Global Spa Summit 2011
“Engage the Change”
The Customer. The Money. The Future

Agenda
SUNDAY, MAY 15TH
BALI INTERNATIONAL CONVENTION CENTER

Pre-Summit Meetings

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:30pm - 6:00pm</td>
<td>Nusantara 1</td>
<td>Summit Check-In &amp; Registration</td>
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<tr>
<td>2:30pm - 3:00pm</td>
<td>Nusantara 1</td>
<td>Press Delegate Briefing</td>
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<tr>
<td>3:30pm - 4:00pm</td>
<td>Nusantara 3</td>
<td>Speaker Logistics Meeting</td>
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<tr>
<td>4:00pm - 4:30pm</td>
<td>Nusantara 3</td>
<td>Panelist/Moderator Logistics</td>
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<td>4:30pm - 5:30pm</td>
<td>Nusantara 3</td>
<td>Student Logistics Meeting</td>
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<td>6:00pm - 8:00pm</td>
<td>Lagune</td>
<td>Cocktails at the St. Regis Bali Resort:</td>
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<td>Join fellow delegates for cocktails and</td>
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<td>go behind the scenes to visit one of</td>
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<td>Bali’s finest hotel spas</td>
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MONDAY, MAY 16TH
BALI INTERNATIONAL CONVENTION CENTER
Sponsored by the Ministry of Culture & Tourism, Republic of Indonesia

Engage the Change: The Consumer

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30am - 6:00pm</td>
<td>Nusantara 1</td>
<td>Summit Check-In &amp; Registration</td>
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<tr>
<td>8:00am - 6:00pm</td>
<td>Nusantara 1</td>
<td>Resource &amp; Sponsor Tables</td>
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<td>Peruse publications and books authored by</td>
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<td>the 2011 Sponsors.</td>
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<td>8:00am - 6:00pm</td>
<td>Nusantara 1</td>
<td>Internet Café</td>
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<td>Sponsored by SpaEquip</td>
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<td>8:30am - 9:15am</td>
<td>Nusantara 3</td>
<td>General Session:</td>
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<td></td>
<td>Welcome: Susie &amp; Pete Ellis, President &amp;</td>
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<td>Chairman and CEO, SpaFinder, Inc., U.S.</td>
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<td>Opening Remarks: Anne McCall Wilson, VP</td>
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<td>of Spas, Fairmont Raffles Hotels Intl,</td>
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Meet the Key Speakers:

- **Kate Ancketill**, GDR Creative Intelligence, U.K.
- **David McCaughan**, McCann Worldgroup Asia-Pacific, Japan
- **Emmanuelle Linard**, Executive Director, Edelkoort Inc., U.K.
- **Marc Smith**, Chief Social Scientist, ConnectedAction, U.S.
- **James Kaplan**, SVP, Fairmont Raffles Hotels Intl, Singapore
- **John Hardy**, Co-Founder, The Green School, Indonesia
- **Dr. Kenneth Pelletier**, Clinical Professor of Medicine, U.S.
- **Dr. Daniel Friedland**, Founder, SuperSmartHealth, U.S.
- **Ruben Toral**, Founder, MedeGuide, Thailand
- **Laszlo Puzcko**, Managing Director, Xellum Ltd., Hungary

### General Session: Keynote Speaker

**Engaging the Future. From Nano-Technology to Gaming Theory:** How Trends from Outside the Spa Category Can Inform and Inspire

**Kate Ancketill**, Managing Director, GDR Creative Intelligence, U.K.

### General Session: Engagement Session

**Q&A with Kate Ancketill**

### General Session: Research

**Uncovering the Gems: Research on New Customers & Trends for the Spa Industry**

**Yulia Francisca**, Research Analyst, Euromonitor Intl, Singapore

### Networking Break

Sponsored by Kerstin Florian

### Concurrent Breakout Sessions

1. **Consumers Speak About New Beauty Trends: Are Spas Listening? Or Are Spas Missing Out?**
   - **World-renowned research company, Diagonal Reports, presents the latest information on consumers and the worldwide beauty market.** Great session to learn about potential new services and ask questions with a research expert.
   - **Moderator:** **Anna Bjurstam**, Managing Director, Raison d’Etre, Sweden
   - **Speaker:** **Jacqueline Clarke**, Research Director, Diagonal Reports, Ireland
   - **Time:** 11:30 am - 12:30 pm
   - **Location:** Bougainville Room

2. **Everything You Wanted to Know About Social Media, New Technologies and Your Business, but Were Afraid to Ask.**
   - **Discussion with experts who can help guide your strategies and activities for social media and emerging technology.** This is a perfect workshop for both the new and the knowledgeable to share experiences. Limited to 30 participants.
   - **Moderator:** **Josh McCarter**, CEO, GramercyOne, U.S.
   - **Panelists:** **Kate Ancketill**, Managing Director, GDR Creative Intelligence, U.K.
3. Your Brand: Is it More or Less Relevant in the Engagement Age?
With social media, online discounters, and fast-paced technology, are brands and brand loyalty things of the past? Can you still make an emotional high-touch connection in a high-tech age? Whether you are a well-known spa brand in a local market or an internationally renowned one, this session will explore how to succeed and stay relevant in the future.

Moderator: 
Susan Harmsworth, Founder & CEO, ESPA International, U.K.
Panelists: Catherine Feliciano-Chon, Managing Director, CatchOn & Co., Hong Kong
Dave McCaughan, EVP, McCann Worldgroup, Asia-Pacific, Japan
Vajravorn Tasukon, Director of Marketing, ChivaSom, Thailand

4. Lessons in Innovation
Innovators are bringing radical changes to our spa thinking. New concepts in spas and spa services are emerging and compelling us to think differently about our businesses. Here, industry innovators share their views.

Moderator: Charlene Florian, VP Corporate Creative Development, Kerstin Florian, U.S.
Panelists: Ian Lyons, Chairman, The Private Spa, Malaysia
Dietmar Moeller-Elmau, Owner, Schloss Elmau Luxury Spa, Germany
Nicholas Ronco, Founder & CEO, YeloSpa, U.S.
sha., CEO & Owner, sha. Vertrieb GmbH, Austria

Lunch: Timely Table Topics
Join a table of your choice:

1. Ancient Traditions & Product Formulation
Adria Lake, A.W. Lake Spa Concepts, Indonesia

2. Latin American Spa Industry Update
Alfredo Carvajal, Universal Companies, U.S.

3. The India Spa Scene: What’s Changing
Christine Hays, Oberoi Group, India

4. Let's Talk Residential Communities and Spas
Darani Winnie Tsao, Paradigm Wellness, Singapore

5. More Time with Dave
Dave McCaughan, McCann Worldgroup Asia-Pacific, Japan

6. All About Partners & Licensing
David Stoup, Trilogy Ventures, U.S.

7. Understanding Evidence-Based Medicine
Dr. Daniel Friedland, SuperSmarthHealth, U.S.
8. Innovation
Dr. Howard Murad, Murad, U.S.

9. Online Health & Wellness Coaching
Dr. Kenneth Pelletier, Clinical Professor of Medicine, U.S.

10. Fashion, Beauty & Wellbeing
Emmanuelle Linard, Edelkoort, Inc., U.S.

11. Bio Frequencies of Water
Fabrice Garrigues, the Private Spa Corporation, Indonesia

12. China's Spa Scene Today
Fifi Kao, SpaChina Magazine, China

13. Spa Industry in Brazil
Gustavo Albanesi, Buddha Spa, Brazil

14. Biophoton Energy
Ian Lyons, the Private Spa Corporation, Indonesia

15. Investment: How to Pitch Spas to a Money Person
James Kaplan, Fairmont Raffles Hotels Intl, Singapore

16. Re-Enchanting Teams Who are Overtired and Disheartened
Jean-Guy de Gabriac, TipTouch, France

17. How Can Fitness Be a Bigger Part of Spas?
Jeff Kohl, Precor, U.S.

18. Psychology & Spa: Bringing in Happiness
Jeremy McCarthy, Starwood Hotels & Resorts, U.S.

19. Luxury: How Have Things Changed Since the Recession?
JoAnn Kurtz-Ahlers, Kurtz-Ahlers & Associates, U.S.

20. More Trends that I didn’t Have Time to Talk About
Kate Ancketill, GDR Creative Intelligence, U.K.

21. Let's Talk Retail Success Stories
Kerstin Florian, Kerstin Florian International, U.S.

22. Where to Find Spa Leadership Talent
Lori Hutchinson, Hutchinson Consulting, U.S.

23. Bali's Environmental Issues
Christopher Dean, Organic India, Australia

24. Answers to Your Technology Questions
Marc Smith, ConnectedAction, U.S.

25. How to Work with Your Technology Department
Nader Vasseghi, SelfOptima, U.S.

26. “Social Media Puzzles” Groupon, Living Social, etc.
Nicolas Ronco, YeloSpa, U.S.

27. Spa Industry India: Future Trends
Parineta Seethi, AsiaSpa India, India

28. Islamic Cultural Traditions of Wellness
Prof. Gerry Bodeker, Oxford University, Malaysia

29. Common Mistakes Made When Building Spas
Raoul Andrews-Sudre, Aspen Resorts International, U.S.

30. How Wellness is Evolving in Asia
Rebecca Walker, AsiaSpa, Hong Kong
31. India Spa Standards, Talents & Training
Rekha Chaudhari, JCKRC Co, India

32. Medical Tourism: Past & Future
Ruben Toral, Medeguide, Thailand

33. Addressing Thoughts & Emotions in Spa
Sharon Kolkka, Gwinganna Lifestyle Retreat, Australia

34. North America: On the Comeback?
Todd Walter, Red Door Spa Holdings, U.S.

35. Everything You Want to Know About Doing Business in China
Tony Cheung, PA Wellness Consultancy, Ltd., China

2:00pm - 2:15pm
Nusantara 3
Soundbyte: Social Networking
Engaging Consumers Through Technology: The Latest from Silicon Valley
Marc Smith, Chief Social Scientist, ConnectedAction, U.S.

2:15pm - 2:45pm
Nusantara 3
General Session: Keynote Speaker
What Every Business Must Know Today About Asian People – Not Consumers
Dave McCaughan, EVP, McCann Worldgroup, Asia-Pacific, Japan
Introduction by Catherine Feliciano-Chon, Managing Director, CatchOn & Co., Hong Kong

2:45pm - 3:15pm
Nusantara 3
General Session: Engagement Session
Q&A with Dave McCaughan

3:15pm - 4:00pm
Nusantara 3
Networking Break
Sponsored by Kerstin Florian

4:00pm - 5:15pm
Nusantara 3
General Session: Keynote Speaker
“Earth Matters” – A Visual Experience of Lifestyle & Design Trends For 2012
Emmanuelle Linard, Executive Director, Edelkoort, Inc., U.S.

5:15pm - 6:30pm
Free Networking Time

6:30pm - 7:30pm
Cascade Lounge
Welcome Cocktail Reception
Sponsored by Babor

The Laguna Resort
7:30pm - 10:00pm
Balai Raya Room
Global Gala Dinner
Sponsored by Babor

Introductory Remarks by the 2011 Global Spa Summit Co-Chairs
Anne McCall Wilson, VP of Spas, Fairmont Raffles Hotels Intl, Canada
Jeff Matthews, President & COO, Mandara Spa, Indonesia
Susie Ellis, President,
SpaFinder, Inc., U.S.

Balinese Welcome
H.E. Jero Wacik, SE
Minister of Culture & Tourism
Republic of Indonesia

Introduction of Key Sponsors
& Board of Directors
Pete Ellis, Chairman & CEO,
SpaFinder, Inc., U.S.

10:00pm - Whenever!
Kul Kul Bar
The Laguna Resort

After Dinner Gathering
Let’s continue the conversation...
**Engage the Change: The Business**

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<td>3rd Annual Student Challenge Competition: Part 1 Challenge: Showcase Designs and Concepts for a Unique Spa of the Future That Will Be Profitable!</td>
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<td>VIP Judging Panel:</td>
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<td><strong>Sharilyn Abbajay</strong>, VP, Global Spa and Retail, Marriott Intl, U.S.</td>
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<td><strong>Filip Boyen</strong>, COO, Orient Express, U.K.</td>
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<td><strong>Christopher Norton</strong>, Chair, Global Spa Task Force, Four Seasons Hotels &amp; Resorts, France</td>
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<td><strong>Niamh O’Connell</strong>, VP, Spa Operations, Hyatt Hotels, U.S.</td>
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<td><strong>Krip Rojanastien</strong>, Owner, ChivaSom, Thailand</td>
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<td>8:00am - 6:00pm</td>
<td>Nusantara Foyer</td>
<td>School #1: <a href="#">Chinese University of Hong Kong’s School of Hotel &amp; Tourism Management with Angelene Chan</a>, Director, DP Architects, Singapore</td>
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<td>8:00am - 6:00pm</td>
<td>Nusantara Foyer</td>
<td>School #2: [Cornell Nanyang Institute (Singapore)] with Chris Singer, Designer, WATG, Singapore</td>
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<td>9:30am - 9:45am</td>
<td>Nusantara 3</td>
<td>General Session:</td>
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<td>Introductory Remarks</td>
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<td>9:45am - 10:30am</td>
<td>Nusantara 3</td>
<td>General Session: Panel</td>
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<td>Where Has All the Money Gone?</td>
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<td><em>This relevant session will explore the complexities of international growth from a financial perspective. The experienced panel will discuss how investor expectations vary around the world and what the spa and wellness industry will need to do in order to attract investors and support long-term growth.</em></td>
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<td>Moderator: <strong>Mary Tabacchi, PhD</strong>, Professor, Cornell University, U.S.</td>
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<td>Speaker: <strong>James Kaplan</strong>, SVP, Fairmont Raffles Hotels International, Singapore</td>
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10:30am - 11:00am  
Nusantara 3
Panelists: David Browning, CEO, Somasigns, Philips Consumer Lifestyle, U.K.  
David Stoup, Chairman, Trilogy Ventures, U.S.

General Session: Research  
Weather Forecast for Asia Hotel Markets: What’s Hot, What’s Not?  
Darlena Zhai, Consultant, Horwath HTL Consulting, Asia-Pacific

11:00am - 11:30am  
Nusantara Foyer
Networking Break  
Sponsored by Sodashi

Concurrent Breakout Sessions

11:30am - 12:30pm  
Orchid Room
1. China: Big Opportunity or Big Risk? Ensuring Success in the Next Biggest Market  
Growing businesses are either considering expansion into China or are already in it. This panel explores the opportunities and the pitfalls for successfully navigating your business in this challenging environment.

Moderator: Polly Johnson, CEO, SpaEquip, U.S.  
Panelists: Elmar Hadamzyk, Managing Director, Thermarium, Hong Kong  
Sheila McCann, Corporate Director of Spa, Shangri-La Hotels & Resorts, Hong Kong  
Kathryn Moore, Intl Project Manager, MSPA Intl, Thailand  
Simon Shepherdson, Managing Director, International Leisure Consultants, Hong Kong

2. Beauty and the Feast: What can the Largest and Most Profitable Part of Our Industry Teach Us About Profitability?  
Will spas lose their integrity by moving into more beauty concepts? This panel will discuss whether wellness models and beauty models collide, simply co-exist or actually change the experience completely with a “mash up” of serious proportion.

Moderator: Kim Matheson, President, Natural Resources Spa Consulting, U.S.  
Panelists: Gustavo Albanesi, Founder, Buddha Spa, Brazil  
Yulia Fransisca, Research Analyst, Euromonitor International, Singapore  
Paul Linder, General Manager, ChivaSom Intl, Thailand  
Neil Orvay, Managing Director, AsiaSpa & Wellness Ltd, Hong Kong  
Daniela Steiner, Founder & CEO, Daniela Steiner Cosmetics, Italy

3. Differentiating with Design  
So much of what we see in spa design is copy-cat. This panel of experts will explore how we can use design to differentiate, the barriers that stop us from being more innovative and the possibilities that technology is presenting.

Moderator: Chris Singer, Associate VP, WATG, Singapore  
Panelists: Adrian Egger, Managing Director, Klafs, Germany  
Emmanuelle Linard, Executive Director, Edelkoort Inc., U.S.
Ed Ng, Director, AB Concept, Hong Kong
Sonu Shivdasani, Chairman & CEO, Six Senses Resorts and Spas, Thailand


How do we adjust to radical fluctuations in demand and an unpredictable business climate in the short term? How do you keep your brand integrity when pressures surround?

Moderator: Mia Kyricos, VP, Corporate Wellness, Core Performance, U.S.
Panelists: Roberto Arjona, Chief Executive, Golden Door & Rancho La Puerta, Mexico
Jeff Matthews, COO & President, Mandara Spa, Indonesia
Dave McCaughan, EVP, McCann Worldgroup Asia-Pacific, Japan
Samir Patel, Managing Director, Six Senses Resorts & Spas, Thailand

11:30am - 12:30pm
Hibiscus Room

Networking Lunch
Sponsored by Thermarium

12:30pm - 2:00pm
Nustantara 1 & 2

Soundbyte: Social Networking
Engaging Consumers Through Technology: The Latest Tools and Gadgets You Need to Have
Marc Smith, Chief Social Scientist, ConnectedAction, U.S.

2:00pm - 2:15pm
Nustantara 3

General Session: Panel
New Business Models for the Industry that Complement our Theme, “Engage the Change”
Franchising of spas and the robust expansion of new business models are part of the rapid changes happening in our industry. This panel will focus on how these models can be applicable to other spa businesses. Hitch a ride on these executives’ coattails and be enlightened by their insight on how they choose products, handle employee training, financing, operations, scaling and more.

Moderator: Pete Ellis, Chairman & CEO, SpaFinder, Inc., U.S.
Panelists: Randal Eastman, VP, Dragonfly Therapeutic Retreats, China
CG Funk, VP, Industry Relations & Product Development, Massage Envy, U.S.
Jeni Garrett, Founder, Woodhouse Day Spas, United States
Chee Kwong “C.K.” Low, Managing Director, Skin Essentials, Malaysia
Tracey Sameyah, President, Murad Inclusive Health, U.S.

2:15pm - 3:00pm
Nustantara 3

3:30pm - 3:30pm
Nusantara 3

General Session: Panel
An Insider’s China
Highly respected Chinese spa business leaders share their views on prosperity and growth in our spa industry within the world’s next biggest economy.

Moderator: Andrew Gibson, Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong
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<td>3:30pm - 4:00pm</td>
<td>Panelists: <strong>Tony Cheung</strong>, Managing Director, PA Wellness Consultancy, China and <strong>Various VIP Chinese Delegates</strong>&lt;br&gt;Networking Break&lt;br&gt;Sponsored by Sodashi</td>
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<tr>
<td>4:00pm - 4:15pm</td>
<td>General Session: Audience Response&lt;br&gt;<strong>Total Transparency: Snapshot of Today's Industry Numbers via Anonymous Polling</strong>&lt;br&gt;<strong>Richard Dusseau</strong>, CEO, SpaStrategy, United States</td>
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<td>4:15pm - 4:35pm</td>
<td>General Session: Keynote Speaker&lt;br&gt;<strong>Bamboo, a Sustainable Spa at Last!</strong>&lt;br&gt;<strong>John Hardy</strong>, Founder, the Green School, Indonesia&lt;br&gt;Introduction by <strong>Jeff Matthews</strong>, President &amp; COO, Mandara Spa, Indonesia</td>
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<td>4:35pm - 5:00pm</td>
<td>General Session: Keynote Speaker&lt;br&gt;<strong>The Government’s Perspective on Indonesia’s Spa and Wellness Sector</strong>&lt;br&gt;<strong>Dr. Sapta Nir wandar</strong>, Director General of Marketing, The Ministry of Culture and Tourism, Republic of Indonesia</td>
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<td>5:00pm - 5:30pm</td>
<td>Briefing for Members of the Press</td>
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<td>6:15pm - 9:00pm</td>
<td><strong>Indonesian Gala Night</strong>&lt;br&gt;Beachside at the Westin Resort&lt;br&gt;Wear your favorite whites with a splash of color for this festive evening! An evening of Indonesian-style fun, food, and cultural performances.&lt;br&gt;Sponsored by the Ministry of Culture and Tourism, Republic of Indonesia</td>
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<td>9:00pm - Whenever!</td>
<td><strong>After Dinner Gathering</strong>&lt;br&gt;Let's continue the conversation...</td>
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WEDNESDAY, MAY 18TH
THE LAGUNA RESORT & SPA
Sponsored by the Ministry of Culture & Tourism, Republic of Indonesia

Engage the Change: The Business

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<td>9:30am - 9:45am</td>
<td>Balai Raya Ballroom</td>
<td>School #3: Gadjah Mada University (Indonesia) with Jeffrey Wilkes, Founder, Design Wilkes, Malaysia</td>
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<td>School #4: Hong Kong Polytechnic University’s School of Hotel &amp; Tourism Management with J Lee Rofkind, Founder, BUZ Design, Hong Kong</td>
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<td>General Session: Game Changers</td>
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<td>2011 Global Spa Summit Initiatives</td>
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<td>9:45am - 10:10am</td>
<td>Balai Raya Ballroom</td>
<td>General Session: Speaker</td>
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<td>Integrative Medicine for Spas: What Works? What Does Not?</td>
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<td>Dr. Kenneth R. Pelletier, Clinical Professor of Medicine, U.S.</td>
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<td>Evidence-Based Medicine: Setting the Scientific Foundation</td>
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2011 Initiatives Sponsored by:
for the Global Spa Industry  
**Dr. Daniel Friedland**, Medical Director, Barney & Barney and Founder, SuperSmartHealth, U.S.

General Session: Panel  
**Unveiling the New Portal!**

10:35am - 11:15am  
Balai Raya Ballroom  
Moderator: **Susie Ellis**, President, SpaFinder, Inc., U.S.  
Panelists:  
**Dr. Marc Cohen**, Professor, RMIT University, Australia  
**Dr. Daniel Friedland**, Medical Director, Barney & Barney and Founder, SuperSmartHealth, U.S.  
**Dr. Ken Pelletier**, Clinical Professor of Medicine, U.S.  
**Nader Vasseghi**, Founder & CEO, SelfOptima Inc., United States

Networking Break  
Sponsored by SpaBooker by GramercyOne

11:15am - 11:45am  
Balai Raya Foyer  
General Session: Speaker  
**The Vast Opportunities in Medical Tourism**  
**Ruben Toral**, Founder, MedeGuide, Thailand

11:45am - 12:15pm  
Balai Raya Ballroom  
General Session: Education Spotlight  
**Announcing the Student Challenge Competition Winners!**

12:15pm - 12:30pm  
Balai Raya Ballroom  
Scholarship Announcement from the Professional Certification in Spa Management Programme, Ecole hôtelière de Lausanne, **Guendalina Gennari**, Associate, Lausanne Hospitality, Switzerland

Networking Lunch  
Sponsored by Precor

12:30pm - 2:00pm  
Cafe Lagoon Restaurant  
2:00pm - 2:15pm  
Balai Raya Ballroom  
Soundbyte: Social Networking  
**Engaging Consumers Through Technology: Sensors – All the Rage!**  
**Marc Smith**, Chief Social Scientist, ConnectedAction, U.S.

2:15pm - 2:45pm  
Balai Raya Ballroom  
General Session: GSS Research  
**On the Cutting Edge Report: Wellness Tourism and Medical Tourism: Where do Spas Fit?**  
**Laszlo Puczko**, Managing Director, Xellum Ltd, Hungary

2:45pm - 3:45pm  
Balai Raya Ballroom  
General Session:  
**Engagement Roundtables**

2:15pm - 2:45pm  
Balai Raya Ballroom  
**Small group sessions: Pondering, visioning, discussing, and exploring questions on our future using all of the information and opinions of the past few days.**

General Session: Closing Remarks and a Surprise Announcement!
Champagne Toast
Sponsored by SpaBooker by GramercyOne

Post-Summit Meeting for Board of Directors

Post-Summit Bali Excursion to the W Retreat, Seminyak
Celebrate the conclusion of the Global Spa Summit with fellow delegates at the recently opened W Retreat in Seminyak – a Bali entertainment hot spot.

Enjoy 20% discounts on all restaurants and a glass of complimentary champagne at 10:00pm, on the rooftop. Be sure to visit the new AWAY spa.

Post-Summit Bali Golf Tournament
The Bali Golf & Country Club, one of the top 10 courses in Asia, is opening
1:00pm
Meet in the lobby of the Laguna Resort & Spa at 12:30pm.

Its greens for 2011 Summit delegates. Play an 18-hole round with fellow Summit delegates for USD $88 (normally USD $165).

To sign up for the Summit tournament, email jeffm@mandaraspa.com or visit the Summit Concierge Desk.

To book your own tee time, contact Bruce Jellard at bruce.jellard@baligolfandcountryclub.com.