiatives, motivation and tracking results



### Leadership & management:

partnerships, management, leadership of staff/wellness culture



**Physical activity:** exercise, recreational activity, balance, how to plan and deliver activities



**Programming:** multidimensional calendars, single programs, development, content



**Research:** findings with practical application for wellness dimensions or business process



**Technology:** hardware and software, social media, multimedia, current technology trends



**Trends & innovations:** innovations in the field, technologies, “big picture” topics



**Wellness for health:** therapists wellness staff coordination, program benefits

7:00 a.m.–7:30 a.m.

## WAKE UP WITH WELLNESS

Prepare yourself for the day with an energizing session of interactive activities (physical, cognitive, spiritual).

7:45 a.m.–8:45 a.m.

## Building skills in memory care for improved care and outcomes

**AJ Cipperly**

Focus on Teepa Snow’s approach to care philosophy and care partnering techniques in this interactive session. Delve into skills to help you shift from “dealing with behaviors” to creating a positive, caring environment for those living with cognitive impairments. Develop observational skills to recognize signals of “unmet needs and growing distress,” and cultivate hands-on skills to respond in a way that reduces anxiety.

### You’ll be able to:

- Describe the five sensory input and processing systems, highlighting the dominant role of vision, and the major differences between protective and discriminating sensation in each.
- Demonstrate the Positive Physical Approach (PPA) and Hand Under Hand (HUH) care partnering techniques in everyday situations.
- Describe effective combinations of multimodal helping techniques, emphasizing use of preserved abilities.

**Faculty:** AJ Cipperly, BS, MEd, National Memory Care Director, Eclipse/Elmcroft Senior Living.



| CEUs

## Music for All: Promoting wellness through community music-making

**Mary Knysh**

Music for All is a participatory program that promotes music-making as a means to enhance social, emotional, cognitive and physical wellness. This program builds community, connection and communication through interactive musical creation. Learn the key components of music for wellness programs and explore ways to lead engaging, fun and accessible activities designed for older adults and intergenerational groups in healthcare, assisted living and community settings. This interactive session will feature music-making with body percussion, instruments and voice. No prior musical experience necessary.

### You’ll be able to:

- Lead simple breath, voice and movement icebreakers designed to establish basic rhythmic skills, initiate trust and improve the group’s focus, concentration and relaxation.
- Facilitate and/or lead three music activities that support the five core elements of wellness: a sense of identity, belonging, value, purpose and joy activities.
- Apply the six primary facilitator cues to lead improvisational rhythmic activities designed to promote nonverbal communication, adaptability, increased self-ex-

pression and group connection with clients, groups and communities.

**Faculty:** Mary Knysh, Founder, Rhythmic Connections; Program Director, Music for People; professional musician and international author.



| CEUs

## Inspire programs with four dimensions to grow a wellness culture

**Theresa Perry, Andrea Powell & Kimberly Huff**

Two proven programs bring to life the wellness culture of Acts Retirement-Life Communities. Residents from all levels of living take part in a monthly, two-day event preparing and serving a meal at a soup kitchen through “A Servant Heart,” a spiritual and vocational wellness program. Discover how this program was created, piloted and shared, and leave with a how-to manual. To engage social and intellectual dimensions, Wellness Chats have been led by in-house staff monthly in all communities over the past three years. Learn how chats are created, shared and presented plus modified with personal touches.

### You’ll be able to:

- Explain how vocational and spiritual wellness can provide a sense of purpose for residents.
- Organize an intellectual program that utilizes multidisciplinary collaboration.
- Implement procedures for using available resources to effectively present a community-wide or companywide program of Wellness Chats.



**Faculty:** Theresa Perry, BS, MBA, RD, Corporate Director of Wellness, Andrea Powell, Life Engagement Director, and Kimberly Huff, Director of Fitness and Wellness, Acts Retirement-Life Communities.



## Environmental wellness, sustainable happiness and the MOGO principle

**Margie Pacher**

Research links individual well-being to the well-being of other people, all species and the environment—which has been defined as sustainable happiness. The MOGO (most good least harm) principle is a tool to share environmental topics in a creative, informed way. It can build residents' reverence for nature and motivate them to explore environmental concepts, develop solutions and take purpose-driven daily actions. Learn research on sustainable happiness, participate in an activity exploring an environmental issue, explore how to use MOGO in lesson planning, develop an action plan to present environmental wellness topics and promote ecologically responsible behaviors in independent living.

**You'll be able to:**

- Discuss environmental wellness, sustainable happiness and the link between individual well-being and the well-being of other people, all species and the environment.
- Apply the MOGO (most good least harm) principle to lesson plans.

- Develop an action plan for presenting environmental wellness topics and promoting more ecologically responsible behaviors within independent living communities.

**Faculty:** Margie Pacher, MEd, Regional Wellness Coordinator, RehabCare.



## What is artificial intelligence and how does it impact senior living today?

**David Sawyer**

Some of the biggest industry challenges are being solved with predictive technology like artificial intelligence (AI) and automation tools. Learn how to use AI tools to determine which prospects to focus on, why a prospect chose your community over others, and which workflows and tools will provide the most value to staff members. Also learn the definition of AI and how AI helps communities and organizations operate more effectively. Examine the differences between automation, data mining, predictive analytics and business intelligence and explore how they are being leveraged in senior living.

**You'll be able to:**

- See how real-time data can produce real results in reshaping and improving the resident experience and create better bonds and stronger connections within the community.
- Demonstrate to sales and marketing teams how AI tools can narrow their searches to the prospects with the highest potential of moving in.



- Recognize what technology exists to make strategic, key business decisions.

**Faculty:** David Sawyer, Founder and CEO, TSOLife.



## Dying Well—Good grief. Let's talk about it

**Diane Doster & Stephanie Ludwig**

Conversations about death are often taboo. Yet people die and more grieve, often under suboptimal conditions. What if we embraced the reality that no one is here forever? What if we invited healthy conversation and considerations for a beautiful exit strategy? What is the wellness department's role in supporting emotional and physical well-being as it relates to grief and loss? As quoted in the Global Wellness Summit's "2019 Global Wellness Trends," "Everything around dying is getting radically rethought," from making the experience more humane, to mourning and funerals being reimagined, to people exploring death as part of a mentally healthy

life. Finally, a "better death" is becoming integral to a "well life."

**You'll be able to:**

- Review global trends and statistics around the "death positive" movement.
- Explore potential programmatic solutions for Dying Well and grief support.
- Take away best practices for both dying well and grief support.

**Faculty:** Diane Doster, MS, Founder and Chief Relevance Officer, Project Relevance, and Cochair, Global Wellness Institute's Dying Well Initiative; and Stephanie Ludwig, MDiv, MA, PhD, Resorts Director of Spirituality, Canyon Ranch.



## The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.

# Tuesday sessions: October 27

## Simplified tai chi for your less mobile residents

**Dianne Bailey & Jim Bailey**

A tai chi class is wonderful to include in fitness programming as it improves balance, reduces stress, challenges the brain's executive functioning and provides a social experience for participants. Some older adults may be intimidated by tai chi, however, especially if they have to stand for long periods of time. Learn how to utilize a simple form of tai chi to make this gentle form of exercise accessible to people of all activity levels. Explore seated modifications for this form so those with limited mobility can participate.

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

- Discuss the history and purpose of tai chi.
- Describe the underlying principles that drive the benefits of tai chi.
- Recall the simplified eight-movement form with seated modifications.

**Faculty:** Dianne Bailey, BBA, CSCS, Creator, and Jim Bailey, BS, MA, Instructor, Open the Door to Tai Chi.



| CEUs

## Great regressions: Sometimes you have to take a step back to move forward

**Libby Norris & Ruth Parliament**

Review foundations, including the continuum of movement progression, along with the evolving demographics of current and potential members and participants. Program design is based upon foundation movement patterns that support daily living, including

pushing and pulling, rising and lowering, and rotation and locomotion. Review common core exercises and explore how to step back and move forward with modifications and progressions one layer at a time.

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

- Provide an inclusive group exercise experience that modifies exercises to address individual needs based on mobility, stability, balance and strength.
- Plan progressive programs that offer variety and fun, support activities of daily living and improve postural and structural integrity.
- Add exercise options for the broadest ranges of participants in a group exercise setting.

**Faculty:** Libby Norris, BA, Fitness Manager, City of Mississauga; and Ruth Parliament, BSc, MA, Faculty, American School of Tangier.



| CEUs

9:00 a.m.–10:00 a.m.

## ICAA GENERAL SESSION

### The new age of aging: A holistic view of life's Third Age

**Ken Dychtwald**

This special briefing for International Council on Active Aging members will feature new, cutting-edge ideas and forecasts from Dr. Ken Dychtwald, Age Wave CEO, author of *What Retirees Want: A Holistic View of Life's Third Age*, and ICAA INSPIRE Award recipient for his lifelong

contributions to the active-aging industry and efforts to make a difference in the lives of older adults. Dychtwald will share compelling insights from Age Wave's just completed study, "The Four Pillars of the New Retirement." Sponsored by Edward Jones, this groundbreaking survey of 9,000 people across North America examines the new hopes, fears and challenges of what it means to live longer today—including the impact of COVID-19 on people's dreams and plans. Key questions will be explored and answered in this new presentation.

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

- Explain how the timing and purpose of retirement are being redefined as a result of the age wave and in the wake of COVID-19.
- Articulate the new COVID-19-activated worries, hopes and realities of today's pre-retirees and retirees regarding work, family, purpose, health, finances and success. Recall key lessons from this study that can be applied to senior living and housing.
- Discuss how much control retirees feel over their health and well-being, what stands in the way of people improving their wellness, what role family plays in living well in retirement and what the role of "community" is, plus what "financial peace of mind" means to different groups of aging Americans and how hopeful people feel about achieving it. Also explore from which relationships or activities retirees get the greatest sense of meaning, purpose and fulfillment.

**Faculty:** Ken Dychtwald, PhD, Founder and CEO, Age Wave; psychologist, gerontologist, best-selling author, and 2018 ICAA INSPIRE Award recipient.  
CEUs

10:00 a.m.–12:00 p.m.

## ICAA VIRTUAL EXPO

Discover new technologies, equipment and services to support multidimensional wellness from providers committed to meeting the industry's needs. View demonstrations and ask exhibitors questions in this *live* virtual session. Enjoy "real world"-type interaction and make purchasing decisions from the comfort and safety of your home or office.

12:00 p.m.–1:00 p.m.

## Boost your programming from silo shows to community-wide performances

**Peggy Buchanan, Jennifer Leggett & Dani Tervo-Shiffman**

Explore ways to develop campus-wide life enrichment programming that combats the disconnection and "silo-ing" that often exists between levels of care. Receive a blueprint to create "play with age" activities. Be inspired to add more variety, interest and energy to *create* "happenings." Explore how to spark more resident-driven events and upcycling traditional programs. Reshape life-enrichment programming and ensure activities stay popular, playful and progressive. Discover



how to put residents “back to work” by adding relevance to community living and integrating wellness dimensions. This presentation will enlighten, engage and entertain those seeking new ideas for lifestyle programming while using outcomes for promotion.

**You'll be able to:**

- Determine the building blocks to create collaborative programming across the continuum of care.
- Create a strategy to change the organizational mindset, allowing a paradigm shift for inclusive programming.
- Assemble a toolkit of ideas to support “cross care” programming.

**Faculty:** Peggy Buchanan, MA, Founder, ProActive Aging; Innovative WELLth Management; and Jennifer Leggett, Resident Life Director, and Dani Tervo-Shiffman, BA, MS, Campus Wellness Coordinator, Covenant Living at Samarkand.



| CEUs

## LEADERSHIP SUMMIT

### Strategic steps to ensure wellness succeeds while redefining aging

**Kelly Stranburg & Verna Chisman**

Learn from personal experiences of two industry veterans about how to ensure your wellness program's success. Discuss prioritizing wellness within your organizational chart, recategorizing and relabeling types of programming, identifying opportunities to maximize benefits of resident-managed programs, and building relationships with residents and staff that support wellness initiatives. Explore the value of objective-based

committees and how best to establish them. Participate in a breakout exercise to discuss the idea of redefining aging and how this effort directly impacts wellness programming and initiatives. Share ideas about the need to develop a vocabulary indicative of Boomers while embracing whole-person wellness.

**You'll be able to:**

- Share the ROI of implementing innovative wellness programs to leadership personnel to cultivate full support of the initiative and complete understanding of why wellness programming is critical.
- Use a metric-based tool to assess and determine ongoing success of wellness programming in order to review effectiveness and make adjustments to meet goals and objectives.
- Develop new and thoughtful language for the meaning of “wellness” in our evolving industry. Redefining aging!

**Faculty:** Kelly Stranburg, MS, CEP, CSCS, Wellness Director, Mather; and Verna Chisman, BBA, President, Allure and Wellness Management Services.



| CEUs

## LEADERSHIP SUMMIT

### Living Well, Aging Well: A senior center model of integrating well-being

**Sue Horst, Crystal Booth & Jill Spezzano**

Experience an innovative, replicable model of integrated service used by the San Francisco Senior Center, the oldest nonprofit senior center in the United States. Learn how to use a center's resources to cultivate a person-



tered approach and hear how communities of caring thrive using these techniques, even in at-risk, diverse settings. See how professionally developed data tools, outcome measures and evaluation procedures validate the role centers play in helping participants age well and in place. Discover how staff and volunteers used focus groups and participant feedback to develop the Living Well, Aging Well model.

**You'll be able to:**

- Change from a center with classes and programs to an intentional community supporting personal multidimensional growth and well-being for older adults.
- Utilize data and measurement tools to support your work and seek new partners and new funding.
- Explore current research literature regarding self-determined well-being.

**Faculty:** Sue Horst, MS, Director, Crystal Booth, MA, Supervisor—Downtown Center, and Jill Spezzano, BSW, Social Services Director—Aquatic Park Branch, San Francisco Senior Center, a Community Service of Sequoia Living.



| CEUs

### Disrupting ageist nutrition advice to live well and age well

**Ngaire Hobbins**

Nutrition needs must form the cornerstone of programs designed to boost activity and advance wellness, independence and capacity. Much popular or public health nutrition advice is ageist—appropriate for younger adults but potentially unhelpful or even damaging for older adults. In particular, the protein requirement for adults over 70 is at

# Tuesday sessions: October 27

least 20% higher than for 50-year-olds. And weight loss, even in overweight adults, can have potentially catastrophic consequences due to loss of lean body mass and the impacts on immune capability, wound repair, cognition and physical ability. Learn about older adults' unique nutrition needs. Take away practical, age-appropriate strategies to maximize physical and mental function in older people.

## *You'll be able to:*

- Recognize where popular health and eating advice may not be appropriate for older people.
- Discuss the basics of older adults' unique nutrition needs.
- Offer some basic, sensible eating advice to older clients to ensure they get the most from their physical activity as they age.

**Faculty:** Ngairé Hobbins, APD, BSc, Dip. Nutrition and Diet, aged care consultant, and dietitian in aging and brain health.



| CEUs

## How music and technology are elevating cognitive care

### Andrew Tubman

Go on a musical journey that will reveal the science and business behind active music-making and how it can help providers meet the needs of a wide variety of residents, including those with dementia, Parkinson's disease and low vision. Learn how music and technology can elevate purposeful programming while providing better outcomes for residents, marketing opportunities, brand differentiation, and resident and family satisfaction.

## *You'll be able to:*

- Discuss the science behind how music impacts neurological, physical and emotional health.
- Articulate at least three best practices when implementing top-tier musical care to colleagues.
- Analyze the options available in senior care for implementing and scaling musical care.

**Faculty:** Andy Tubman, MT-BC, Co-founder and Chief Clinical Officer, Musical Health Technologies.



| CEUs

## Wellness university: Training your staff for wellness success

### Brittany Austin & Morgan Monroe

Learn how to successfully onboard and train new wellness employees and how to educate all staff members on the value and importance of wellness. Explore strategies for training and the benefits of a multilevel training system for new employees as well as support mechanisms to ensure the success of the wellness program.

## *You'll be able to:*

- Train a new wellness employee successfully and provide continuous support, regardless of the size of an organization.
- Educate other team members and staff successfully regarding wellness programs to ensure a cohesive approach to helping residents age in place.
- Implement strategies and support systems for new employees through a multilevel

training approach to ensure all wellness employees are set up for success.

**Faculty:** Brittany Austin, BS, MBA, National Wellness Director, and Morgan Monroe, BS, MS, Wellness Coordinator, RehabCare PLUS.



| CEUs

## The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.

## STOTT PILATES® Armchair Pilates® Plus

### Laureen DuBeau

The STOTT PILATES® biomechanical principles address a variety of postural and functional concerns and can be used as the basis for any movement or exercise program. Individuals with limited mobility can discover the benefit and simple application of these principles to exercise variations done in a seated position. Starting with the importance of breath, learn movements that span the entire body and look at individual areas and the connection to the whole. A Flex-Band exerciser is incorporated to develop greater focus and awareness, while increasing muscle tone and joint range of motion.

## *You'll be able to:*

- Articulate how the STOTT PILATES biomechanical principles affect activation and performance of the whole body. Dis-

cuss movement essence and exercise goals for a specialized population.

- Recall how STOTT PILATES exercise variations can benefit individuals with restricted mobility and how to modify for this clientele.
- Explain how the Flex-Band exerciser can assist movement performance and create peripheral and core resistance.

**Faculty:** Laureen DuBeau, BFA, Master Instructor Trainer, Merrithew™.



| CEUs

## Introducing high-intensity training to older adults

### Matthew Barresi, Richard Cormack & Brittany Wisinski

A growing body of research supports the health benefits of high-intensity fitness training for people of all ages, including older adults. Review current research supporting the benefits for older adults and learn how to safely and effectively implement a high-intensity exercise program for older clients with various abilities. Find out how to provide safe modifications for all participants. Explore the use of RPE (ratings of perceived exertion) and specific cueing to help participants achieve appropriate intensity levels. Also, learn about different types of high-intensity training that are appropriate for older adults.

## *You'll be able to:*

- Explain the current research that shows positive benefits for older adults participating in high-intensity exercise programs.



- Recall how to lead a high-intensity exercise class/program specifically designed for older adults.
- Identify necessary modifications to keep participants of various fitness levels and abilities safe during high-intensity exercise classes.

**Faculty:** Matthew Barresi, BA, MS, Director of Fitness and Wellness, Richard Cormack, NASM, Personal Training Coordinator, and Brittany Wisinski, BS, MS, Fitness and Aquatics Instructor, Westminster-Canterbury of the Blue Ridge.



| CEUs

## Exercise for brain health

### Jackie Russell & David Zid

Experience how exercise can rewire the brain, promote wellness, and may positively impact the progression of neurologic age-related changes. Neuroplasticity, the brain's ability to create new circuits, may drive positive functional and cognitive changes in people with Parkinson's disease, Alzheimer's disease, and age-related memory and cognitive loss. Exercise enhances this neuroplastic response. Learn about the importance of structured sessions of high-intensity aerobic training followed by goal-based task-specific exercise using quality repetition. Discover in this interactive session the recipe for success to create a group exercise program for older adults using aerobic exercise, eccentric strength training, balance, focused functional mobility practice, with memory/cognitive and dual tasking challenges.

### You'll be able to:

- Discuss the importance of regular aerobic exercise to the preservation of brain health, memory and cognition and neurologic diseases.
- Describe how exercise may enhance the process of neuroplasticity and the brain's ability to develop new circuits.
- Identify components of a successful recipe for an exercise program to preserve brain wellness across the aging continuum.

**Faculty:** Jackie Russell, RN, BSN, CNOR, Cofounder and Program Development Coordinator, and David Zid, BA, ACE, APG, Cofounder and Director of Movement Disorder Wellness, OhioHealth Delay the Disease™.



| CEUs

1:15 p.m.–2:00 p.m.

## VIRTUAL NETWORKING AND/OR EXCLUSIVE EXHIBITOR CONSULTATIONS

Connect with the ICAA community through this virtual networking session. You'll feel supported and inspired by industry colleagues and presenters who understand your challenges, suggest solutions and brainstorm ideas. You can also use this time for a free one-on-one consultation with your chosen exhibitors. Bring your blueprint or floor plan, product requirements and purchasing needs to discuss with these experts.



# Wednesday sessions: October 28

## Tracks



### Cognitive & emotional health:

programs, activities, methods to support these dimensions



**Employee wellness:** integrating employees, launching initiatives, motivation and tracking results



### Leadership & management:

partnerships, management, leadership of staff/wellness culture



**Physical activity:** exercise, recreational activity, balance, how to plan and deliver activities



**Programming:** multidimensional calendars, single programs, development, content



**Research:** findings with practical application for wellness dimensions or business process



**Technology:** hardware and software, social media, multimedia, current technology trends



**Trends & innovations:** innovations in the field, technologies, “big picture” topics



**Wellness for health:** therapists wellness staff coordination, program benefits

7:00 a.m.–7:30 a.m.

## WAKE UP WITH WELLNESS

Prepare yourself for the day with an energizing session of interactive activities (physical, cognitive, spiritual).

7:45 a.m.–8:45 a.m.

## Laughter matters: A comedian's tools for creating connection through shared laughter

**Dani Klein Modisett**

Use proven tools to create connection with people in all stages of cognitive decline and with their families. People engaging with older adults with various cognition levels can use an eight-step acronym to learn practical actions to cultivate relationship, trust and a spirit of levity. Utilize these tools to help you find laughter and relief where you least expect it. Share challenging moments and learn how to handle them in this new approach.

*You'll be able to:*

- Use specific, proven tools for creating shared laughter with people in all stages of dementia.
- Determine when humor is appropriate and recognize the significant difference between laughing at people and laughing with them.

- Share specific tips on how to use “comedy care” to overcome the unique isolation and fear that are pervasive in both experiencing and managing dementia.

**Faculty:** Dani Klein Modisett, Founder/CEO, Laughter On Call.



| CEUs

## LEADERSHIP SUMMIT

### PANEL The next frontier: Harnessing data through PropTech, InnovAging technology and DigiHealth

**Richard Winkler, Nick van Terheyden & Gracyn Robinson (moderator)**

As living models shift and the need for connectivity rises, how can the application and collection of data and the new Prop-Tech (building systems technology) models help to usher in a new era of living for the aging population? How can they intuitively assist individuals, care systems and community living by driving the shift from sick care to well care? Explore how a data model based on five core critical components—data, real estate, engineering, artificial intelligence and medical—blended with sustainability, is the next frontier in health and wellness and optimized living.

*You'll be able to:*

- Describe the blended, specific technologies in InnovAging (digital technology) and Prop-Tech that enhance health, safety and welfare.
- Recall isolated, target-specific companies and their specific technology offerings, as well as how they are used both externally

and internally, with respect to Climate/Corporate Social Responsibility (CSR).

- Discuss which companies are more fluid integrated-technology drivers throughout a building (power, facade, elevators, etc.), and which are site-specific (dining, bedroom, roof deck), enhancing wellness, safety and engagement.

**Faculty:** Richard Winkler, Chief Operating Officer and General Counsel, Nick van Terheyden, MD, Chief Medical Officer, and Gracyn Robinson (moderator), BA, EDAC Affiliate, Director of Strategic Alliances and Market Intelligence, Dream-Co Technology.



| CEUs

## LEADERSHIP SUMMIT

### Reaching the masses: Developing wellness programming across multiple service lines

**Stacey Judge & Cynthia Green**

Discover how to develop programming that can be used in a community setting, home care, “CCRC [continuing care retirement community] without Walls,” affordable housing, rehabilitation centers and more. From physical activity to brain health programs, you'll learn how to develop content that is flexible and appropriate for multiple uses and a wide range of abilities. Discover ways to introduce wellness programming in settings traditionally underserved by such initiatives. Also, explore the science behind developing and implementing programs to engage participants and promote better wellness in these settings.



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

- Identify key areas for program development within your organization.
- Recall how to introduce wellness programming in nontraditional settings.
- Develop the tools to build and identify programs appropriate for underserved populations.

**Faculty:** Stacey Judge, BS, CG, Wellness Program Director, Springpoint; and Cynthia Green, PhD, President, Total Brain Health/TBH Brands, LLC.



| CEUs

## **Thanks for the memory: Strategy training for older adults**

**Linda Sasser**

Adults without cognitive impairment may still have challenges with absent-mindedness and forgetfulness. Research shows a positive correlation between memory training and better memory performance as people age, with group formats appearing to be most effective for ameliorating memory loss problems. Engaging older adults in memory exercises and teaching them strategies for maintaining attention and remembering names and information can be of great practical benefit. Prospective memory (remembering to do things in the future) can be made more reliable through training in the use of external memory aids.

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

- Dispel myths and present accurate information about how memory changes with aging.



- Explain how memory works and the importance of attention for encoding.
- Design sessions to teach research-supported strategies that older adults can use to better remember names and information and to enhance their prospective memory.

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



| CEUs

## **ArtSage arts alliance: Opportunity, growth and meaningful multigenerational arts programming**

**Monica McAfee, Jamisyn Becker & William Riddle**

Arts engagement and socialization can promote cognition, mental health and physical well-being, including through attending concerts, exhibitions, art galleries and theater productions, as well as actively participating in the creative process by making art, singing and dancing. Find out which

brain lobes provide the greatest opportunity for continued growth and development when actively participating in the arts and improving quality of life. Discover how to establish critical partnerships and allow participants to play an active role in creating engaging programming. Identify ways to approach funding through “community benefit” efforts reinforced by strategic partnerships and coopted dollars for underwriting

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

- Recall the lobes of the brain and how active participation in the arts and humanities will grow cognition and well-being.
- Identify community organizations, individuals and businesses that can create synergy to bring the greatest value to the overall experience.
- Develop a practical budget by being creative. Identify funding sources by coopting dollars, obtaining research grants and appealing to community influencers for underwriting.

**Faculty:** Monica McAfee, BA, Chief Marketing and Innovation Officer, and Jamisyn Becker, BA, Life Enrichment Manager, John Knox Village; and William Riddle, President, The Venetian Arts Society.



| CEUs

## **Leveraging artificial intelligence in wellness: The science of happiness**

**Mayank Mishra**

Current systems of wellness delivery are far from analytical and treated mostly like an art form. But return on investment should be tracked for such a critical investment in a community's success. With every industry being radically transformed by leveraging big data, senior living communities can learn from mistakes and successes in related fields and add significant value when they begin to leverage data and employ the latest advances in artificial intelligence (AI) in their wellness regime. Learn what opportunities and ethical concerns communities should consider to treat happiness and engagement as a science.

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

- Determine what metrics matter, establish how communities can start tracking data that improve the outcomes of recreational activities and decide how to proactively act on it.
- Discuss natural language processing, facial detection and mood sentiment analysis of residents for early prevention and detection.

# Wednesday sessions: October 28

- Decide the best way to deliver personalized care in a scalable manner after investigating case studies of AI options in the wellness landscape: fitness trackers, robots, facial detection, digital avatars.

**Faculty:** Mayank Mishra, BA LLB, Chief Technology Officer, Televeda.



| CEUs

## The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.

## Chair to standing progressions for older-adult group exercise classes

**Cindy Kozacek**

Learn specific exercise programming for participants who need to remain seated in a chair and how to progress with those same exercises to standing with chair support. This session offers examples for strength, cardio and flexibility group exercise programming and how you, the instructor, can help a seated client progress to doing the same workouts while standing. This session is a *must* for group exercise instructors whose clients within one class setting have a variety of capabilities.

**You'll be able to:**

- Practice effective exercise programming for participants who need to remain seated.

- Recall how to progress that same programming, so participants can stand with chair support.
- Refer to a full sample class that includes strength, cardio and flexibility training.

**Faculty:** Cindy Kozacek, ACE, AFAA, Senior Fitness Programs Consultant and Educator, CK Fitness.



| CEUs

## Evaluation evolution

**Chris Ratay**

With the influx of “younger” older adults, an upgraded physical fitness assessment tool is needed. Learn the theory and physiology behind a proposed battery of new assessments as well as how to implement the tests during this interactive session. Takeaway this assessment, complete with all necessary instructional paperwork, diagrams and test norms, and gain access to printable “report cards.” Comfortable attire is recommended to participate and get hands-on experience.

**You'll be able to:**

- Discuss the need for and the physiology behind a more comprehensive physical assessment tool for older adults.
- Conduct each portion of the proposed battery of tests.
- Interpret and disseminate test results along with detailed score sheets.

**Faculty:** Chris Ratay, BA, Activities and Fitness Director, Sierra Winds Senior Living.



| CEUs

## Active aging: Physical, cognitive and social effects of pole walking

**John Hudec & Mandy Shintani**

Learn the benefits of specialized pole-walking programs for older adults from three contrasting studies. The initial study followed older adults with chronic health conditions in a community setting, and a pre/post group evaluation determined changes in balance indicators. The second included focus group sessions following exposure to poling during a 55+ walk-and-tone class for healthy and community-dwelling adults. Potential benefits, intentions and feelings of athleticism were reviewed. Focused on older adults in care with both chronic health conditions and cognitive impairment, the third measured physical, cognitive and social changes after regular pole-walking exposure. You'll also experience the benefits of poling during seated exercises.

**You'll be able to:**

- Coordinate between therapists and wellness staff to provide fitness activities and programs benefiting people with chronic health conditions or physical or cognitive impairments.
- Apply programming for a variety of settings and outcomes, including employee wellness, senior living communities, community centers, social service and public health organizations, parks, recreation, and medical facilities and fitness and health clubs.
- Recall how physical activity can be modified for high- or low-functioning older adults in a variety of settings and evalu-

ate the reach, effectiveness and impact of programs.

**Faculty:** John Hudec, PhD, Assistant Professor, Cape Breton University; and Mandy Shintani, BSc (OT), MA (Gero), Codirector, Urban Poling, Inc.



| CEUs

9:00 a.m.–10:00 a.m.

## ICAA GENERAL SESSION Circadian timing for optimal

**performance and health**

**Michael López-Alegría, Smith L. Johnston III, Steven Lockley, Mickey Beyer-Clausen & Richard Carmona (moderator)**

A major shift in performance and health is currently happening, and circadian science is at the center. This panel will discuss the importance of circadian science in our daily lives, and how disrupting our circadian clock can lead to reduced performance, compromised safety and weakened immune function. Doing the right thing at the right time is central to our health and well-being, and with the correct guidance, the timing of biology is something we all can manage. As a bonus, former NASA astronaut Michael López-Alegría will share a few incredible stories from his four space missions and 10 spacewalks where circadian science helped him get ready for rocket launches and space walks, and live on orbit on the International Space Station.

**You'll be able to:**

- Discuss the importance of circadian science in our daily lives.

- Explain how disrupting the circadian clock can lead to reduced performance, compromised safety and weakened immune function.
- Recall guidance for doing the right thing at the right time to support health and well-being.

**Faculty:** Michael López-Alegría, independent consultant, former NASA astronaut, Chairman, Committee on Commercial Spaceflight, ASTM International, and Past President, Association of Space Explorers; Smith Johnston III, MD, MS, Chief Medical Officer and Lead Flight Surgeon, Axiom Space, and Special Advisor, Timeshifter; Steven Lockley, PhD, Neuroscientist, Division of Sleep and Circadian Disorders, Brigham and Women's Hospital, and Associate Professor of Medicine, Division of Sleep Medicine, Harvard Medical School; Mickey Beyer-Clausen, Cofounder and CEO, Timeshifter; and Richard Carmona (moderator), MD, MPH, FACS, 17<sup>th</sup> Surgeon General of the United States, Chief of Health Innovations, Canyon Ranch, and Distinguished Professor, Zuckerman College of Public Health, University of Arizona.  
CEUs

**10:00 a.m.–12:00 p.m.**

### ICAA VIRTUAL EXPO

Discover new technologies, equipment and services to support multidimensional wellness from providers committed to meeting the industry's needs. View demonstrations

and ask exhibitors questions in this *live* virtual session. Enjoy “real world”-type interaction and make purchasing decisions from the comfort and safety of your home or office.

**12:00 p.m.–1:00 p.m.**

### Transforming aging through the power of reading

**Susan Ostrowski**

Debunk three erroneous preconceptions regarding what adult text should look like, what it means to read, and whether older adults and those living with dementia can no longer read. Learn how aging affects the reading process. Practice creating friendly reading material for older adults and people with dementia. Explore how “interactive reading” supports expression and brings to light older adults’ unique selves while transforming and deepening relationships. Adapted reading connects older adults with each other, lessening isolation and boredom and providing authentic opportunities for independence, competency and learning.

**You’ll be able to:**

- Observe an older adult attempting to read, identify specific areas of difficulty and compensate for those deficits so individuals (including those living with dementia) can enjoy reading on their own.
- Create high-quality, engaging, age/dementia-friendly reading material that is not boring, insipid or juvenile.
- Discuss how integrating accessible reading into the lives of older adults not only



benefits them, but also benefits care partners, families and younger generations.

**Faculty:** Susan Ostrowski, MA, MS, Co-founder, Reading2Connect.



| CEUs

### Why increasing happiness should be part of every program

**Shirley Archer**

It's not only what you offer, it's how you offer it. Learn how increasing people's happiness improves outcomes in other programs to enhance health, such as nutrition, physical activity, social engagement and more. Discover the “secret sauce” to offering a program with a positive and uplifting approach. Review the latest research findings in “happiness science” and learn practical tips on how to increase the happiness quotient in every program that you offer.

**You’ll be able to:**

- Explain the scientific definition of happiness.
- Review research showing that if you boost happiness, other components will achieve better outcomes.
- Use practical tips on how to apply “happiness boosters” to activities and practice happiness exercises.

**Faculty:** Shirley Archer, JD, MA, Shirley S. Archer Associates, LLC.



| CEUs

### LEADERSHIP SUMMIT

#### How fitness and wellness are transforming the senior center industry

**Douglas Gallow Jr. & Ellen Gallow**

The desire to accommodate mounting demand for fitness and wellness programs and



# Wednesday sessions: October 28

amenities is evident in the facility planning efforts of senior centers today. Examine case studies that demonstrate how communities and organizations of various sizes are responding and discuss essential design considerations for creating universally appealing, accessible and user-friendly facilities. Gain insights into a variety of approaches for investing space and dollars effectively to support a well-rounded slate of wellness programs. Receive a checklist of universal design features to be implemented in any senior center design or renovation project.

## *You'll be able to:*

- Describe a vision for a 21<sup>st</sup>-century senior center that effectively accommodates a full spectrum of wellness-focused programming.
- Identify key design issues that come into play in creating a fitness/wellness center within a senior center.
- Explain why ADA [Americans with Disabilities Act] compliance alone does not ensure a comfortable, user-friendly environment.

**Faculty:** Douglas Gallow Jr., AIA, NCARB, BED, Senior Center Design Specialist, and Ellen Gallow, BA, CAPS, Senior Center Design Specialist, Lifespan Design Studio, LLC.



CEUs

## Active-aging nutrition insights

**Tricia Silverman**

The 50+ population is expected to explode over the next 30 years. Discover nutrition

and wellness tips to help you and your clients live longer, healthier and happier lives. Learn how specific nutrients and foods can impact longevity and prevent and treat conditions that affect active-agers, such as obesity, heart disease, osteoporosis, sarcopenia, polypharmacy and others. Hear about recent nutrition research that affects active-agers as well as related practical strategies to support optimal health.

## *You'll be able to:*

- List at least four foods or nutrition strategies that contribute to longevity.
- Name more nutritious food choices that older adults can select to support active aging.
- Recall at least four chronic conditions that commonly affect active-agers and two strategies to treat or prevent these conditions.

**Faculty:** Tricia Silverman, RD, MBA, Owner, Tricia Silverman Wellness.



CEUs

## Are you an asset or liability in your organization?

**Karen Woodard**

Does that question sound harsh? Perhaps. It is also a necessary question for you to ask and answer if you want to ensure you always have employment. Organizations all over the world are determining whether their workforces are assets or liabilities—and replacing employees with automation when equipment/technology can be seen as an asset versus humans doing the same job. Rather than a rant against progression or

a doomsday look at the future, this session presents you with an opportunity to create a value statement, so you ensure you are seen as an asset rather than a liability.

## *You'll be able to:*

- Describe what it is to be fully engaged—to actively give your full attention.
- Discuss how to be fully interested—giving your attention and wanting to discover more.
- Explain how to be fully informed—having/showing knowledge of/understanding the facts of a situation.

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



CEUs

## Gamify your wellness programs to boost engagement and results

**Sarah Robertson, Stephen Brown & Bailey Turpin**

Today's trends show gamification is shifting how people approach fitness. Introduce an element of play to enhance engagement and increase results by making fitness fun for older adults. Learn five fundamental fitness games that extend beyond the physical dimension of wellness and boost cognition through strategic communication and team work. Explore the benefits of play-based exercise, learn how to introduce appropriate versions of gamification for older adults, and experience the fun firsthand during the active participation component.

## *You'll be able to:*

- Discuss fitness gamification strategies and play-based exercise.

- Introduce appropriate versions of gamification for older adults.
- Practice five fundamental fitness games that can easily be adapted to suit any ability level.

**Faculty:** Sarah Robertson, BA, National Director of Training and Customer Support, Stephen Brown, BA, National Director of Training and Customer Support, Wellness Services, and Bailey Turpin, BS, National Program Director, Wellness Services, Aegis Therapies.



CEUs

## Work with what you've got: Providing wellness in small spaces

**Brittany Austin**

Learn how to provide successful and engaging wellness programs in any space and how to adjust and adapt programs to fit the surroundings. Whether you have a full fitness center or you teach classes in your dining hall, learn how to make the most of what you've got. Explore techniques for developing programs with little to no equipment and hear some space-saving ideas for equipment storage and transportation.

## *You'll be able to:*

- Provide well-rounded wellness programming to residents, regardless of space limitations.
- Assess current space and determine how to make the best use of that space for wellness needs.
- Offer a variety of programs and exercises with little to no equipment.



**Faculty:** Brittany Austin, MBA, BS, National Wellness Director, RehabCare PLUS.



| CEUs

### The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.

### Moving with purpose: Strategies for creating balance

**Sharlyn Green & Rebecca McCarthy**

Balance is vital for physical performance and health and for activities of daily living like climbing stairs, exiting a car or carrying groceries. What elements create balance and stability? How can we stay safe, strong and balanced throughout life? Explore some of the components of balance, including func-

tional movement efficiency, flexibility and mobility, muscular strength, focus, concentration and reaction time. Learn to create strategies to improve many of the factors that are key to preventing falls for individuals of varied physical and cognitive states.

**You'll be able to:**

- Identify intrinsic and extrinsic factors that lead to increased risk for falls for older adults.
- Individualize and modify exercise options in order to improve movement efficiencies for those of various cognitive, skill and fitness levels.
- Implement fall prevention strategies in a variety of fitness class designs.

**Faculty:** Sharlyn Green, MBA, Owner, and Rebecca McCarthy, BFA, Consultant, Core Connection, LLC.



| CEUs

### Mend my back: Lifestyle foundations

**Laura Warf**

If you or your clients experience any kind of back discomfort, this workshop is for you. Back pain is often a symptom of problems that can range from tight muscles, poor posture and stress to more serious disorders. Learn to address daily lifestyle habits to examine how our clients move and live beyond the time spent in exercise classes. Discover daily lifestyle tips that you can share to help clients or colleagues cultivate a healthier back at home and at work. Leave with valuable tips on how to teach daily repetitive movements like sitting, standing and bending over in an accessible way for people dealing with back pain.

**You'll be able to:**

- Offer clients or colleagues daily lifestyle tips for postural improvement in a variety of habitual positions.

- Integrate fundamental movement patterns (gait, hip hinge, squat) into your sessions to assist in injury prevention and optimize quality of life.
- Practice accessible exercises that can be easily integrated into any environment for stress reduction and pain management.

**Faculty:** Laura Warf, BEd, CA-RYT-500, Founder and President, School of Happiness.



| CEUs

**1:15 p.m.–2:00 p.m.**

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# Thursday sessions: November 5

## Tracks



### Cognitive & emotional health:

programs, activities, methods to support these dimensions



**Employee wellness:** integrating employees, launching initiatives, motivation and tracking results



### Leadership & management:

partnerships, management, leadership of staff/wellness culture



**Physical activity:** exercise, recreational activity, balance, how to plan and deliver activities



**Programming:** multidimensional calendars, single programs, development, content



**Research:** findings with practical application for wellness



**Technology:** hardware and software, social media, multimedia, current technology trends



**Trends & innovations:** innovations in the field, technologies, “big picture” topics



**Wellness for health:** therapists wellness staff coordination, program benefits

7:00 a.m.–7:30 a.m.

## WAKE UP WITH WELLNESS

Prepare yourself for the day with an energizing session of interactive activities (physical, cognitive, spiritual).

7:45 a.m.–8:45 a.m.

## MIND Your Health: A new approach to fitness and wellness

**Chelsea Blanding & Kimberly Huff**

Neuroscience recognizes that movement and cognition are closely intertwined. The MIND (move, intellect, nourish, discover) Your Health program recognizes that relationship, and encourages older adults to remain active and engaged by promoting movement and brain health. Learn techniques for applying principles similar to those included in the Montessori Inspired Lifestyle program to fitness and wellness programming that supports independence and personal control. Discuss key components of person-centered care and how to engage residents, resulting in improved quality of life and meaningful contributions to communities.

### You'll be able to:

- Identify the components of MIND Your Health and discuss how it can enhance fitness and wellness programming in a variety of settings.
- Recall principles similar to those in the Montessori Inspired Living program and apply them to fitness and wellness programming for older adults.

- Incorporate key components of person-centered living strategies to engage older adults.

**Faculty:** Chelsea Blanding, MS, CPT, Fitness Director, Plantation Estates; and Kimberly Huff, MS, CSCS, Director of Fitness and Wellness, Acts Retirement-Life Communities.



| CEUs

## Putting the sexy in senior center: Creating daring and innovative programming

**Nicolette Hume**

Learn how to “destigmatize” your senior community centers with programming that is impactful, engaging and innovative for the new wave of older adults. Rethink how your organization may be stereotyping today’s older adult by scheduling “age appropriate” activities, and find out about the creation of the national award-winning health and wellness program, “The Living Well Talk Series.” Learn strategies to attract more participants, improve your marketing methods and develop partnerships with local health organizations, and discover how reinvigorating your programming can increase your revenue.

### You'll be able to:

- Identify where centers are underserving their community with “stereotypical” senior programming and develop strategies to improve.
- Discuss this new generation of older adults and what drives them.
- Create successful programming with boldness that reaches a greater audience and better serves the community.

**Faculty:** Nicolette Hume, BS, Community Engagement Coordinator, Lake Oswego Adult Community Center.



| CEUs

## Everyone deserves to live well: Delivering wellness in dementia care

**Cynthia Green, Stacey Judge & Nancy Anzelmo**

Research shows wellness engagement can disrupt the dementia experience, even potentially slowing decline, by improving quality of life. Listen to experts as they share their expertise in the research, development and delivery of cutting-edge initiatives that address the physical, cognitive and socioemotional aspects of well-being for persons living with dementia. Learn through demonstration exercises and case studies from both residential and community settings. Master the key characteristics for health promotion programs and take away tools to better extend the reach of wellness initiatives to this population.

### You'll be able to:

- Describe the scientific rationale for wellness initiatives in dementia care.
- Identify actionable ways to bring wellness programming across the physical, intellectual and socioemotional dimensions of well-being, including innovative programs such as equine therapy.
- Develop, evaluate and implement wellness programming for people living with dementia.



**Faculty:** Cynthia Green, PhD, President, Total Brain Health/TBH Brands, LLC; Stacey Judge, BS, CG, Wellness Program Director, Springpoint; and Nancy Anzelmo, MS, Principal, Alzheimer's Care Associates, LLC/Connected Horse.



## Get physically fit anytime and anywhere with "Fit in Fitness"

**Lisa Kiely**

"Fit in Fitness" on the go is for people of all ages and abilities. Although most people recognize the benefits of fitness, only 3.5% of the population follows national guidelines of exercising for 150 minutes per week. In order for young older adults to embrace and engage in a regular fitness routine, it needs to be anything but routine. Discuss the philosophy of moving intentionally and observe a 20-minute demonstration that shows how "Fit in Fitness" can be done in the gym, at home, while traveling, outdoors, or in a community setting.

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

- Articulate the importance of exercise for functional health and how people can accomplish fitness goals without stepping into gyms.
- Demonstrate how to get fit in 1-, 5-, 10-, 15-, 20- and 30-minute segments of exercise without cumbersome equipment or gym fees.
- Utilize "Fit in Fitness" in any location or setting.



**Faculty:** Lisa Kiely, BFA, CPT, CAD, CEHA, Associate Executive Director, Cowart Family YMCA.



## Aging with growth, wisdom, knowledge: Two programs build community

**Janet Hollander**

Build on Chip Conley's *Making of a Modern Elder* concept to foster an exchange of knowledge and wisdom between cohorts and generations. Explore two programs that encourage a sharing of life experience and information within a community of retirees, fostering growth; emotional, cognitive, social, spiritual and vocational expression; and cultivating feelings of appreciation, wisdom, pride and clarity. In an Aging with Growth discussion group, older adults tap their life experience and career wisdom for each other's benefit. In the second program, residents lead a multifaceted project involving community polling,

research and sharing information gathered. Explore how both groups work and how to tailor the concept.

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

- Take away outlines and resource lists that will allow you to create a similar group or meeting.
- Encourage your community to use and promote positive ideas and language aimed toward new learning as well as appreciating life experience.
- Test the process in small groups with sample discussion questions to draw out different aspects of wisdom, such as getting through a difficult time, career expertise and family strengths.

**Faculty:** Janet Hollander, BA, Owner, Moving Toward Health.



## Bands, balls and barre. Oh, my!

**Jackie Halbin**

Create a barre class using balls and different types of bands in your class programming.

Barre classes incorporate elements of ballet, strength training, yoga and pilates. This low-impact workout strengthens the body's core, improves hip mobility and enhances balance, posture and flexibility—all key areas for functional abilities. Barre programming benefits your clients and your staff.

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

- Incorporate elements of a barre class into existing programming.
- Create an entire barre class.
- Recall cues to improve your client's posture and form during a workout.

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



## The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.

## Conductorcise, music, motion and joy: The great disruptor

**David Dworkin**

Motion: Disrupts the complacency of many aging residents in a *positive way*. Music: Everyone learns to listen not only to the complexities of world music, but to the words that one speaks to another in everyday life. Joy: Tears of laughter and joy can dispel the disruption of sorrow and challenges we all face in aging.

# Thursday sessions: November 5

## *You'll be able to:*

- Practice conducting patterns that residents on all levels of health can achieve.
- Listen in a way that stimulates the brain and hear more from the music, becoming better listeners not only of music but also of other people.
- Discuss the meaning and importance of laughter and how it invades every part of the body and brain.

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



| CEUs

## Baselines, basics and benchmarks: Think and train so you can!

**Pat VanGalen**

Active-aging professionals are in motion with a mission, fortifying all the pillars of resilience and durability for the long haul. Basic training systems are raising the bar, and benchmarks and goalposts have shifted to all-time highs for older adults. Join this session for a “disruptive” update on the latest and greatest in nurturing neuroplasticity grounded in movement science. It’s mindset-makeover time, an opportunity to rewire, reboot and re-infuse the movement pillar of health and well-being, so that we not only bend the aging curve, but also add life, hope and purpose to all the lives we touch.

## *You'll be able to:*

- Connect the movement pillar of resilience and durability and institute daily practices, habits and patterns that nurture neuroplasticity and perpetuate learning, growth and discovery.

- Update and upgrade all movement programming, referral networks and resources that can augment the lives of residents, clients and members.
- Infuse new and more effective “threads” of energy into communities, facilities and families to foster durability, resilience, health and well-being.

**Faculty:** Pat VanGalen, MS, Owner, Active & Agile, Maximizing Mobility Through the Ages™.



| CEUs

9:00 a.m.–10:00 a.m.

## ICAA GENERAL SESSION

### Aging well: Navigating the “next normal”

**Colin Milner**

The coronavirus (COVID-19) pandemic is challenging every aspect of our society. While we do not know what our “next normal” will be, we do know that how we respond to this crisis today could help us move forward and prepare to navigate whatever “normal” becomes. If ever there was a time to focus on optimizing the health and wellness of residents, members and staff in all settings, it is now. To do so, we must redouble our efforts to provide supportive environments. Whether the goal is to build people’s resilience and immune systems or to ensure they get the most out of life, whether in the real and/or virtual world, we must grapple with the question, What’s next for aging well? Join ICAA’s Colin Milner, founder, CEO and

active-aging thought-leader, as he delves into areas such as technology, wellness, the built environment and outreach strategies in this stimulating session.

## *You'll be able to:*

- Discuss insights into what the future could hold for aging well.
- Refer to strategies and tactics that can help your organization fulfill its wellness promise, in-person and online.
- Build a plan to deliver your services and products in favorable or challenging times.

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

10:00 a.m.–12:00 p.m.

## ICAA VIRTUAL EXPO

Discover new technologies, equipment and services to support multidimensional wellness from providers committed to meeting the industry’s needs. View demonstrations and ask exhibitors questions in this *live* virtual session. Enjoy “real world”-type interaction and make purchasing decisions from the comfort and safety of your home or office.

12:00 p.m.–1:00 p.m.

## Mindfulness and meditation: Research to practice

**Terry Eckmann**

Explore key research supporting the practice of mindfulness and meditation. Take away simple practices and discuss ways to implement them in daily living. Focus on the why,

what and how of mindfulness and meditation for you and your clients.

## *You'll be able to:*

- Identify the researched benefits of mindfulness and meditation.
- Explore simple mindfulness and meditation practices.
- Determine how to integrate these practices into daily life.

**Faculty:** Terry Eckmann, PhD, Professor and Department Chair, Teacher Education and Kinesiology, Minot State University.



| CEUs

## Using emotional intelligence to deal with difficult people

**Linda Sasser**

People who are difficult make interactions in the workplace challenging, create stress and arouse strong negative emotions. Stress affects neurons in the hippocampus, a brain area responsible for reasoning and memory. Because of neuroplasticity (the brain’s ability to change and form new pathways/connections in response to stimuli), learning and practicing emotionally intelligent responses to difficult people trains your brain to handle stress more effectively, control what you can and adapt to what you can’t. This ability to manage emotions and remain calm under pressure can positively impact your work performance.

## *You'll be able to:*

- Define emotional intelligence and explain its components.
- Identify types of difficult people.
- Apply emotionally intelligent behavioral strategies for dealing with difficult people.



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



## LEADERSHIP SUMMIT

### Preparing residents to live “in community.” Managing emotional residue

**Kay Van Norman**

What is your community doing to help prepare residents to live “in community”? Explore how every interaction with others leaves an emotional residue—positive, neutral or negative—that has the power to uplift or diminish well-being for all parties. Discuss what actions, words and body language are likely to leave a positive or negative residue. Explore strategies to help residents and staff embrace personal responsibility for what they project to others in the community, which directly impacts the ability to create a culture of well-being. Discuss how to create staff and resident education to help individuals effectively navigate interactions with difficult personalities.

**You’ll be able to:**

- Examine specifically what your community is doing to help prepare residents to live “in community.”
- Describe “emotional residue” and how it impacts a culture of well-being.
- Discuss ways to help staff and residents integrate this concept when dealing with difficult personalities.

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



## LEADERSHIP SUMMIT

### Learned secrets around a resident engagement software RFP process

**Sara Kyle & Mary Miller**

Listen to two industry thought-leaders share their firsthand experience at large organizations leading the RFP (request for proposal) process to select an enterprise-wide software solution for resident engagement. Learn from their combined efforts to clarify the experiences that would enrich people’s lives and identify the technology to create those experiences. Efforts included listening to feedback from stakeholder groups, prioritizing requirements, evaluating potential new solutions partners, and creating implementation and measurable adoption plans to build scale and impact.

**You’ll be able to:**

- Discover the potential to create value by adopting an enterprise-wide resident engagement platform.
- Recognize what to look for to determine if the solution provider’s vision aligns with your company’s strategy.
- Restate how the RFP process was tailored to drive collaboration on how to improve community experiences and growth rather than simply learn about product features. Apply practical suggestions that will help simplify the RFP process and proactively address potential internal misalignment during deployment.



**Faculty:** Sara Kyle, PhD, Principal, LE3–Life Elevated 3; and Mary Miller, MBA, independent consultant.



## Creative Storytelling for all ages

**Jennifer Rawlings**

Creativity lives in everyone and can increase wellness at any age; it is also good for all levels of cognition. Specifically, Creative Storytelling and drama therapy are being implemented in communities, with both residents and students reaping benefits. Creative Storytelling replaces the pressure to remember with the freedom to imagine. People can challenge their minds and find meaning and purpose. Discover research on the impact of creative arts for older adults, explore strategy put in place to implement and make the program effective, gain options for intergenerational creative arts practices, and experience a Creative Storytelling session.

**You’ll be able to:**

- Cite examples of evidence-based creative arts practices for older adults.
- Discuss some of the many options available for creative arts programming.
- Express the power of creative activity through experience.

**Faculty:** Jennifer Rawlings, BS, Vice President of Wellness, Oklahoma Methodist Manor.



## Simple environmental design solutions to support sleep for healthy aging

**Regina Vaicekonyte & Carolyn Swope**

Older adults are more likely to experience poor sleep, which can significantly affect health and well-being. Emerging research reveals the role of the built environment in supporting or preventing quality sleep and offers an exciting opportunity for health promotion. Review a range of specific environmental factors that have been shown to affect sleep,

# Thursday sessions: November 5

such as light exposure at night and bedroom temperatures. Focus on implementable solutions that are tailored to older adults' social and physiological needs. Explore the business case for senior living communities to justify investing in built environments and features that not only support sleep, but ultimately benefit the bottom line, too.

## *You'll be able to:*

- Identify key environmental factors affecting older adults' sleep.
- Suggest potential solutions to make residential environments more conducive to sleep for older adults.
- Articulate the business case to invest in a sleep-supportive environment.

**Faculty:** Regina Vaicekonyte, MS, WELL AP, Vice President of Health Sciences, Delos Labs, Delos; and Carolyn Swope, MPH, WELL AP, PhD student, Columbia University.



| CEUs

## How to successfully design your group fitness sessions

### **Cindy Kozacek**

Design a fun, safe and effective group fitness class for older adults. Learn the important components to attract active older adults to your fitness classes, including music, selection of safe and functionally effective exercises, and choreography techniques to help participants succeed in and enjoy your class.

## *You'll be able to:*

- Select specific exercises with activities of daily living in mind, while improving strength, endurance, flexibility and balance.

- Identify contraindicated movements that are specific to older adults, while organizing choreography to provide safe and effective sessions.
- Select music that is appropriate for classes, considering movement speed, style and volume, and use the music phrasing to guide cueing and smooth transitions, while reducing fall risk.

**Faculty:** Cindy Kozacek, ACE, AFAA, Senior Fitness Programs Consultant and Educator, CK Fitness.



| CEUs

## The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.

## Plyometric exercises: Not just for athletes, but older adults too

### **Aaron Aslakson**

Learn the components of plyometric exercise and how it can impact the changes associated with the structure and function of skeletal muscle in older adults. Try upper-body, lower-body and core plyometric exercises that are appropriate for older adults. Gain an understanding of how to implement this type of training as a part of a fitness program. Discuss how to modify plyometric exercises to ensure safety and proper progression for participants at varying activity and ability levels.

## *You'll be able to:*

- State the physiological basis of plyometric exercises and how they can offset age-related changes to skeletal muscle and improve functional capacity in older adults.
- Implement upper-body, lower-body and core plyometric exercises into training programs for older adults.
- Modify plyometric exercises for varying ability levels to ensure safety and proper progression for older adults.

**Faculty:** Aaron Aslakson, MA, CSCS, EP-C, CPT, Director of Fitness Centers, Walker Methodist.



| CEUs

## Alive with Music: Community music outreach program

### **Mary Knysh**

A joyful and fun participatory program for older adults, "Alive with Music" promotes drumming and music-making to enhance social and emotional wellness and build intergenerational communities. Older adults are trained and mentored to lead engaging, brain-based music activities in senior community centers and senior care settings. Learn how to start a program and explore simple, accessible and fun rhythmic activities designed to address the key factors for aging well: a strong connection to community, healthy social relationships and positive self-regard. This interactive and engaging session will feature music-making with percussion, melodic instruments and voice. No prior experience necessary.

## *You'll be able to:*

- Begin a music outreach program designed to meet the needs of older adults and your unique community. Make simple instruments for community music-making sessions.
- Facilitate fun and accessible rhythmic activities that can engage even those with no prior musical experience. These activities are designed for stress relief, relaxation and cross-midline brain engagement.
- Teach older adults three improvisational music activities that promote nonverbal communications, adaptability, increased self-expression and group connection.

**Faculty:** Mary Knysh, Founder, Rhythmic Connections; Program Director, Music for People; professional musician and international author.



| CEUs

**1:15 p.m.–2:00 p.m.**

## VIRTUAL NETWORKING AND/OR EXCLUSIVE EXHIBITOR CONSULTATIONS

Connect with the ICAA community through this virtual networking session. You'll feel supported and inspired by industry colleagues and presenters who understand your challenges, suggest solutions and brainstorm ideas. You can also use this time for a free one-on-one consultation with your chosen exhibitors. Bring your blueprint or floor plan, product requirements and purchasing needs to discuss with these experts.





## Online or in-person: Get ready to celebrate Active Aging Week®

These challenging times have called on all of us to go further, to be creative and to learn or adapt practices to support wellness for older adults. Never has it been more important to come together safely to spotlight their potential to live well and stay positively engaged in all aspects of life. Whether online or in-person, your activities and events can connect people with the positive messages and *can-do* spirit and camaraderie of Active Aging Week®. Join local host organizations from around the world as our community comes together for the 18<sup>th</sup> annual Active Aging Week celebration.

Learn more about Active Aging Week at [www.activeagingweek.com](http://www.activeagingweek.com)

## October 5-11, 2020

#activeagingweek



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# Friday sessions: November 6

## Tracks



### Cognitive & emotional health:

programs, activities, methods to support these dimensions



**Employee wellness:** integrating employees, launching initiatives, motivation and tracking results



### Leadership & management:

partnerships, management, leadership of staff/wellness culture



**Physical activity:** exercise, recreational activity, balance, how to plan and deliver activities



**Programming:** multidimensional calendars, single programs, development, content



**Research:** findings with practical application for wellness dimensions or business process



**Technology:** hardware and software, social media, multimedia, current technology trends



**Trends & innovations:** innovations in the field, technologies, "big picture" topics



**Wellness for health:** therapists wellness staff coordination, program benefits

7:00 a.m.–7:30 a.m.

## WAKE UP WITH WELLNESS

Prepare yourself for the day with an energizing session of interactive activities (physical, cognitive, spiritual).

7:45 a.m.–8:45 a.m.

## Healthy aging and positive youth development via housing-based intergenerational programming

**Taryn Patterson, John McDonald & Cinnamon Ademolu**

Senior housing can be an ideal platform for implementing high-quality intergenerational work. Partnerships with local educational institutions and youth-service agencies can help expand social networks, create meaningful civic engagement opportunities and build social capital for all generations. Review the benefits of intergenerational practice and discuss whether affordable senior housing is an ideal platform for programming. Explore challenges and ways to mitigate them while developing new intergenerational programming. Gain tips and tools to help develop new programming or strengthen existing programming.

### You'll be able to:

- Employ basic principles of culture change to foster staff buy-in for intergenerational programming.
- Identify ways to mitigate challenges of community-based intergenerational practice, particularly for low-income and diverse populations.

- Enact needs-based, trauma-informed, high-quality intergenerational programming based on current research.

**Faculty:** Taryn Patterson, PhD, Intergenerational Program Coordinator, John McDonald, MA, Resident Services Coordinator Supervisor, and Cinnamon Ademolu, BA, Resident Services Coordinator, Sequoia Living Community Services.



| CEUs

## Effectively measure engagement outcomes in assisted living, skilled nursing and memory care

**Jill McKenrick & Charles de Vilморin**

Successful models of well-being focus on how we can collaborate with the older adult so they live every day with purpose. To enable such models, it has never been more important for providers to formalize resident engagement to connect mission and business objectives. This session will share and review nationwide data and state-of-the-art methods used by Juniper Village at Brookline, in Pennsylvania, to increase active engagement and support person-centered care in skilled nursing, memory care and assisted living communities. Review a step-by-step evidence-based approach in programming for wellness, including resident preferences analysis, efficient planning, increased engagement quality and real-time data reporting.

### You'll be able to:

- Discuss the basic concept of resident engagement.

- Measure and evaluate engagement with evidence-based and standardized methods.
- Start a data-driven approach to resident engagement in your community regardless of its size, location and level of care.

**Faculty:** Jill McKenrick, BA, CDP, PA-PCHA, Director of Community Engagement, Juniper Village at Brookline; and Charles de Vilморin, MA, CEO, Linked Senior.



| CEUs

## Heartfulness: A pathway to ultimate wellness

**Laura Warf**

You have heard of mindfulness, but have you heard of heartfulness? Take your wellness practice a step further by regulating the heart-brain system to attain greater states of coherence and stress reduction. Explore five methods to keep your body resilient, mind clear, energy stable and nervous system balanced and calm. Reproduce the components of this workshop in part or whole in any mind/body session. Practice these methods to stay well while selflessly giving to others.

### You'll be able to:

- Explore timeless and accessible yoga and mind/body principles that can be incorporated into all class styles.
- Experience deep relaxation methods to promote the body's natural recovery process for employees and clients.
- Recall a secret method of energy clearing to refresh and purify the subtle body of



its accumulated heaviness. Especially ideal for caregivers.

**Faculty:** Laura Warf, BEd, CA-RYT-500, Founder and President, School of Happiness.



## Get up to reduce falls, boost immunity and revenue

**Colin Hoobler**

Discover the short- and long-term consequences of excessive sitting. Recognize the devastating effects of “sitting disease” and its impact on falls, immune system function (ISF) and revenue. Also learn about sitting activity versus standing exercise, plus understand the risks of using a chair (or other unstable object) for balance training and identify alternatives. In addition, this session will identify the four balance systems and biomechanics involved in developing a time-sensitive standing balance/full-body strengthening program for an older adult, along with the neural mechanisms involved and how to recruit them with minimal staff effort.

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

- Differentiate sitting activity versus standing exercise and implications for disability and early death. Explore how standing exercise affects human biology (e.g., neutrophils, macrophages) to improve ISF. Summarize the risks of using a chair (or other unstable objects) for balance training and identify alternatives.
- Analyze return on investment (ROI) for a wellness program based on average



length of stay (ALOS). Compare cost of implementing a standing balance program using innovative cost-effective strategies versus traditional strength equipment. Identify four key motivational techniques to get residents involved in balance training. Discuss staff behavioral characteristics that convey compassion and evidence-based care.

- Identify the four balance systems and how to safely develop them. Create a safe standing exercise plan using only manual assistance to reduce falls while boosting ISF & revenue. Differentiate required RPE (rates of perceived exertion) to enhance ISF, balance and strengthening, and associated programming parameters.

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



## Masters in motion: Training “the buckets” so you can!

**Pat VanGalen**

Join in a comprehensive training session that hits all the necessary movement parameters. Test your neuromotor skills and abilities, like agility and coordination, and your fitness components, like strength and stamina. Are your movement buckets dynamically balanced now and for decades to come? Are they full, overflowing or empty? Body weight, minimal equipment, bare feet or minimalist shoes and your energy and enthusiasm are the only requirements. If you aim to dodge the bullet of disability, keep your freedom to move, up your game and inspire those around you, then leap in to this learning and doing session.

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

- Experience all the components of a comprehensive training session, from warm-up to cooldown, in an optimal flow.
- Evaluate the integrity of personal, residential, community and facility programs/systems.
- Recalibrate and reinfuse programming by building on a life span system of criterion-based progressions.

**Faculty:** Pat VanGalen, MS, Owner, Active & Agile, Maximizing Mobility Through the Ages™.



## The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.



# Friday sessions: November 6

## Aging mindfully: Creating mindful moments

**Sharlyn Green**

Mindfulness can benefit older adults in many ways, including stress relief, improved focus and mental clarity and better digestion. Learn the effects of stress on the body and brain and how mindfulness practices can combat the negative impact of unmanaged chronic stress. Experience and explore various types of mindful practices, including breathing techniques for relaxation and better sleep, guided imagery, and mindful movement practices. Receive guidance and resources to implement mindfulness sessions in your location, practice or classes, and gain tools to manage your own stress.

**You'll be able to:**

- Recognize and understand the negative effects of unmanaged chronic stress on the body and brain.
- Design mindfulness sessions, including breath work, guided imagery and mindful movement.
- Discuss how mind/body programs fit into activity calendars for various levels of physical and cognitive capacities, complementing and enhancing current wellness programming.

**Faculty:** Sharlyn Green, MBA, Owner, Core Connection, LLC.



| CEUs

## Effective floor yoga class design for older adults

**Allissa Raway**

Floor classes target core and hip musculature, integrate the body as various muscle

groups are activated together, build up strength for maneuvering on the floor and provide practice getting up and down. These exercises and the practice of yoga translate well into everyday life and can help improve strength, balance, flexibility and brain function and calm the nervous system. Learn how to use and adapt traditional yoga poses to the older adult and how to intelligently design a floor class to ensure fluidity, relaxation and some intensity as you work key muscle groups. Explore modifications for more ease and gain knowledge of the best cues for safety and alignment.

**You'll be able to:**

- Teach floor yoga postures that help increase balance, flexibility, strength, postural awareness and brain health.
- Take away sequences of yoga postures and know how to adapt the sequences for various settings and participants.
- Apply knowledge of modifications and contraindications in a class setting.

**Faculty:** Allissa Raway, BS, Wellness Lead, Friendship Village of Bloomington.



| CEUs

**8:45 a.m.–9:45 a.m.**

## ICAA VIRTUAL EXPO

Discover new technologies, equipment and services to support multidimensional wellness from providers committed to meeting the industry's needs. View demonstrations and ask exhibitors questions in this *live* virtual session. Enjoy "real world"-type

interaction and make purchasing decisions from the comfort and safety of your home or office.

**10:00 a.m.–11:00 a.m.**

## Life hacks for living well

**Terry Eckmann**

Explore lifestyle choices that enhance overall health and well-being throughout the life span. Identify 15–20 effective, research-based strategies to increase activity level, improve eating habits, manage stress and improve attitude. Practice a number of life hacks to include fitness and overall wellness into day-to-day life.

**You'll be able to:**

- Define "life hack" and discuss habit and change management.
- List seven key lifestyle choices for living well throughout the life span.
- Explore more than 15 powerful life hacks.

**Faculty:** Terry Eckmann, PhD, Professor and Department Chair, Teacher Education and Kinesiology, Minot State University.



| CEUs

## Indoors or out: Nurturing nature connections to boost health and well-being

**Shirley Archer**

Forest bathing, also known as Shinrin Yoku, is growing in popularity globally. Learn from your forest therapy guide about the overall benefits of forest bathing, how it dif-

fers from a simple walk in nature, and how you can offer indoor or outdoor programs to boost the well-being of older adults. This session will include a live lecture and indoor walk followed by a video of an outdoor forest bathing experience. Note: Attendees will benefit from the techniques learned in this session and increase awareness of their connection with nature.

**You'll be able to:**

- Learn the art of forest bathing and review the evidence-based benefits of the practice on the health of mind and body.
- Consider the value of increasing the nature connection for your older adult program participants.
- Experience a forest bathing walk that combines both indoor and outdoor components.

**Faculty:** Shirley Archer, JD, MA, Shirley S. Archer Associates, LLC.



| CEUs

## LEADERSHIP SUMMIT

### Are you harnessing the collective genius in your organization?

**Karen Woodard**

In our super competitive market over the past 20 years, it has become increasingly important to any organization to be innovative. The most successful innovative organizations have changed their approach to leadership by creating collaborative organizations with an interplay of ideas. Innovative organizations (not just the leaders) recognize that innovation is a team sport, and a leader's role is to set the stage for

collective genius to happen. In this session, learn how to take all the individual slices of genius and orchestrate collective genius.

**You'll be able to:**

- Create collaborative organizations.
- Encourage constructive disagreement and discourage “getting along” or “going along.”
- Manage the tension that occurs with the paradox while making sure all people feel valued.

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



| CEUs

## Getting plugged in: Using technology to build wellness engagement

**Laura Spicer & Alison Snook**

Incorporating technology into your fitness and wellness program can be scary, but very rewarding. Learn ways to utilize technology to plan events, market and incorporate all wellness dimensions. Explore how best to research fitness equipment that offers technology, how to engage in best practices with your IT team to ensure your systems talk to one another and provide the best technology experience for your residents and fitness team. Access data that you can use for programming, for soliciting feedback from your residents, and for ways to use technology in your fitness classes (including examples of attendance recording, scheduling, promoting programs/classes/clinics, assessments and education).



**You'll be able to:**

- Develop an action plan to incorporate IT in planning, using and supporting technology in your fitness and wellness programming.
- Discuss specific examples of utilizing technology in fitness classes, programming and assessments.
- Use data and feedback to develop programs, train teams and celebrate your technology accomplishments.

**Faculty:** Laura Spicer, MEd, RD, Director of Resident Well-Being and Engagement, and Alison Snook, MS, EP-c, Fitness Center Coordinator, Bridgewater Retirement Community.



| CEUs

## Nutrition and sleep: Fascinating connections for the active-ager

**Tricia Silverman**

Good nutrition and restful sleep go hand in hand. When one is compromised, it can

disrupt the other. Learn how sleeping well can help active-agers control their weight and revitalize their minds and bodies. See how a lack of sleep impacts hormones, which can affect hunger, appetite, glucose regulation, muscle mass and more. Discover foods, herbs, teas and nutrients that can enhance sleep and others that may interfere with it. Find out about the healthy habits that set the stage for better sleep in the active-aging years.

**You'll be able to:**

- List at least four foods or nutrition strategies that contribute to restful sleep.
- State four or more hormones that are affected by sleep.
- Identify at least four healthy habits that lead to better sleep in active-agers.

**Faculty:** Tricia Silverman, RD, MBA, Owner, Tricia Silverman Wellness.



| CEUs

## Grey power: Progressive functional training using rhythm formula-based systems

**Libby Norris & Ruth Parliament**

Research is demonstrating the value and benefits of high-intensity training to optimize health and support quality of life. Examine exercise program design that targets muscular and somatosensory balance systems. Apply music and rhythm variations to elicit progressive overload through isometric, concentric and eccentric loading. Also, use static and slow dynamic strategies (along with options for adding intensity) that allow for individual physical differences and personal preferences.

**You'll be able to:**

- Design group exercise formats that target both muscular and somatosensory balance systems to support optimal health, fall prevention and activities of daily living.

# Friday sessions: November 6

- Optimize results for progressive overload and muscle power 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, including social, emotional and physical, while providing options to customize individual variances with strength, mobility and ability.

**Faculty:** Libby Norris, BA, Fitness Manager, City of Mississauga; and Ruth Parliament, BSc, MA, Faculty, American School of Tangier.



## The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.

## Add six to your fitness mix: Blending cognition and exercise

**Kim Eichinger & Renee Harlow**

Blend cognitive and physical programming into an active, stimulating experience.

Take away six ideas for implementing cognitively challenging tasks while engaging in simple physical exercise. Each mental workout will incorporate components such as sequencing, recall, critical thinking, direction change, reaction time and body movement. Learn how to adapt activities to meet the functional level of your clientele and hear how to successfully introduce

this type of dual tasking for participants. Observe residents participating in each of the six activities, all adapted to comply with safety measures for COVID-19. Also, receive instructions for implementing these cost-effective activities requiring no special equipment.

**You'll be able to:**

- Expand your fitness program to incorporate exercises that blend cognitive and physical tasks in a fun and socially engaging approach. Although large group dynamics typically promote social interaction, demonstrated activities reflect programming modified to engage smaller groups and incorporate outdoor spaces and safe distancing.
- Use simple resources to add this new wellness dimension to group exercise.
- Generate ideas for implementing mental workouts that complement your existing exercise classes to meet the new fitness trends.

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



## STOTT PILATES® Armchair Pilates® with Handweights

**Laureen DuBeau**

For active-aging exercisers, program design needs to reflect daily living requirements. Those with limited mobility face additional challenges. By applying STOTT PILATES®

biomechanical principles as a foundation, discover how to use light handheld weights or household or weighted objects to target postural deficiencies, foster internal and external awareness, and slow muscle loss related to aging. Exercises are designed to reconnect mind and body and improve functional capacity of the older participant through graded strength training, proprioceptive feedback and joint range of motion. Maximize functional health, balance and coordination in a program that keeps clients feeling motivated and successful.

**You'll be able to:**

- Explore the STOTT PILATES biomechanical principles as a basis to create healthier movement patterns.
- Describe how movement essence and exercise goals for a specialized population direct program choices.
- Discuss how the use of handheld weights can be appropriate for maintaining strength and muscle tone. Discover how increased awareness can improve movement literacy for clients with restricted mobility.

**Faculty:** Laureen DuBeau, BFA, Master Instructor Trainer, Merrithew™.



**11:15 a.m.–12:00 p.m.**

## EXCLUSIVE EXHIBITOR CONSULTATIONS

Have a free one-on-one consultation with your chosen exhibitors. Bring your blue-

print or floor plan, product requirements and purchasing needs to discuss with these experts.

**12:00 p.m.–1:00 p.m.**

## PANEL Advancing wellness during a pandemic

**Robert Sorenson, Monica McAfee, Sarah Matyko, Annie Shaffer & Shannon Radford**

How can you advance your wellness culture during the COVID-19 pandemic? What innovative strategies can you implement to keep your residents and members safe, healthy and engaged? How can you meet customers' needs, expectations and desires? These and other topics will be explored by the winners of the ICAA NuStep Pinnacle Award in 2019. These organizations represent the top wellness-focused senior living communities in North America. Hear their stories, and learn about the emerging and best practices they have developed to advance wellness within their organizations during the COVID-19 pandemic.

**You'll be able to:**

- Create novel wellness strategies that make a difference.
- Identify how these organization keep residents and members safe, healthy and engaged, whether indoors, outdoors or online.
- Integrate some or all of these emerging practices into your wellness strategy indoors, outdoors and online.

**Faculty:** Robert Sorenson, MA, CSCS, CSPS, Director of Wellness, Moorings Park; Monica McAfee, Chief Marketing



and Innovation Officer, John Knox Village of Florida, Inc.; Dr. Sarah Matyko, OTD, CDE, CPT, Corporate Director of Life Enrichment, Senior Resource Group; Annie Shaffer, BS, RN, Wellness Director, Sunnyside Retirement Community; and Shannon Radford, BS, Director of Wellness, Presbyterian Village North.



## Adventures in wellness: A creative and experimental approach to programming

**Taryn Young & Melissa Markey**

Learn how a small wellness team can creatively, successfully and effectively increase offerings. Discover how to use local resources to develop diverse programming while overcoming budget and burnout concerns. Cross all dimensions of wellness to meet the needs of current and future participants and build relationships with off-site businesses, which can strengthen communities.

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

- Boost program offerings while implementing new initiatives.
- Communicate this program concept with colleagues.
- Utilize the success indicators from these diverse programs, which can be incorporated into current offerings.

**Faculty:** Taryn Young, ACE, Fitness Specialist, and Melissa Markey, BA, Wellness Manager, Westminster Canterbury Richmond.



## LEADERSHIP SUMMIT

### PANEL The future reality of senior living and care communities in a post-pandemic society

**Thomas Levi, Rosalyn Cama & Gracyn Robinson (moderator)**

A tipping point has arrived with COVID-19. For senior living and care communities, an opportunity exists to prepare for a next generation of residents with the benefit of evidence-based thinking. What innovative design/operational solutions will emerge as we explore how to prepare for future infectious disease and market volatility? What lessons can we learn about successful design of the built environment from communities that mitigated risk of the coronavirus's spread? Explore infectious disease implications in design, design safety, and strategic planning steps to help ensure your community's preparedness and resiliency for the future. Discussions will inform a new evi-

dence-based research agenda to determine the best environmental solutions.

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

- Comprehend the shift to prevention and wellness through the integration of Evidence-Based Design, Universal Design (UD) and Corporate Social Responsibility (CSR) principles and application within community models of care and living.
- Discuss how best to prepare your community for future infectious disease and market volatility; and become flexible to meet changing demands as your target audience changes. Explain how design professionals can assist your future planning and resiliency in existing or new buildings.
- Articulate the right questions to ask for the next generation of community residents. Inform a new evidence-based research agenda. Discuss lessons learned about the built environment from

communities that mitigated risk of COVID-19 spread and from acute care settings with stricter precautions in place.

**Faculty:** Thomas Levi, MAUD, AIA, President, LWDA Design; Rosalyn Cama, FASID, EDAC, President, CAMA, Inc.; and Gracyn Robinson (moderator), BA, EDAC Affiliate, IIDA Associate, Consultant, Gracyn Robinson Consulting.



## What's your purpose? The new frontier for achieving wellness

**Lidia Conci**

A large body of evidence demonstrates that purpose is critical to life and that meaningful and purposeful activity can create tangible health benefits. Learn the benefits for wellness of engaging in meaningful activities that help individuals achieve purpose. Delve into key findings regarding purpose and explore how a purpose-based approach integrates with the dimensions of wellness. Discover how promoting wellness through purpose-based activity can be achieved within care settings for older adults and learn how one provider has implemented a philosophy of purpose throughout the organization that has benefits for service delivery and client outcomes.

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

- Conduct goal identification with clients and ascertain which activities are meaningful and provide purpose to their lives.
- Develop a framework for a purpose-based program that is individually goal-oriented and enhances the dimensions of wellness.



# Friday sessions: November 6

- Foster a philosophy and culture in your organization that embraces a purpose-based approach to deliver best practices and achieve positive results with older-adult clients.

**Faculty:** Lidia Conci, CPSP, BA, Managing Director, AvantiCare.



| CEUs

## Using artificial intelligence to improve exercise/balance outcomes

**Mellany Hanson**

Gait speed, leg strength and mobility have proven to be effective proxies for risk of falling in older adults. Learn how technology has been used to objectively measure these proxies. Discuss how the AI tool can help staff objectively and effectively triage residents into an exercise program, personal training or a balance training program; evaluate program effectiveness; and offer cutting-edge quality of care. Explore how this approach allows staff to make changes to create a larger overall benefit to the community.

**You'll be able to:**

- Discuss how meaningful objective measures can drive participation in fitness and fall-risk-reduction programs, make fitness and balance programs more robust and improve outcomes.
- Use AI technology as a tool to more effectively utilize staff skills and improve communication with other departments.
- Examine how one community strategically chooses wellness/fitness programs that

show value to residents and support its community marketing effort.

**Faculty:** Mellany Hanson, BA, MS, Lifestyle Director, Vi at La Jolla Village.



| CEUs

## Line dancing: Young and old

**June Kittay**

You go to a party and dance for hours, yet you watch the clock after 15 minutes in an exercise class. Sound familiar? Join this fun, interactive seminar and learn how to include line dancing as a program to encourage health, fitness and socialization both in and away from your class. Get up and dance! You and your clients can have fun while getting fit with line dancing.

**You'll be able to:**

- Identify what makes line dancing unique and desirable in today's environment.
- Review basic line dance steps, terminology and modifications for your population.
- Take away simple, universal and popular party line dances to teach immediately.

**Faculty:** June Kittay, BSED, AFAA, Owner and CEO, Tampa Bay Bodies.



| CEUs

## The 12-minute solution: Four fast-paced presentations

Presenters engage you with inspiring ideas and solutions in four 12-minute presentations. Topics TBA.

**Faculty:** TBA.

## Energizing chair yoga for older adults

**Allissa Raway**

Experience an entire chair yoga class that will challenge strength, balance, mobility and endurance while settling the mind and spirit. You'll gain more knowledge about how to intelligently design a chair-based yoga class, a better understanding of safety measures/contraindications and yoga philosophy, plus sequences of poses to adapt to your community.

**You'll be able to:**

- Teach poses that increase balance, flexibility, strength, postural awareness, brain health (through dual-tasking, coordination and meditation) and cardiovascular health in mixed-level, older-adult classes.
- Integrate yoga philosophy and tradition, alignment, cueing and safety precautions to your classes.
- Design yoga classes intelligently to enhance participants' class experience and increase mind/body results and outcomes.

**Faculty:** Allissa Raway, BS, Wellness Lead, Friendship Village of Bloomington.



| CEUs

## Disrupt functional decline with effective high-intensity training

**Donna Diedrich, Christine Herziger & Bailey Turpin**

Research links strength, power and mobility decline, stating that thresholds in lower-extremity muscle strength can predict loss of mobility in community-dwelling

older adults and when they will need assistance with daily living activities. Yet most current fitness programs for older adults consist of general conditioning activities and low-intensity exercise. Are these programs resulting from fear of harm, lack of understanding of the evidence, or inappropriate exercise dosing? This session will address the gap between the evidence and current practice. Engage in an active exercise lab to disrupt decline from inactivity or underdosed activity. Gain skills incorporating high-intensity strength training into safe, effective function and a toolkit of resources to immediately change practice.

**You'll be able to:**

- Interpret current evidence supporting high-intensity exercise for the musculoskeletal, cardiopulmonary and neuromuscular systems of aging adults.
- Integrate this evidence into established practice and learn exercise regimes based on movement analysis and impairment identification.
- Apply effective exercise dosing to client programming through application of the physical stress theory and demonstration of client exercise prescriptions.

**Faculty:** Donna Diedrich, PT, DPT, GCS, Vice President of Clinical Operations, Christine Herziger, PT, MBA, National Lead Advanced Practice Specialist, and Bailey Turpin, BS, CPT, National Program Director, Wellness Services, Aegis Therapies.



| CEUs

# Frequently asked questions



**Q. When is ICAA's 2020 event held?**

**A.** The ICAA Virtual Conference, Leadership Summit and Expo takes place October 27–28 and November 5–6, 2020. **The event will unfold live online in Pacific Time at [www.icaa.cc](http://www.icaa.cc).**

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

**A.** You can connect, learn and recharge with the ICAA community through this virtual learning experience and expo. This year's schedule gives you flexibility in how and when you attend. Programming will be *live* online on four shorter days over two weeks, with all sessions available later on-demand for your convenience.

By opting for shorter days and varied formats, ICAA offers you an event designed to help you protect your eye health and manage your energy, absorb information better and apply what you learn sooner. You'll be able to customize your attendance to fit with your work or personal commitments. And you'll have the time to set up connections with event sponsors and industry colleagues.

Most importantly, when you register for ICAA's online event, you eliminate the health and safety risks that COVID-19 presents to those who attend large in-person gatherings and their clients, families, colleagues and communities.

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

**A.** Your registration fee includes educational seminars, General Sessions, online



# Frequently asked questions

handouts and entry to the Virtual Expo. Your four day all-access pass includes all educational offerings—collaboration sessions, seminars, speaker chats, activities workshops—as well as *live* online networking, supplier meetings and virtual exhibits. A separate fee is required for CEUs, or continuing education units/credits.

## Q. Do I need to tell you my session choices ahead of time?

A. You may attend any session live or later on-demand without signing up in advance. Recordings of all sessions will be available to you for 60 days post-event as part of your all-access pass.

## 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, you'll be charged a \$35 fee. Information about certifying agencies appears on the ICAA website. Go to [www.icaa.cc/conferenceandevents/overview.htm](http://www.icaa.cc/conferenceandevents/overview.htm) and click on the CEU page.

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

A. Discover new technologies, equipment and services to support multidimensional wellness from providers committed to meeting the industry's needs. Exhibitors will demonstrate products and respond to questions in *live* virtual sessions.

## Q. How do I receive session handouts?

A. Watch for an email with your link to handouts a few weeks before ICAA's event. Scroll the schedule to choose sessions and see whether speaker handouts are available to download and/or print. All available handouts will be posted to ICAA's website after the event, with a login number and password provided for your access.

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

A. You can become an ICAA member and save on your conference/summit fee when you register. Fill out the optional membership section when you register online at [www.icaa.cc/registration.php](http://www.icaa.cc/registration.php). Learn about member benefits at [www.icaa.cc/membership.htm](http://www.icaa.cc/membership.htm).

## 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 [www.icaa.cc/conferenceandevents/rates.htm](http://www.icaa.cc/conferenceandevents/rates.htm) 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 us toll-free at 866-335-9777 to register by phone.

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

A. Yes. You can register online or by fax or phone, 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. Any payments by check after September 13 must be received before 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 job title. For example, wellness activity leader, 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 of time.

## Other questions?

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

*"This conference provides so many opportunities to learn new programming and to reinforce that what we do for our programming is similar to what other companies offer. I also like collaborating with other companies and creating new relationships to bounce ideas off. It is a win-win for me."*

## Theresa Perry

Corporate Director of Wellness Services,  
Acts Retirement-Life Communities

## Cancellation and substitution policies

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

### Date of receipt

*August 23, 2020:* Full refund, less \$150 administrative fee

*August 24–September 6, 2020:* 50% refund, less \$75 administrative fee  
*After September 6, 2020:* No cancellations will be accepted

*Note: All fees are in US dollars.*

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 6, but you may transfer your registration to another attendee or to the following year, at no additional charge. **A substitution must be made in writing to [info@icaa.cc](mailto:info@icaa.cc).**

To learn more, see [www.icaa.cc/conferenceandevents/rates.htm](http://www.icaa.cc/conferenceandevents/rates.htm).









## BRING HEALTHY MOVEMENT TO LIFE //

At Matrix, we believe in the quality of life that comes from movement. Our portfolio of Med CE certified equipment was designed to meet the needs of medical and training specialists who understand just how important movement is to a healthy future.

LEARN MORE ABOUT OUR MED CE PORTFOLIO AT THE VIRTUAL EXPO  
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