



## **Local woman among first in country to be recognized as *Leader in Wellness Management***

**Aims to set new standard for Vitality and Well-Being at Sharon Towers**

*For immediate release*

**CHARLOTTE, NC (December 6, 2019)** – As a professional working in the fast-growing field of older adult wellness, where the need for professional training and development has never been more urgent, Jessica Bourque is proud to be among the first graduates of the *Leadership in Wellness Management* course.

The specialized knowledge and techniques gained during this intensive, multi-week program promises to usher in a new level of expertise and relevance to her job as Director of Vitality and Well-being at Sharon Towers. At the same time, it will provide a competitive edge for the operation by setting a new standard for wellness in the community and improving the lives of residents seeking measurable results from their activities.

“I will certainly be using a lot of the systems and knowledge I gained from the course,” says Bourque. “My staff and colleagues who haven’t taken it yet will also benefit from my learning – hopefully to the point of taking it themselves when they are able.”



The curriculum focuses on business management and leadership, with course participants undertaking self-discovery activities, building their knowledge of wellness as it applies to wellness business practices, and leaving with new strategies for enhancing their existing programs or careers. Topics range from effective communication to creating and managing teams, performance evaluation and identifying key resources and technology.

The program began on July 8th of this year. Bourque is among the members of the graduating class.

**About ICAA Education (ICAA)** [www.icaa.cc/certificate/organizations.htm](http://www.icaa.cc/certificate/organizations.htm)

ICAA Education, Inc., develops and delivers courses designed to help active-aging professionals build the needed skills and knowledge to impact both older-adult wellness in all dimensions as well as the business bottom line.

ICAA Education, Inc., is a sister company of the International Council on Active Aging® (ICAA), a professional association that has led, connected and defined the active-aging industry since 2001. Founded in the belief that unifying the efforts of organizations focused on improving the quality of life of older adults benefits both the people they reach and the organizations themselves, ICAA's vision is shared by over 10,000 organizations. ICAA's support of the active-aging industry includes industry research reports, environment and program development, market development, education and research on healthy aging and wellness, networking, best practice sharing, marketing and strategy development, public relations campaigns and recognition programs.