

## Colin Milner

Author, entrepreneur, public speaker and industry leader

Colin Milner, founder and chief executive officer of the International Council on Active Aging® (ICAA), is one of the world's visionaries on the health and well-being of the older adult. The World Economic Forum has twice invited Milner to serve on its Network of Global Agenda Councils, recognizing him as one of "the most innovative and influential minds" in the world on aging-related topics.

Milner has been involved in the health and fitness industry since 1982. He managed large and small fitness clubs before founding Canada's first national fitness trade magazine, Club Direct, in 1990. Milner went on to become vice president of sales and marketing at Keiser Corporation, where he also served as chief operating officer of the Keiser Institute on Aging. Prior to establishing ICAA in 2001, he was president of IDEA Health and Fitness Association.

An award-winning writer, Milner has authored more than 200 articles on aging-related issues. In addition, he has delivered speeches to thousands of business and governmental leaders, industry professionals, and older adults throughout the world. Some of the agencies and initiatives that have sought his advice include:

- The European Commission
- The World Economic Forum's Global Risk Network
- The World Economic Forum's Global Redesign Initiative
- The World Economic Forum's Global Agenda Council on Aging Society
- US Department of Health and Human Services
- US Administration on Aging
- National Institute on Aging, one of the US National Institutes of Health
- Canadian Special Senate Committee on Aging
- 2010 Vancouver Olympic Committee
- British Columbia Ministry of Health
- British Columbia Ministry of Healthy Living and Sport
- National Blueprint: Increasing Physical Activity Among Adults Age 50 and Older
- White House Conference on Aging 2005 (along with a Vision Paper for the event)

Milner's efforts were recognized by The Canadian Fitness Professional Association in 2010, as he was awarded the Can-Fit-Pro Lifetime Achievement Award for his contributions to the Canadian fitness industry. His efforts have inspired a broad spectrum of leading-edge publications, television networks and radio stations to seek also his insights. Among these outlets are: Wall Street Journal, Chicago Tribune, New York Times, Los Angeles Times, The National Post, Globe and Mail, CNN, CBC Radio, AARP, Newsweek, Parade Magazine, and Dow Jones Market Watch.

As a member of an international coalition, Milner made recommendations for the International Curriculum Guidelines for Preparing Physical Activity Instructors of Older Adults. He also participated in the creation of Falls Free: Promoting a National Falls Prevention Action Plan, a National Council on Aging initiative. Within the health and fitness industry, Milner advises the American Senior Fitness Association; Canadian Association of Fitness Professionals; Fitness Business Canada; Active Living by Design: Creating Activity-Enhancing Residential Settings work group; Active Living Leadership and Club Success. Milner is also the active-aging spokesperson for the Canadian Association of Fitness Professionals and resident industry expert on aging for the International Health, Racquet and Sportsclub Association.

