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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>3:00pm -</td>
<td>HOTEL CHECK IN</td>
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<tr>
<td>3:00pm -</td>
<td>CONFERENCE CHECK-IN &amp; REGISTRATION</td>
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<td>6:00pm -</td>
<td>COCKTAIL RECEPTION</td>
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<td>Cocktail Terrace</td>
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<td>6:45pm</td>
<td>Move to Dining Room</td>
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<tr>
<td>7:00pm -</td>
<td>WELCOME</td>
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<tr>
<td>7:15pm -</td>
<td>DINNER</td>
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<tr>
<td>8:00pm -</td>
<td>Introduction of Delegates</td>
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<td>8:20pm</td>
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<tr>
<td>8:20pm -</td>
<td>WHAT I SEE AHEAD FOR THE GLOBAL SPA INDUSTRY</td>
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<td>Empire Room</td>
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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,
Monday, May 21st

### CONTINENTAL BREAKFAST

**7:30am - 8:30am**  
Hilton Room

### WELCOME AND OPENING REMARKS

**8:30am - 9:15am**  
Empire Room

**KEYNOTE SPEAKER**  
*Internet Travel 2.0 and the Long Tail Meet the Global Spa Industry*  
**Philip Wolf**, CEO, PhoCusWright, Inc., Connecticut

### GENERAL SESSION

**9:15am - 9:45am**  
Empire Room

**Spa Preferences of Affluent Travelers**

**Presenter:**  
**Peter Yesawich**, Chairman & CEO, YPB&R, Florida

### GENERAL SESSION

**9:45am - 10:15am**  
Empire Room

**The Integrity of "Spa" Globally**

**Presenter:**  
**Susan Harmsworth**, Founder & CEO, ESPA International, UK

### SHORT BREAK

**10:15am - 10:30am**

### GENERAL SESSION

**10:30am - 11:15am**  
Empire Room

**The Legacy of Health**

**Presenter:**  
**Kevin Kelly**, President, Canyon Ranch, Arizona

### NETWORKING BREAK

**11:15am - 11:45am**  
Norse Suite, 18th Floor

### CONCURRENT BREAKOUT SESSIONS

**Session 1**

**Spas in Hotels: How to Decide the Right Ownership/Management Arrangement**

**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
**Session 2**  
Beekman Suite, 18th Floor  

*Spa Design Around the World - What's on the Drawing Board?*

**Moderator:** Anna Bjurstam, Managing Director, Raison d'Eté, 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

**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

**Session 3**  
Library, 18th Floor  

*The Business of Sustainability*

**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

**Session 4**  
Sutton Suite, 18th Floor  

*Marketing and Public Relations Strategies That Fuel Industry Growth Globally*

**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

**Contributors:**
- Steve Conquy, CEO, MSpa International, Thailand
- Albert Herrara, Vice President, Hotels & Resorts; Virtuoso, New York
- Mary-Catherine Mundell, President, Caudalie USA, Inc., Texas
Steve Case, Founder, AOL, and Chairman, Revolution LLC., Hawaii

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

NETWORKING BREAK

3:15pm - 4:30pm
Library, 18th Floor

CONCURRENT BREAKOUT SESSIONS

Session 1

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

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

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

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
Lyne 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
TRANSPORTATION TO RESTAURANTS FROM CORNELIA
7:45pm onward DINNER AT ONE OF NEW YORK'S TOP RESTAURANTS

Tuesday, May 22nd

7:30am - 8:45am CONTINENTAL BREAKFAST
Hilton Room
9:00am - 9:30am  
**GENERAL SESSION**  
*Performance of Hotels With Spas vs. Without Spas*  
**Presenter:** Jan D. Freitag, Vice President, Smith Travel Research, Tennessee

9:30am - 10:00am  
**GENERAL SESSION**  
*The Global View: Let the Numbers Tell Their Story*  
**Presenter:** Anni Hood, Group Director of Spa, Jumeirah, Dubai

10:00am - 10:30am  
**A Look at the Japanese Spa Industry**  
**Presenter:** Tomonori Maruyama, Chief Researcher, Research Institute, Mitsui Knowledge Industry Co. Ltd., Japan

10:30am - 10:45am  
**Introducing the Spa Market in Russia**  
**Presenter:** Marina Kuchurkina, Director, Guild of Spa Experts, Russia

10:45am - 11:15am  
**Insights into the NEW Asian Consumer: Ga-Ga over China**  
**Presenter:** Catherine Feliciano-Chon, Managing Director, CatchOn & Company Ltd., Hong Kong

11:15am - 11:30am  
**The Spa Industry in India**  
**Presenter:** Carina Chatlani, President & CEO, Body Bistro & Asana Spa and Founder, Spa & Wellness Association of India (SWAI)

11:30am - 11:45am  
**NETWORKING BREAK**

11:45am - 1:00pm  
**CONCURRENT BREAKOUT SESSIONS**  
*Agreeing on Performance Tracking and Benchmarking of Spas Worldwide*  
**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*


*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
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'Etre, Sweden

1:00pm - 2:00pm
Hilton Room
LUNCH AND ROUNDTABLE DISCUSSIONS
Investors - Owners - General Managers - Group Spa Directors - Product Suppliers - Medical/Integrative Health Practitioners - Consultants - Architects and Builders - Researchers - others

2:15pm - 3:30pm
Empire Room
CONCURRENT BREAKOUT SESSIONS

Session 1

Addressing the Global Labor Shortage
Moderator: Ken Greger, CEO and Managing Director, Greger/Peterson Associates, Inc, Oregon
Panelists:
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
Presenter: Lynne McNees, President, ISPA, Kentucky
Presenter: Donna Holtom, President, Leading Spas of Canada

Session 3

Asia Spa Industry Research and Asia-Pacific Wellness Council Outcomes
Presenter: Samantha Foster, Chairperson, Asia-Pacific Spa & Wellness Council, Thailand
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<tbody>
<tr>
<td>3:30pm</td>
<td>GENERAL SESSION</td>
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<td>I Challenge the Spa Industry to...</td>
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<td>Empire Room</td>
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<td>4:15pm</td>
<td>CONCLUDING REMARKS</td>
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<td>FAREWELL CHAMPAGNE TOAST</td>
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<td>4:30pm</td>
<td>PRESS MEET ALL DELEGATES</td>
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*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](http://www.cornelia.com)

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