Logistics and Agenda

Anne McCall Wilson, Vice President Spas, Fairmont Raffles Hotels International Inc., Canada

Format: A variety of interactive sessions are on the Summit agenda. They include Panel-led Discussions, All-Delegate General Sessions, Small Group Breakout Sessions and Hosted Dining Conversations. Efforts are made to assure that all attendees participate at whatever level they choose: observer, speaker, panelist, contributor, questioner or table host.

Interpretation Services: Interpreters will be made available for groups upon request. Please notify us of your specific language request in your online registration questionnaire.

Dress code: International Standard Business Attire is recommended for all Summit sessions. For social events and dining in New York, delegates may dress in Business Casual.

Sunday, May 18th

3:00pm - 6:00pm
Hotel Check-in
1:00pm - 6:00pm
Conference Check-in & Registration
3:00pm - 4:00pm

Logistics and Audio/Visual Meeting
Speakers, Panel Leaders, Panelists and Contributors
5:30pm - 6:45pm
Networking Cocktail Reception
6:45pm - 7:00pm
Welcome
7:00pm - 8:00pm

Get acquainted Dinner with all delegates

With sincere thanks to our cocktail reception and welcome dinner sponsor: TECHNOGYM Please thank them for their invaluable partnership with the Global Spa Summit

8:00pm - 8:10pm

At a Glance
Sneak Peek at the first ever Global Spa Economy Report

**Ophelia Yeung**, Director, Economics Program and **Katherine L. Johnston**, Senior Economist, Economics Program; SRI International (founded as the Stanford Research Institute), Washington DC

8:15pm - 9:00pm

General Session
Getting to know one another
One Big Mistake I’ve made... and What I’ve learned

*Panel Leader:* **Pete Ellis**, Chairman & CEO, SpaFinder, Inc., New York

*Panelists:* **Global Spa Summit Board Members**

9:00pm - 11:00pm

Continue the conversation

Join fellow delegates for no-host cocktails following dinner

Monday, May 19th

6:30am - 8:00am

Breakfast

8:00am - 8:30am
READY, SET, VOTE! TAKING THE INDUSTRY'S PULSE IN REAL TIME MEET MONDAY'S SPEAKERS AND MODERATORS

8:30am - 9:15am

GENERAL SESSION
THE GLOBAL SPA ECONOMY REPORT: GROUNDBREAKING RESEARCH FINDINGS

Ophelia Yeung, Director, Economics Program and Katherine L. Johnston, Senior Economist, Economics Program; SRI International, Washington DC

With sincere thanks to our research report sponsors: FAIRMONT RAFFLES HOTELS INTERNATIONAL, MURAD, RAISON D'ETRE, SPAFINDER, SPATALITY, STEINER LEISURE
Please thank them for their invaluable support in making this research possible

9:15am - 9:30am

Q&A

9:30am - 10:15am
General Session: FOCUS ON THE FUTURE
NEXT GENERATION TECHNOLOGY MEETS THE SPA AND WELLNESS INDUSTRY

Panel Leader: Philip Wolf, CEO, PhoCusWright, Inc., Connecticut

Panelists:

1. Dr. Marc Cohen, Professor of Complementary Medicine, RMIT University, Australia
2. Dr. Dan Cosgrove, Medical Doctor, Wellmax Center for Preventive Medicine, California
3. Doug Chambers, Principal, Blu Spas Inc., California
4. Larry Donahue, COO & Corporate Counsel, SpaBoom, New Mexico
5. Phil Terry, CEO, Creative Good, New York

10:15am - 10:45am
Networking Break

10:45am - 11:30am

General Session
ASIA PACIFIC ROARS! THE LATEST SPA RESEARCH DATA AND PREDICTIONS FOR
AUSTRALIA, CHINA, INDIA, INDONESIA, JAPAN, MALAYSIA, PHILIPPINES AND THAILAND

Panel Leader: Ingo Schweder, Managing Director, Spatality Inc., Colorado, Germany and Thailand

Panelists:

1. Jeff Matthews, President & COO, Mandara Spa, Indonesia
2. Joy Menzies, Managing Director, Chiva-Som, Thailand
3. Shirin Navab, Regional Director Japan, Spatality, Japan/Germany
4. Samir Patel, Vice President - Spa Operations & Development, Taj Hotels and Resorts, India

Contributors:

1. Yoriko Soma, Director, SpaFinder Japan, Japan
2. Mark Wuttke, Principal, the Wuttke Group, Georgia
11:30am - 12:15am

General Session
EUROPE AT THE CROSSROADS: NEED-TO-KNOW SPA TRENDS IN FRANCE, GERMANY, ITALY, SPAIN AND THE UNITED KINGDOM

Panel Leader: Victoria Fuller, Founder and Director, Travel PRCo, United Kingdom

Panelists:
1. Barbara Gavazzoli, International Director of Marketing & Education, [ comfort Zone ], Italy
2. Geraldine Howard, President, Aromatherapy Associates, United Kingdom
3. Alain Masazza, Director of Operations, LeSpa International, Accor Thalassa, France
4. Dagmar Rizzato, CEO, Rizzato Spa Consulting, Germany
5. Egli Stamatiou, Corporate Spa Manager, Hospes Hotels & Moments, Spain
6. Kevin Turnbull, Chief Executive, SpaFinder Europe, United Kingdom

12:15pm - 1:00pm

General Session
THE INVESTMENT POTENTIAL: WHERE ARE THE RISKS AND REWARDS?

Panel Leader: Richard Dusseau, CEO, Spatality, Colorado

Panelists:
1. Byron Carlock, President & CEO, CNL Income Corp., Texas
2. Neil Jacobs, President, Starwood Capital, Connecticut
3. Manav Thadani, Managing Director, HVS Hospitality Services, India
1:00pm - 2.10pm

LUNCH

With sincere thanks to our lunch sponsor: PEVONIA INTERNATIONAL Please thank them for their invaluable support of the Global Spa Summit

2.15pm - 2:45pm

KEYNOTE SPEAKER: IAN SCHRAGER
SETTING TRENDS - WHAT'S NEXT FOR SPAS?

Ian Schrager, Chairman and Chief Executive Officer, Ian Schrager Company, New York

2:45pm - 2:55pm

Q&A

3:00pm - 3:20pm

General Session
THE WELLNESS LIFESTYLE AND OUR SHARED SOCIAL RESPONSIBILITY

Nerio Alessandri, President and Founder, Technogym, Italy

3:20pm - 3:45pm

Networking Break

3:45pm - 5:00pm

Session 1

Concurrent Breakout Session: Panel and Discussion
THE DEMAND FOR TALENT: NAVIGATING THIS CHALLENGE!

Panel Leader: Kenneth Greger, CEO and Managing Director, Greger/Peterson Associates, Inc., Oregon

Panelists:

1. Mary-Elizabeth Gifford, Creative Director and VP Global Brand Communications, Jurlique, Washington DC
2. Wolf Hengst, President & CEO, Amala Consulting and Holdings, New York
3. **Christopher Norton**, Director of Marketing and Communications, Ecole Hoteliere De Lausanne, Switzerland
4. **Vanessa Stoessel**, Student, Ecole hôtelière Lausanne (EHL), Switzerland

**Contributors:**

1. **Catherine Brilliantes-Turvill**, President, Spa Professionals International Development Center, Philippines
2. **Neil Jacobs**, President, Starwood Capital Hotel Group, Connecticut
3. **Angela Jeantet**, Associate Director - Business & Management Department, UC Irvine Extension, California
4. **Jack Morrison**, Managing Director, Elmcrest College, Canada
5. **Professor Mary Tabacchi**, Associate Professor, Cornell University, New York

**Session 2**

Concurrent Breakout Session: Panel and Discussion

**DESIGNING, CREATING AND MAINTAINING A SOULFUL SPA**

**Panel Leader:** **Robert Henry**, Principal, Robert D. Henry Architects, New York

**Panelists:**

1. **Roberto Arjona**, General Manager, Rancho La Puerta, Mexico
2. **Kirk Pederson**, VP of Hospitality Asset Management, Morgan Stanley, California
3. **Ellen Sackoff**, Principal, Cornelia, New York

**Contributors:**

1. **Clodagh**, Chief Executive Officer, Clodagh Design, New York
2. **Allan and Tanya Wheway**, Co-Chairmen, Wheway Lifestyle International, United Kingdom

**Session 3**

BOARDROOM ROUNDTABLE DISCUSSION

Spa and real Estate Trends

**Discussion Leader:** **John Vanderslice**, CEO, Miraval, Arizona

5:00pm - 7:00pm

Free Time

7:00pm - 8:00pm

Cocktail Reception at Remi Restaurant, on W. 53rd Street

*With sincere thanks to our cocktail party sponsor: CNL LIFESTYLE COMPANY, LLC. Please thank*
them for their invaluable support of the Global Spa Summit

8:00pm

NEW YORK DINE-OUT WITH DELEGATES AND SPOUSES AT REMI

Lauded ◆Best Italian Restaurant◆ by New York Magazine Food Critic, Gael Greene

Tuesday, May 20th

7:00am - 8:00am

Breakfast

8:00am - 8:15am

Ready, set, vote!

MEET TUESDAY ◆S SPEAKERS AND MODERATORS

8:15am - 9:00am

General Session

NORTH AMERICAN SPAS: MAKING SENSE OF THE DATA
CANADA AND THE UNITED STATES

Panel Leader: Mia Kyricos, Director, Spa Development, Operations & Marketing; Starwood Hotels & Resorts, New York
Panelists:

1. Sharilyn Abbajay, Treasurer, ISPA, Kentucky
2. John Fox, Senior Vice President, PKF Consulting, New York
3. Donna Holtom, President, Leading Spas of Canada, Canada

9:00am - 9:45am
General Session
RICH MOSAIC OF THE LATIN AMERICAN SPA INDUSTRY ARGENTINA, BRAZIL, CENTRAL AMERICA, CHILE, AND MEXICO

Panel Leader: Alfredo A. Carvajal (Chile), Vice President, Spa & Hospitality Development, Sanijet Corporation, Florida

Panelists:
1. Carlos Gosselin, Owner, Paraiso de la Bonita Resort & Thalasso, Mexico
2. Diane Mestre, Owner, Mestre & Mestre Spa Development, Mexico
3. Paula Rey, Principal, PR Spa Consulting, Argentina
4. Isabel Santandreu, Spa Director and Consultant, Excellence Luxury Resorts, Spain/Latin America
5. Egli Stamatiou, Corporate Spa Manager, Hospes Hotels & Moments, Spain

9:45am - 10:15am

PREVENTION AND GLOBAL HEALTH - THE VITAL ROLE OF SPAS

Dr. Richard Carmona, 17th U.S. Surgeon General (2002-2006) and Vice Chairman, Canyon Ranch, Arizona

10:15am - 10:25am

Q&A

10:25am - 11:10am
General Session

THE BENCHMARKING DEBATE • REACHING AN INDUSTRY CONSENSUS

Moderator: Anne McCall Wilson, Vice President Spas, Fairmont Raffles Hotels International, Inc., Canada

Panelists:

1. Jan Freitag, Vice President, Global Development; Smith Travel Research, Tennessee
2. Andrew Gibson, Group Director of Spa, the Mandarin Oriental Hotel Group, Hong Kong
3. Neil Jacobs, President, Starwood Capital Hotel Group, Connecticut
4. Judy Singer, President & Co-Owner, Health Fitness Dynamics, Inc., Florida

11.15am - 11:45am

Networking Break

11:45am - 1:00pm

Session 1

Concurrent Breakout Session: Panel and Discussion
DEAL MAKERS SHARE THEIR STORIES AND GIVE ADVICE ON RAISING CAPITAL

Panel Leader: Pete Ellis, Chairman & CEO, SpaFinder, Inc., New York
Panelists:

1. John Buckingham, Founder and President, Solana Med Spas, California
2. Tom Gottleib, Managing Partner, Geolo Capital, California
3. Susan Harmsworth, Founder, ESPA International, United Kingdom
4. Leonard Fluxman, President and CEO, Steiner Leisure, Florida
5. Philippe Hennessy, President and CEO, Pevonia Botanica, Florida

Session 2

Concurrent Breakout Session: Panel and Discussion
REMARKABLE IDEAS TO MEET THE DEMAND FOR SUSTAINABILITY

Panel Leader: Dr. Marc Cohen, Professor of Complementary Medicine, RMIT University and President, Australian Integrative Medicine Association, Australia
Panelists:

1. Ute Luebe, Co-Founder, Primavera Life, Germany
2. Ted Ning, Director, LOHAS, Colorado
3. Sonu Shivdasani, Chairman and CEO, Six Senses, Thailand

Contributors:

1. Marci Zaroff, President, Under the Canopy, Florida
2. Mark Wuttke, Principal, the Wuttke Group and Board Member, Green Spa Network, United
States/Australia

Session 3

BOARDROOM ROUNDTABLE DISCUSSION
SEEING AN HONEST REFLECTION OF MY BRAND (Guts required)

Session 4

GLOBAL SPA ECONOMY REPORT

**Ophelia Yeung**, Director, Economics Program and **Katherine L. Johnston**, Senior Economist, Economics Program; SRI International (founded as the Stanford Research Institute), Washington DC

1:00pm - 2:00pm

Lunch

2:00pm - 2:30pm

General Session

Global Trends in Wellness

**Professor Gerry Bodeker**, Editor-in-Chief, WHO Global Atlas on Traditional, Complementary & Alternative Medicine; University of Oxford Medical School, United Kingdom; and School of Public Health, Columbia University, New York

2:30pm - 2:40pm

Discussion

2:40pm - 3:25pm
General Session
NEWER SPA MARKETS WITH UNIQUE FEATURES YOU SHOULD KNOW: EASTERN EUROPE, RUSSIA, SCANDANIVIA AND AFRICA

**Moderator:** Anna Bjurstam, Managing Director, Raison d’Etre, Sweden

**Panelists:**

1. **Welf Ebeling**, Executive VP & COO, the Leading Hotels of the World, New York
2. **Kerstin Florian**, President, Kerstin Florian International, United States/Sweden
3. **Geraldine Mitton**, Corporate Spa Director, San Aquam Holdings, South Africa
4. **Stanimir Stankov**, Chairman, National Association for Spa & Wellness Tourism, Bulgaria
5. **Nina Tsymbal**, Spa Consultant, Russia

**Contributors:**

1. **Jean-Paul Blissett**, Managing Director, Syntax, United Kingdom

3:25pm - 4:10pm

General Session
THE MIDDLE EASTERN SPA INDUSTRY: ON THE THRESHOLD OF CHANGE BAHRAIN, OMAN, SAUDI ARABIA AND THE UNITED ARAB EMIRATES (UAE)

**Panel Leader:** Anni Hood, Group Director of Spa, Jumeirah Group, UAE

**Panelists:**

1. **Dr. Fatma Abdulla**, Managing Partner, Global Consulting, Inc., UAE
2. **Paul Macpherson**, Chief Officer of Development, Jumeirah, UAE
3. **John Patience**, Principal, Georgeson Group, Scotland
4. **Daniella Russell**, Director, Wafi Health and Leisure, UAE

4:10pm - 4:25pm

Wrap-Up Session
READY, SET, VOTE! DECIDING TOP OUTCOMES
GLOBAL SPA SUMMIT 2009: May 17th - 19th, 2009
Going Overseas: Location Announced!

FAREWELL CHAMPAGNE TOAST

Wednesday, May 21st

POST SUMMIT ACTIVITIES AND SPA VISITS

View the 2007 Agenda here.