

AGENDA

Format: Through interactive sessions that include Panel Led Discussions, Facilitated Debates, Large Group General Sessions, Small Group Breakout Sessions, Short Presentations, all attendees will have the opportunity to participate as speakers, presenters and/or panelists in areas of their choice.

Interpretation Services: Interpreters will be made available, for any language per attendee request, for all the general sessions of the Summit. Please notify us of your specific language request in your online registration questionnaire.

Dress code: International Standard Business Attire is recommended for all the conference sessions of the Summit. For social events, delegates may dress in Business Casual, and for the New York Restaurants Dine-around on Monday night, delegates are requested to wear a jacket and tie.

Sunday, May 20th

3:00pm - 6:00pm	HOTEL CHECK IN
3:00pm - 6:00pm	CONFERENCE CHECK-IN & REGISTRATION
Lobby outside Empire Room	
6:00pm - 6:45pm	COCKTAIL RECEPTION
Cocktail Terrace	
6:45pm	Move to Dining Room
7:00pm - 7:15pm	WELCOME
7:15pm - 8:00pm	DINNER
Empire Room	
8:00pm - 8:20pm	Introduction of Delegates
8:20pm - 9:00pm	WHAT I SEE AHEAD FOR THE GLOBAL SPA INDUSTRY
Empire Room	Moderator: Pete Ellis, Chairman & CEO, Spa Finder, Inc., New York Panelists:
	1. R. Byron Carlock Jr. , President & CEO, CNL Income Corp., Texas
	2. Marc Cohen , Foundation Professor, Complementary Medicine, RMIT University and President, Australasian Integrative Medicine Association, Australia
	3. Leandro Gualtieri , Owner, Societa Terme e Benessere (STB): Fonteverde, Grotta Giusti, and Bagni di Pisa Natural Spa Resorts,

Italy

4. **Stephen Purdew**, Owner, Champneys Health Resorts, UK

Monday, May 21st

7:30am - 8:30am Hilton Room	CONTINENTAL BREAKFAST
8:30am - 9:15am Empire Room	WELCOME AND OPENING REMARKS KEYNOTE SPEAKER <i>Internet Travel 2.0 and the Long Tail Meet the Global Spa Industry</i> Philip Wolf , CEO, PhoCusWright, Inc., Connecticut
9:15am - 9:45am Empire Room	GENERAL SESSION <i>Spa Preferences of Affluent Travelers</i> Presenter: Peter Yesawich , Chairman & CEO, YPB&R, Florida
9:45am - 10:15am Empire Room	GENERAL SESSION <i>The Integrity of "Spa" Globally</i> Presenter: Susan Harmsworth , Founder & CEO, ESPA International, UK
10:15am - 10:30am	SHORT BREAK
10:30am - 11:15am Empire Room	GENERAL SESSION KEYNOTE SPEAKER <i>The Legacy of Health</i> Kevin Kelly , President, Canyon Ranch, Arizona
11:15am - 11:45am Norse Suite, 18th Floor	NETWORKING BREAK
11:45am - 1:00pm	CONCURRENT BREAKOUT SESSIONS
Session 1 Lexington Suite, 18th Floor	<i>Spas in Hotels: How to Decide the Right Ownership/Management Arrangement</i> Moderator: Andrew Gibson , Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong Panelists: 1. Heather Blankinship , Group Spa Manager, Sir Rocco Forte & Family Luxury Hotels, Germany 2. Jeff Matthews , President & COO, Mandara Spa, Bali 3. Anne McCall Wilson , Vice President of Spas, Fairmont Raffles Hotels International, Inc., Canada 4. Ahmos Netanel , Founder & CEO, Lucrative Wellness, California Contributors: Douglas Chambers , Principal, Blu Spas Inc., California

	<p>Jan Freitag, Vice President, Global Development; Smith Travel Research, Tennessee</p>
<p>Session 2 Beekman Suite, 18th Floor</p>	<p><i>Spa Design Around the World - What's on the Drawing Board?</i> Moderator: Anna Bjurstam, Managing Director, Raison d'Etre, Sweden Panelists: 1. Katharina Braun, General Manager, Deckelmann Wellness Hong Kong Ltd., Hong Kong 2. Clodagh, CEO, Clodagh Design, New York 3. Cary Collier, Principal, Blu Spas Inc / Collier and Collier Spas, Montana 4. Robert D. Henry, Principal, Robert D. Henry Architects, New York</p> <p>Contributors: Jean-Paul Blissett, Managing Director, Syntax, UK Mary Elizabeth Bondu, International Development Director, Hydrotherm Ltd., France Don Genders, Managing Director, Design for Leisure, UK Peter Rietveld, Export Sales Director, Klafs, Germany</p>
<p>Session 3 Library, 18th Floor</p>	<p><i>The Business of Sustainability</i> Moderator: Jim Root, General Manager of Spa Operations, Sea Island Resorts, Georgia and Chairman of ISPA Presenter: Ted Ning, Director, LOHAS (Lifestyles of Health and Sustainability), Colorado Contributor: Mark Wuttke, Principal, the Wuttke Group, Georgia</p>
<p>Session 4 Sutton Suite, 18th Floor</p>	<p><i>Marketing and Public Relations Strategies That Fuel Industry Growth Globally</i> Moderator: Sallie Fraenkel, COO, Spa Finder Inc., New York Panelists: 1. Mike Canizales, CEO, Spa Chakra, New York 2. Victoria Fuller, Founder & Director, TravelPRCo, UK 3. Christine Quentin, Sales & Marketing General Manager, Accor Thalassa, France 4. David Stoup, Chairman & CEO, Trilogy Ventures, LLC, Arizona</p> <p>Contributors: Steve Conquy, CEO, MSpa International, Thailand Albert Herrera, Vice President, Hotels & Resorts; Virtuoso, New York Mary-Catherine Mundell, President, Caudalie USA, Inc., Texas</p>
<p>1:15pm - 2:00pm Empire Room</p>	<p>LUNCH</p>
<p>2:00pm - 2:45pm Empire Room</p>	<p>GENERAL SESSION KEYNOTE SPEAKER <i>Building a Revolution</i></p>

Steve Case, Founder, AOL, and Chairman, Revolution LLC.,
Hawaii

2:45pm - 3:15pm NETWORKING BREAK
Norse Suite,
18th Floor

3:15pm - 4:30pm CONCURRENT BREAKOUT SESSIONS

Session 1

Library,
18th Floor

What the Investment Sector Wants the Spa Industry to Know

Moderator: Richard Dusseau, President & Managing Partner, Spa
Strategy, Colorado

Panelists:

1. **Richard Gersten**, Managing Director, North Castle Partners,
LLC, Connecticut
2. **Baxter Underwood**, Vice President of Investments, CNL
Income Corp, Texas
3. **Richard Weissmann**, Managing Director - Investment
Division, Goldman Sachs, New York

Session 2

Sutton Suite,
18th Floor

*How Does the Spa Industry Fit into a New World Integrative
Medical Model?*

Moderator: Marc Cohen, Foundation Professor, Complementary
Medicine, RMIT University and President, Australasian Integrative
Medicine Association, Australia

Panelists:

1. **Dan Cosgrove, M.D.**, President, Wellmax Center for
Preventative Medicine, California
2. **Ted Ning**, Director, LOHAS (Lifestyles of Health and
Sustainability), Colorado
3. **Deborah Szekely**, Founder, Creative Director, Rancho La
Puerta & Golden Door, California
4. **Andreas Wieser**, Director, Lanserhof, Austria

Contributor:

Paul Lehr, President, Pritikin Longevity Center & Spa, Florida

Session 3

Lexington Suite,
18th Floor

Let's Talk About Real Spa ROI

Moderator: Professor Mary Tabacchi, Cornell University, New
York

Panelists:

1. **Anna Bjurstam**, Managing Director, Raison d'Etre,
Sweden
2. **Raj Chandnani**, Director of Strategic Planning, Wimberly
Allison Tong & Goo, California
3. **Jamie Waring**, Managing Director, Six Senses Resorts &
Spas, Thailand
4. **Anne McCall Wilson**, Vice President Spas, Fairmont Raffles
Hotels International, Inc. Canada

Contributors:

Session 4

Beekman Suite,
18th Floor

Cary Collier, Principal, Blu Spas Inc/Collier and Collier Spas,
Montana

Brian Hunter, Partner, Spa Developments, Scotland

Ahmos Netanel, Founder & CEO, Lucrative Wellness, California

Spa Retail That Drives Return on Investment

Moderator: Mark Wuttke, Principal, the Wuttke Group, Georgia

Panelists:

1. **John Gray**, President & CEO, Glen Ivy Hot Springs, California
2. **Anni Hood**, Group Director of Spa, Jumeirah, Dubai
3. **Ellen Sackoff**, Co-Owner & Creative Director, Cornelia Day Resort, New York
4. **Dan Schackleton**, President, Niki Bryan Inc & GF Spa Ltd, Florida

Contributors:

Yael Alkalay, Founder & CEO, Red Flower, New York

Sophie Benge, Consultant, ILA Organic Spa Products, UK

Davide Bollati, Chairman, Davines [Comfort Zone] Group, Italy

Barbara Close, President & Founder, Naturopathica, New York

Kerstin Florian, President, Kerstin Florian International, California

Lynne Florio, Worldwide President, La Prairie, New York

Mary Elizabeth Gifford, Creative Director & Vice President

Global Brand Communications, Jurlique, Washington DC

Susan Harmsworth, Founder & CEO, ESPA International, UK

Geraldine Howard, President, Aromatherapy Associates, UK

Suzy Lang, National Retail Director, Spa Nordstrom, Washington

Jane Iredale, President, Iredale Mineral Cosmetics, Massachusetts

Megan Larsen, Founder, Sodashi, Australia

Mary Catherine Mundell, President, Caudalie USA, Inc., Texas

Jenefer Palmer, President, Osea Skincare, California

Dori Soukup, Executive Vice President, Pevonia, Florida

Todd Walter, CEO, Red Door Spa Holdings, Connecticut

Sally Zanetic, CEO, Sodashi, Australia

4:30pm - 6:30pm FREE TIME

6:30pm - 8:30pm COCKTAILS AT CORNELIA DAY RESORT
Cornelia Day TRANSPORTATION TO RESTAURANTS FROM CORNELIA
Resort 663 Fifth
Avenue

7:45pm onward DINNER AT ONE OF NEW YORK'S TOP RESTAURANTS

Tuesday, May 22nd

7:30am - CONTINENTAL BREAKFAST
8:45am
Hilton Room

9:00am -	GENERAL SESSION
9:30am	<i>Performance of Hotels With Spas vs. Without Spas</i>
Empire Room	Presenter: Jan D. Freitag , Vice President, Smith Travel Research, Tennessee
	GENERAL SESSION
	<i>The Global View: Let the Numbers Tell Their Story</i>
9:30am -	The Middle Eastern Spa Industry Numbers
10:00am	Presenter: Anni Hood , Group Director of Spa, Jumeirah, Dubai
Empire Room	
10:00am -	A Look at the Japanese Spa Industry
10:30am	Presenter: Tomonori Maruyama , Chief Researcher, Research Institute, Mitsui Knowledge Industry Co. Ltd., Japan
Empire Room	
10:30am -	Introducing the Spa Market in Russia
10:45am	Presenter: Marina Kuchurkina , Director, Guild of Spa Experts, Russia
Empire Room	
10:45am -	Insights into the NEW Asian Consumer: Ga-Ga over China
11:15am	Presenter: Catherine Feliciano-Chon , Managing Director, CatchOn & Company Ltd., Hong Kong
Empire Room	
11:15am -	<i>The Spa Industry in India</i>
11:30am	Presenter: Carina Chatlani , President & CEO, Body Bistro & Asana Spa and Founder, Spa & Wellness Association of India (SWAI)
Empire Room	
11:30am -	NETWORKING BREAK
11:45am	
Norse Suite, 18th Floor	
11:45am -	CONCURRENT BREAKOUT SESSIONS
1:00pm	
Session 1	<i>Agreeing on Performance Tracking and Benchmarking of Spas Worldwide</i>
Sutton Suite, 18th Floor	Moderator: Anne McCall Wilson , Vice President Spas, Fairmont Raffles Hotels International, Inc., Canada
	Panelists:
	1. Peter Anderson , President & Founder, Anderson & Associates, California
	2. Jan Freitag , Vice President, Global Development; Smith Travel Research, Tennessee
	3. Andrew Gibson , Group Director of Spa, the Mandarin Oriental Hotel Group, Hong Kong
	4. Professor Mary Tabacchi , Cornell University, New York

5. **Jack Westergom**, Managing Director, Manhattan Hospitality Advisors, Inc.

Contributors:

Richard Dusseau, President & Managing Partner, Spa Strategy, Colorado

Marco Murillo, CFO and Vice President, Shape Up House Co., Ltd., Japan

Session 2
Library,
18th Floor

Hotel Operators Share Successful Strategies on How to Use Spas to Boost Hotel/Resort Bottom Line

Moderator: Karen Korpi, Vice President Spa Division, the Ritz-Carlton Hotel Company, Arizona

Panelists:

1. **Annika Jackson**, Vice President, the Enchantment Group and General Manager, Mii Amo, a Destination Spa at Enchantment, Arizona
2. **Mia Kyricos**, Director, Spa Development, Operations & Marketing; Starwood Hotels & Resorts, New York
3. **Kim Matheson**, Owner & President, Natural Resources Spa Consulting, New York
4. **Sheila McCann**, Director of Spa, Brand Quality; Shangri-La, Singapore

Session 3
Lexington
Suite,
18th Floor

Outlook for Mixed-Use Developments That Include Spa and Residential

Moderator: Susie Ellis, President, Spa Finder, Inc., New York

Panelists:

1. **Raoul Andrews**, President, Aspen Spa Management, Florida
2. **Scott Beville**, President, Sales and Marketing, The Cliffs Communities, South Carolina
3. **Steve Kass**, CEO, American Leisure, New York
4. **John Vanderslice**, CEO, Miraval Resorts, Arizona

Contributors:

Andrew Barnard, General Manager, the Bodyholiday LeSport, St. Lucia

Raj Chandnani, Director of Strategic Development, Wimberley Allison Tong & Goo, California

David Itzikman, Managing Director, GH Capital, LLC, California

Session 4
Beekman
Suite,
18th Floor

Sustainability. Our Call to Action!

Moderator: Mark Wuttke, Principal, Wuttke Group LLC, Georgia

Panelists:

1. **Mary-Elizabeth Gifford**, Creative Director and Vice President, Global Brand Communications; Jurlique, Washington DC
2. **Ulrike Klein**, Founder, Jurlique International, Australia
3. **Paul Moran**, Spa Architect, Moran Architects, P.C., Arizona
4. **Jamie Waring**, Managing Director, Six Senses Resorts & Spas, Thailand

Contributors:

Clodagh, CEO, Clodagh Design, New York

Deborah Szekely, Founder, Creative Director, Rancho La Puerta & the Golden Door, California

Ted Ning, Director, LOHAS (Lifestyles of Health and Sustainability), Colorado

Jim Root, General Manager of Spa Operations, Sea Island Resorts and Chairman, ISPA, Georgia

Kasha Shillington, Executive Director, Raison d'Etire, Sweden

1:00pm -

LUNCH AND ROUNDTABLE DISCUSSIONS

2:00pm

Investors - Owners - General Managers - Group Spa Directors -

Hilton Room

Product Suppliers - Medical/Integrative Health Practitioners -

Consultants - Architects and Builders - Researchers - others

2:15pm -

CONCURRENT BREAKOUT SESSIONS

3:30pm

Addressing the Global Labor Shortage

Session 1

Moderator: Ken Greger, CEO and Managing Director, Greger/Peterson Associates, Inc, Oregon

Empire

Panelists:

Room

1. **Emanuel Berger**, CEO, Victoria-Jungfrau Collection, Switzerland

2. **Elaine Fenard**, Partner & Vice President Spa Development & Operations, Spa Strategy, Colorado

3. **Christoph Schmidinger**, Regional Vice President, Four Seasons Hotels & Resorts, New York

4. **Professor Mary Tabacchi**, Cornell University, New York

Contributors:

Marc Cohen, Foundation Professor, Complementary Medicine, RMIT University and President, Australasian Integrative Medicine Association, Australia

Brian Goldstein, President, Canadian College of Massage & Hydrotherapy, Inc., Canada

Angela Jeantet, Associate Director, University of California, Irvine, California

Gary Matkin, Dean, Continuing Education; University of California, Irvine, California

Elizabeth Pizzinato, Vice President, Public Relations; Four Seasons Hotels and Resorts, Canada

Jack Morrison, Managing Director, Elmcrest College, Canada

Helene Weber-Bramwell, President, CIDESCO, Switzerland

Session 2

The US and Canadian Spa Industry Numbers

Beekman

Presenter: Lynne McNees, President, ISPA, Kentucky

Suite,

Presenter: Donna Holtom, President, Leading Spas of Canada

18th Floor

Session 3

Asia Spa Industry Research and Asia-Pacific Wellness Council Outcomes

Lexington

Presenter: Samantha Foster, Chairperson, Asia-Pacific Spa & Wellness Council, Thailand

Suite,

18th Floor

3:30pm -	GENERAL SESSION
4:15pm	<i>I Challenge the Spa Industry to...</i>
Empire Room	
4:15pm -	CONCLUDING REMARKS
4:30pm	FAREWELL CHAMPAGNE TOAST
Empire Room	
4:30pm	PRESS MEET ALL DELEGATES
Empire Room	

**** Cornelia Day Resort will be closing its doors to the public on May 21st and 22nd. Global Spa Summit attendees and their spouses/significant others can enjoy unlimited complimentary spa treatments and amenities at this award-winning spa. www.cornelia.com***

Please make reservations online for your spa treatments at Cornelia via the Spa Booker™ in the registration section.