### Sun. June 3 Pre-Summit Activities

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</table>
| 9:00am – 7:00pm | Summit Concierge & Registration Desk  
Sponsored by TAC |
| 8:30am – 12:00pm| Optional Aspen Event: Body/Mind/Spirit Hike                                 |
| 1:00pm – 2:30pm | Optional Aspen Event: A Walking Tour                                       |

#### Optional Aspen Event: Body/Mind/Spirit Hike
Aspen Body/Mind/Spirit Hike is a 3.5-mile walk beginning at Maroon Lake at the foot of the iconic Maroon Bells, dramatic 14,000-foot peaks that are among the most photographed mountains in the world. The trail starts at 9,580 feet and is mostly downhill, following a rushing mountain stream through evergreen forests, aspen groves and wildflower meadows. This program is guided by Paul Andersen, Aspen author and naturalist, who draws from his book *Aspen: Body/Mind/Spirit* to provide insights into Aspen’s culture and history. This hike is rated moderate. Hikers should bring rain jackets, comfortable walking shoes, water, sun block and brimmed hats. Daypacks are available upon request. Fee: $50 per person. Space is limited to 30 participants. See the registration desk for sign-up details.

#### Optional Aspen Event: A Walking Tour
“Aspen: A Walking Tour” introduces participants to the founding history, philosophical values and current trends of Aspen. The tour begins with a half-hour walk from The Aspen Meadows down the Rio Grande Trail and along the Roaring Fork River into Aspen. Learn about landmark buildings and Victorian city blocks, all artfully preserved under the city’s historic preservation code. A stroll through Aspen’s West End takes us back to the Meadows resort, past charming Victorian houses, restored miners’ homes, and quaint pocket parks. The tour is guided by Paul Andersen, Aspen author and historian. Participants should bring rain jackets, water and comfortable walking shoes. Fee is $20 per person. Space is limited to 30 participants. See the registration desk for sign-up details.
Optional Creativity Workshop

We are all born creative but as adults we often let that gift get away from us. How do we keep our innate creativity alive and flourishing? This three-hour experiential workshop will help you find and expand your unique creative gifts. To help you access and express your creativity, workshop creators Shelley Berc and Alejandro Fogel have developed exercises using body relaxation, guided visualization, keen observation, creative writing, memoir, art and storytelling.

The Creativity Workshop techniques have been used to write books, start new businesses, change careers, transition to retirement and help with self-discovery and reducing stress. The workshop gives you effective tools to combat self-criticism and the fear of failure that lead to creative blocks. The class atmosphere is relaxing, inspiring and fun. The Workshop philosophy is that creativity is not just about making a beautiful product. Creativity is about the process of discovery. It is an open and receptive way of participating in the journey of life. Visit their official website for more information, www.creativityworkshop.com. There is no fee for this workshop. Space is limited to 30 participants. See the registration desk for sign-up details.

Optional Aspen Event: A Walking Tour

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Briefing for Press Delegates led by:
Beth McGroarty, Director, Public Relations, GSWS, U.S.

Student Staff Logistics Meeting led by:
Molly Southern, Logistics Coordinator, GSWS, U.S.

Student Challenge Teams Logistics Meeting led by:
Susan Harmsworth, Founder & CEO, ESPA International, U.K.
Mary Tabacchi, PhD, Professor, Cornell University, U.S.
Molly Southern, Logistics Coordinator, GSWS, U.S.

Briefing Session: For First-time Summit Delegates
Newcomers and interested participants alike are welcome to a briefing on the GSWS strategic vision and latest initiatives. Come meet some of the board of directors.

Speakers Logistics Meeting led by:
Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)
Richard Dusseau, President, Trilogy Spa Ventures, U.S.
Susie Ellis, President, SpaFinder® Wellness, U.S.
### Panelist/Moderators Logistics Meeting led by:

- **Philippe Bourguignon**, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)
- **Richard Dusseau**, President, Trilogy Spa Ventures, U.S.
- **Susie Ellis**, President, SpaFinder Wellness, U.S.

### Speed Networking Sessions

A quick and fun way to meet new delegates and see old friends. Speed Networking Sessions will take place at both The St. Regis and The Aspen Meadows Resort. Feel free to join whichever group you would like.

### Cocktail Reception at The St. Regis Aspen Resort

**Sponsored by Babor**

Join fellow delegates for cocktails and light hors d'oeuvres. Meet the Summit board of directors and connect (or reconnect) with fellow delegates. Tour one of Aspen's finest hotel spas, Remède at The St. Regis (tours available 6:30pm – 8:30pm). After the cocktail party, enjoy dinner on your own at your leisure.

Round-trip shuttle service will be provided from The Aspen Meadows to The St. Regis, beginning at 6:00pm.
### Mon. June 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am – 8:45am</td>
<td>McNulty Gathering Room, Doerr-Hosier Center</td>
<td>Networking Breakfast</td>
</tr>
<tr>
<td>7:00am – 6:00pm</td>
<td>Barksdale Lobby, Doerr-Hosier Center</td>
<td>Summit Concierge &amp; Registration Desk</td>
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<td>Sponsored by TAC</td>
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<tr>
<td>8:00am – 6:00pm</td>
<td>Murdoch Lounge, Doerr-Hosier Center</td>
<td>Global Spa &amp; Wellness Summit Bookstore</td>
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<tr>
<td></td>
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<td>Peruse publications and books authored by Summit speakers and the latest and greatest titles on innovation, imagination and creativity.</td>
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<tr>
<td>8:00am – 6:00pm</td>
<td>Doerr-Hosier Center, Walter Paepke Memorial Building</td>
<td>Resource &amp; Sponsor Tables</td>
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<tr>
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<td>Check out or pick up spa and wellness magazines, books and information from our sponsors.</td>
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<tr>
<td>8:00am – 6:00pm</td>
<td>Doerr-Hosier Center, Walter Paepke Memorial Building, Koch Building</td>
<td>Internet Café Pit Stops</td>
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<td></td>
<td>Sponsored by Universal Companies</td>
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<td>Stop by for all of your “connectivity” needs. Complimentary WIFI &amp; the Internet Café Pit Stops are available on campus thanks to Universal Companies.</td>
</tr>
<tr>
<td>9:00am – 9:25am</td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
<td>General Session: Welcome &amp; Opening Remarks</td>
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<td><strong>Amy Margerum</strong>, EVP, Operations, The Aspen Institute, U.S.</td>
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<td><strong>Pete Ellis</strong>, Chairman &amp; CEO, SpaFinder Wellness &amp; Chairman of the Board, Global Spa &amp; Wellness Summit, U.S.</td>
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<td><strong>Susie Ellis</strong>, President, SpaFinder Wellness &amp; Board Member, Global Spa &amp; Wellness Summit, U.S.</td>
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<tr>
<td>9:25am – 9:55am</td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
<td>General Session: Keynote Speaker</td>
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<tr>
<td></td>
<td></td>
<td>Understand the World or Imagine the World?</td>
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<td><strong>Philippe Bourguignon</strong>, Vice Chairman, Revolution Places &amp; CEO, Exclusive Resorts, U.S. (France)</td>
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<tr>
<td>10:30am - 10:40am</td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
<td>General Session: One-on-One with Dr. Carmona</td>
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<td><strong>Dr. Kavita Patel</strong>, Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institute, U.S.</td>
</tr>
</tbody>
</table>
10:40am – 10:50am
Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Introducing 2012 Platinum & Gold Sponsors
Platinum: SpaFinder Wellness and Thermarium
Gold: Babor, Clarins and Universal Companies
Introduction by Sallie Fraenkel, Director of Sponsorships and Strategic Partnerships, GSWS, U.S.

10:50am – 11:30am
Koch & Mayer Courtyards

Networking Break
Sponsored by Barr + Wray

11:30am - 12:30pm
Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Keynote Speaker
Jamming: The Art of Getting Innovation Done (presented with music)
John Kao, Innovation Activist & Author of Jamming: The Art and Discipline of Business Creativity and Innovation Nation, U.S.
Introduction by Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

12:30pm
Paepcke Lobby
Walter Paepcke Memorial Building

Book Signing: John Kao

12:30pm -2:00pm
McNulty Gathering Room
Doerr-Hosier Center

Interactive Lunch
Sponsored by Clarins

Table Topic Discussions (12:30pm – 1:15pm)
Roundtable discussions with designated leaders. Pre-assigned seating only. Visit the registration desk on Sunday, June 3, and Monday, June 4 (until 11:00am) to sign-up for a table.

1. How to Attract Investment
   John Anderson, JH Anderson Holdings, Inc., U.S.

2. Industry Standards and Practices
   Lucie Brosseau, Spas Relais Sante, Canada

3. Global Distribution Trends
   Sean Butler, gloProfessional, U.S.

4. Franchising in China
   Christy Cao, Powerhouse Gym, China

5. Mobile Technology
   Lopo Champalimaud, Wahanda, U.K.

6. Luxury Market Trends
   Sharon Codner, Peninsula Hotels, Hong Kong

7. Detox: Innovation Opportunity?
   Dr. Marc Cohen, RMIT University, Australia

8. Rapid Expansion Advice
   David Courteen, Imagine Spa, U.K.

9. Restructuring for Performance
   Brenda Elliott, Universal Companies, U.S.

10. Understanding Telomeres
    Dr. Elissa Epel, Telome Health & UCSF, U.S.

11. How Our Industry Can Attain Climate Wealth
    Jose Maria Figueres, The Carbon War Room, Switzerland
12. Corporate Wellness
   Dr. Daniel Friedland, SuperSmartHealth, U.S.

13. The Unmet Needs of Today’s Consumers
   CG Funk, Massage Envy, U.S.

14. The Euro’s Future and Our Industry
   Sammy Gharieni, Gharieni Group, Germany

15. Why I Champion Wellness for Mental Health
   Mariel Hemingway, Academy Award-Nominated Actress & Wellness Advocate, U.S.

16. Why Scandinavian Countries are Great Innovators
   Jesper Hougaard, Serena Spa Ltd., India (Denmark)

17. What I have Learned about Overcoming Adversity
   Geraldine Howard, Aromatherapy Associates, U.K.

18. Medical Doctors’ Current Views on Spas
   Dr. Joe Hutter, Intermountain Healthcare, U.S.

19. Obesity Solutions
   Dr. Anjali Jain, The Lewin Group, U.S.

20. Nations and Innovation
   John Kao, Institute for Large Scale Innovation, U.S.

21. Attaining an Innovation Mindset
   JC Kapur, JCKRC Spa Destination Pvt. Ltd., India

22. How to Make Money with Fitness
   Steve Kass, American Leisure, U.S.

23. Health Stewardship and Prevention
   Franmarie Kennedy, PhD, The Aspen Institute, U.S.

24. Latest Trends in Spa Design
   Jeanie Klueter, Wimberley Allison Tong & Goo, U.S.

25. Naturopathic Physicians and Spas/Wellness
   Hillary Lampers, ND, GFC, LLC, U.S.

26. All about The Aspen Institute
   Amy Margerum, The Aspen Institute, U.S.

27. What’s Working in Social Media Marketing?

28. Update on Business in the Middle East
   Frank Mason, absolute-pools, United Arab Emirates

29. Newest Beauty Trends
   Mark Moloney, Professional Beauty, U.K.

30. Innovation in Energy Conservation
   Marti Morenings, Ecological Energy Systems, U.S.

31. Hot Spots for Spa Development Around the World
   Elmar Nagele, Thermarium Bäder-Bau, GmbH, Austria
12:30pm - 2:00pm
McNulty Gathering Room
Doerr-Hosier Center

32. Lessons from Disney Imagineering
   Peter Rummell, Urban Land Institute & Rummell Company, U.S.

33. What the Fashion Industry Teaches Us about Innovation
   Michael Schummert, Dr. Babor GmbH & Co. KG, Germany

34. Energy Healing: The Future
   Dr. Gary Schwartz, Laboratory for Advances in Consciousness & Health, University of Arizona, U.S.

35. Balancing Roles: Wife, Motherhood and Career
   Ella Stimpson, ISPA, U.S.

36. Top 3 Secrets of Building Brands
   David Stoup, Trilogy Ventures LLC., U.S.

37. Integrated Projects: Residences, Hotel, Spa, Wellness
   William Tamm, IMC Octave, China

38. The Art of Repositioning a Brand
   Steve Van, Prism Hotels & Resorts, U.S.

39. Latest Trends in Interior Design
   Matthias Voit, Dornbracht GmbH, Germany

40. Why Beauty Makes Money
   Ghislain Waeyaert, Clarins, France

41. What Key Financial Figures Should the Industry Track?
   Todd Walter, Red Door Spa Holdings, U.S.

42. Nutrition for Peak Performance
   Bobby Williams, The Willing Way, U.S.

43. Latest Health/Wellness Technology for Spa
   Jay Williams, PhD, Health Technology, Consultants, U.S.

44. How to Make Money with Authenticity
   Mark Wuttke, Wuttke Group, LLC., U.S.

45. Exploring Partnerships with the Health Insurance Industry
   Jason Daughn, Vice President, Cambia Health Solutions, U.S.

1:15pm – 1:45pm
McNulty Gathering Room
Doerr-Hosier Center

Lunch Keynote Speaker
Global Business at the Forefront of the Low Carbon Economy

Jose Maria Figueres-Olsen, President, Carbon War Room & Former President of Costa Rica, Spain

Introduction by Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

2:10pm - 3:00pm
Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Aspen Institute Panel
The Aspen Health Innovation Project: Barriers to Innovation and Promoting Innovation

Moderator: Dr. Kavita Patel, Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institute, U.S.

Panelists: Dr. Joseph Hutter, Fellow, Institute for Health Care Delivery Research, Intermountain Healthcare, U.S.
Dr. Anjali Jain, Managing Consultant & Researcher, The Lewin Group, U.S.
Dr. Brent Parton, Director, Health Programs, SHOUTAmerica, U.S.

Introductions by Franmarie Kennedy, PhD, Deputy Director, Health, Biomedical Science & Society Policy Program, The Aspen Institute, U.S.
3:00pm - 3:30pm  
Paepcke Auditorium  
Walter Paepcke Memorial Building  
General Session: Keynote Speaker  
Make Technology Work for You  
Ted Souder, Head of Industry & Retail, Google, U.S.  
Introduction by Richard Dusseau, President, Trilogy Spa Ventures, U.S.

3:30pm  
Paepcke Auditorium  
Walter Paepcke Memorial Building  
General Session: Announcements  
We’ll tell you where you’re dining tonight!

3:30pm - 4:00pm  
Koch & Mayer Courtyards  
Networking Break  
Sponsored by LivNordic by Raison d’Etre

Concurrent Breakout Discussions

1. Let’s Talk about Innovation  
Kauffman Room  
4:15pm - 5:15pm  
Moderator: Anne McCall Wilson, VP, Spas, Fairmont Raffles Hotels, Canada  
Panelists: Alejandro Bataller, VP, Sha Wellness Clinic, Spain  
Jason Daughn, VP, Cambia Health Solutions, U.S.  
Gustavo Filgueiras, CEO, Emiliano Hotel, Brazil  
Frank Sculli, Co-Founder, BioDigital, U.S.  
Andrea Menotti, Student, Cornell University, U.S.

2. Let’s Talk about Innovation  
Stranahan Seminar Room  
4:15pm - 5:15pm  
Moderator: Dr. Marc Cohen, Professor, RMIT University, Australia  
Panelists: Belgin Aksoy, President of the Board, Richmond Intl., Turkey  
Sarah Livia Brightwood, President, Rancho La Puerta, Mexico  
Nazir Sacoor, Chairman & CEO, Longevity Wellness Worldwide, Portugal  
Armaghen Sadeghbeigi, Student, University of Houston, U.S.

3. Let’s Talk about Innovation  
Clarke Library  
4:15pm - 5:15pm  
Moderator: Andrew Gibson, Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong  
Panelists: Norm Cleland, GM/Director, Peninsula Hot Springs, Australia  
Aldina Duarte Ramos, Senior Brand Manager, Sofitel, France  
Jane Iredale, President & CEO, Iredale Mineral Cosmetics, U.S.  
Steven Yeh, Managing Director, IMC & EWLC China Region, China  
Lydia Hanks, Student, Pennsylvania State University, U.S.

4. Let’s Talk about Innovation  
Booz Allen Hamilton  
4:15pm - 5:15pm  
Moderator: Hugh Wilson, Director of the Clarins Brand, Clarins, U.S.  
Panelists: Clodagh, Owner & CEO, Clodagh Design Intl., U.S. (Ireland)  
Alejandro Fogel, Founder, The Creativity Workshop, U.S. (Argentina)  
Hediyeh Gural Gur, CEO, NG Hotels & Resorts, Turkey  
Veer Singh, CEO Hospitality, Max Ventures Private Ltd., India  
Na Zhang, Student, University of Houston, U.S. (China)
5. Let's Talk about Innovation
Hines Seminar Room
Moderator: Sue Harmsworth, Founder & CEO, ESPA International, U.K.
Panelists: Jason A. Denby, Senior Public Policy Specialist, Akin Gump Strauss Hauer & Feld, LLP, U.S.
Mehmet Kabas, President, Promet Spa Wellness, Turkey
Karina Stewart, Co-Founder & Brand Director, Kamalaya Wellness Sanctuary & Holistic Spa, Thailand
Andreas Wieser, President, Lans Institute, Austria
Lian Duan, Student, University of Denver, U.S.

4:15pm - 5:15pm

6. Let's Talk about Innovation
Paepcke Gallery
Moderator: Richard Dusseau, President, Trilogy Spa Ventures, U.S.
Panelists: Anthony DiGuiseppe, President/CEO, DiGuiseppe Architects, U.S.
Emmanuelle Linard, Executive Director, Edelkoort Inc., U.S. (France)
Ted Souder, Head of Industry & Retail, Google, U.S.
Martha Wiedemann, Wellness Advisor, Badrutt's Palace Hotel, Switzerland
Jing Wan, Student, University of Denver, U.S. (China)

4:15pm - 5:15pm

7. Let's Talk about Innovation
Catto Board Room
Moderator: Jeff Matthews, President & COO, Mandara Spa, Vice President, Elemis and Bliss, Hong Kong
Panelists: Marshall Dahneke, President, Performance Health, U.S.
Hirokazu Iida, President, Shuei UpGrades Co. Ltd., Japan
Nicolas Ronco, Founder & CEO, YeloSpa, U.S.
Sylvia Sepielli, Owner & President, Sylvia Planning and Design, U.S.
Emma Leach, Student, Pennsylvania State University, U.S.

4:15pm - 5:15pm

8. Let's Talk about Innovation
Lauder Seminar Room
Moderator: John Kao, Innovation Activist & Author of Jamming: The Art and Discipline of Business Creativity and Innovation Nation, U.S.
Panelists: Shelley Berc, Founder, The Creativity Workshop, U.S.
Glenn Bucksbaum, President, The Baum Foundation, U.S.
Gina Diez Barroso de Franklin, President & CEO, Grupo Diarq, Mexico
Neil Jacobs, President, Global Hotel Operations, Starwood Capital, U.S.
Hamid Pezeshkian, Student, Cornell University, U.S. (Iran)

5:15pm – 7:30pm

Free Time
Optional Event: Art Galleries “Open House”
Come to town early to learn about the art and culture of Aspen.

**Aspen Art Gallery**
228 S. Mill St.
Aspen Trees and Mountain Scenes to Abstract and Mixed Media Art

**Christopher Martin Gallery**
525 E Cooper Ave.
Abstract Art

**Forre & Co. Fine Art**
426 East Hyman Ave.
19th & 20th Century European & Contemporary Collections

**Galerie Maximilian**
602 E Cooper Ave.
19th & 20th Century, Young British Artists and Contemporary Collections

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5:15pm – 7:30pm

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Evening Dine-around Aspen Event: International Scramble
At three different restaurants located next to each other in downtown Aspen, **Cache Cache, Campo di Fiori** and **Jimmy's**
Delegates will discover which restaurant they are going to on Monday afternoon. We’re mixing it up!

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7:30pm - 10:00pm

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10:00pm - Whenever!
Hefner Lounge,
Aspen Meadows Resort OR
Shadow Mountain Lounge,
St. Regis Aspen Resort

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After-Dinner Gathering
Let’s continue the conversation...
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 6:30am – 9:30am | Barksdale Lobby, Doerr-Hosier Center | Optional Participation in Cutting-Edge Telomere Research  

Give a small blood sample to measure your Telomeres, a “changeable” part of the genome. Studies show that positive lifestyle choices may increase telomere length and promote individual wellness. (Please note, blood must be drawn in the a.m. before food or drink.)

| 7:00am – 8:45am | McNulty Gathering Room, Doerr-Hosier Center | Networking Breakfast  

| 7:00am – 6:00pm | Barksdale Lobby, Doerr-Hosier Center | Summit Concierge & Registration Desk  

Sponsored by TAC

| 7:00am – 6:00pm | Murdoch Lounge, Doerr-Hosier Center | Global Spa & Wellness Summit Bookstore  

Peruse publications and books authored by Summit speakers and the latest and greatest titles on innovation, imagination and creativity.

| 8:00am – 6:00pm | Doerr-Hosier Center | Resource & Sponsor Tables  

Check out or pick up spa and wellness magazines, books and information from our sponsors.

| 8:00am – 6:00pm | Doerr-Hosier Center | Internet Café Pit Stops  

Sponsored by Universal Companies  

Stop by for all of your “connectivity” needs. Complimentary WIFI & the Internet Café Pit Stops are available on campus thanks to Universal Companies.

| 8:00am – 9:00am | Paepcke Auditorium, Walter Paepcke Memorial Building | 4th Annual Student Challenge Competition: Part 1  

Sponsored by Chiva-Som, Four Seasons Hotels & Resorts, Hyatt Hotels & Resorts, KLAFS and Orient Express.

Moderated by Sue Harmsworth, Founder & CEO, ESPA International, U.K., and Mary Tabacchi, PhD, Professor, Cornell University, U.S.

Student Challenge 2012: Showcase a Design and Concept for a Unique Spa of the Future That Will Be Profitable and Innovative!  

Learn how this younger generation – our industry’s future leaders – looks at spa and wellness concepts and design. Each team was paired with a professional architect to help bring their ideas to life.

Competing Teams:  

**Cornell University**  
Mariko Fujio-White, Andrea Menotti and Hamid Peezeshkian with Hugo Gagnon, Founder, Hugo Gagnon Studio & Architect, DCYSA Architecture & Design, Canada

**Pennsylvania State University**  
Ben Dillan, Lydia Hanks, Emma Leach and Marina Volpe with Anna Mattila, Professor, with Patrick Burke, Principal, Michael Graves & Associates, U.S.

**University of Denver**  
Lian Duan, Molly Tompkins and Jing Wan, with Dr. Cherri Young, Professor, with Cameron Zentz, Director, HBA Architects, U.S.
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<tr>
<td>8:00am - 9:00am</td>
<td>University of Houston Andysheba Saberioon, Armaghan Sadegh Begi, Kate Sornson and Na Zhang with Su Gibson, Associate Professor, with Jenna Buell, Designer, HBA Architects, U.S.</td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<td><strong>Judging Panel:</strong></td>
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<td>Filip Boyen, COO, Orient Express, U.K.</td>
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<td>Adrian Egger, Managing Director, Spa Division, KLAFS, Germany</td>
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<td>Christopher Norton, Chair, Global Spa Task Force, Four Seasons Hotels &amp; Resorts, France</td>
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<td>Niamh O’Connell, VP, Spa Operations, Hyatt Hotels &amp; Resorts, U.S.</td>
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<td>Thanisr Chaturongkul, CFO, Chiva-Som, Thailand</td>
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<tr>
<td>9:00am - 9:05am</td>
<td><strong>General Session: Introductory Remarks</strong></td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<td>Philippe Bourguignon, Vice Chairman, Revolution Places &amp; CEO, Exclusive Resorts, U.S. (France)</td>
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<td>9:05am – 9:30am</td>
<td><strong>General Session: Speaker</strong></td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<td></td>
<td>Let’s Neurovate: Know Your Brain to Imaginate and Innovate</td>
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<td>Dr. Daniel Friedland, Medical Director, Barney &amp; Barney, and Founder &amp; CEO, SuperSmartHealth, U.S. (South Africa)</td>
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<tr>
<td>9:30am – 10:15am</td>
<td><strong>General Session: Speaker</strong></td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<td>Jump Start Your Creativity: An Experiential Presentation</td>
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<tr>
<td>10:15am – 10:45am</td>
<td><strong>General Session: Speaker</strong></td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<td>Telomeres: The New Frontier?</td>
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<td>Dr. Elissa Epel, Co-Founder (with Nobel Laureate in Medicine, Dr. Elizabeth Blackburn) of Telome Health, Inc &amp; Associate Professor, UCSF, U.S.</td>
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<tr>
<td>10:45am – 10:50am</td>
<td><strong>General Session: Introduction of Silver Sponsors</strong></td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<td>Barr + Wray, Dornbracht, SpaBooker by GramercyOne, SpaSoft, TAC and THALGO</td>
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<td>Introduction by Sallie Fraenkel, Director of Sponsorships and Strategic Partnerships, GSWS, U.S.</td>
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<tr>
<td>10:50am - 11:20am</td>
<td><strong>Networking Break</strong></td>
<td>Koch &amp; Mayer Courtyards</td>
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<td>Sponsored by THALGO</td>
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<td>11:20am – 11:50am</td>
<td><strong>General Session: Discussion</strong></td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<td></td>
<td>Imagining the Healthy Town of the Future</td>
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<td>Philippe Bourguignon, Vice Chairman, Revolution Places &amp; CEO, Exclusive Resorts, U.S. (France)</td>
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<td>John Kao, Innovation Activist &amp; Author of “Jamming: The Art and Discipline of Business Creativity” and “Innovation Nation,” U.S.</td>
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<td>Peter Rummell, Chairman, Urban Land Institute &amp; Former Chairman, Disney Imagineering, U.S.</td>
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<tr>
<td>11:50am - 12:30pm</td>
<td><strong>General Session: Keynote Speaker</strong></td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<td><strong>Governor John Hickenlooper</strong>, the State of Colorado, U.S.</td>
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<td>Introduction by <strong>Amy Margerum</strong>, EVP, Operations, The Aspen Institute, U.S.</td>
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<tr>
<td>12:30pm</td>
<td><strong>Press Conference</strong></td>
<td>Paepcke Auditorium, Walter Paepcke Memorial Building</td>
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<tr>
<td>12:30pm - 2:00pm</td>
<td><strong>Networking Lunch</strong></td>
<td>McNulty Gathering Room, Doerr-Hosier Center</td>
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<td><strong>Sponsored by SpaFinder Wellness</strong></td>
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<tr>
<td>1:30pm - 2:00pm</td>
<td><strong>General Session: Lunch Keynote Speaker</strong></td>
<td>McNulty Gathering Room, Doerr-Hosier Center</td>
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<td><strong>Five Crucibles of Innovation</strong></td>
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<td><strong>Elizabeth Stephenson</strong>, Principal, McKinsey &amp; Company, U.S.</td>
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<td>Introduction by <strong>Philippe Bourguignon</strong>, Vice Chairman, Revolution Places &amp; CEO, Exclusive Resorts, U.S. (France)</td>
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<td>2:00pm - 2:30pm</td>
<td><strong>General Session: Keynote Speaker</strong></td>
<td>McNulty Gathering Room, Doerr-Hosier Center</td>
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<td><strong>Managing the Creative Process</strong></td>
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<td>2:00pm - 5:00pm</td>
<td><strong>Special Breakout Session: The Creativity Workshop</strong></td>
<td>Kauffman Room, Doerr-Hosier Center</td>
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<td><strong>Imagination is the Voice of the Daring</strong></td>
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<td><strong>Charlene Florian</strong>, Vice President of Creative Development, Kerstin Florian International, U.S.</td>
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<td><strong>Sonu Shivdasani</strong>, CEO, Six Senses Resorts, Thailand</td>
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<td>2:30-3:00pm</td>
<td><strong>General Session: Presentation</strong></td>
<td>McNulty Gathering Room, Doerr-Hosier Center Building</td>
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<td><strong>Sanus Per Aquam...for All</strong></td>
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</table>
**General Session: Panel**
Innovative Spa Marketing Campaign: Mexico

**Moderator:** Alfredo Carvajal, EVP, Universal Companies, U.S. (Chile)
**Panelists:**
- Pedro Aspe Armella, Senior Managing Director & Co-Chairman, Evercore Partners, Mexico
- Gina Díez Barroso de Franklin, President & CEO, Grupo Diarq, Mexico
- Diana Mestre, Owner, Mestre & Mestre Consulting, Mexico

**3:40pm - 4:10pm**
Koch & Mayer Courtyards

**Networking Break**
Sponsored by SpaSoft

**Concurrent Imagination Breakout Discussions**

1. **Panel: Crazy Thinking**
   
   **Hines Seminar Room**

   **Moderator:** Pete Ellis, Chairman and CEO, SpaFinder Wellness, U.S.
   **Panelists:**
   - Gustavo Albanesi, Founder, Buddha Spa & President, Brazilian Spa Assoc., Brazil
   - Sue Harmsworth, Founder & CEO, EPSA International, U.K.
   - Alex Glasscock, Co-Founder, Ranch at Live Oak/Malibu, U.S.
   - Liz Terry, Managing Director, Leisure Media, U.K.
   - Yamuna Zake, Founder, Yamuna, U.S.

2. **Roundtable Discussion: Imagining the Future of Spas and Technology**
   
   **Stranahan Seminar Room**

   **Moderator:** Josh McCarter, CEO, SpaBooker by GramercyOne, U.S.
   **Panelists:**
   - Michael Deres, Director of Major Accounts, SpaSoft, Canada
   - Hensley Evans, Chief Strategy Officer, imc2health and wellness, U.S.
   - Sujean Lee, Chief Business Development, BioDigital, U.S.
   - Nicolas Ronco, Founder and CEO, YeloSpa, U.S.
   - Elizabeth Stephenson, Principal, McKinsey, U.S.
   - AndyShea Saberioon, Student, University of Houston, U.S.
   - Marina Volpe, Student, Pennsylvania State University, U.S.

3. **Roundtable Discussion: Imagining the Future of Corporate Wellness and Spas**
   
   **Booz Allen Hamilton**

   **Moderator:** Mia Kyricos, Vice President & Consultant, Core Performance, U.S.
   **Panelists:**
   - Kris Abbey, Publishing Editor, Spa Life Magazine, Australia
   - Dr. Daniel Friedland, Founder & CEO, Super Smart Health & Medical Director, Barney & Barney, U.S. (South Africa)
   - Peter Smith, COO, Canyon Ranch, U.S.
   - Priti Odedra, President, EcoSpa360, U.S.
   - Betty Weinkle, VP WellLife Wellness, SpaFinder Wellness, U.S.
   - Molly Tompkins, Student, University of Denver, U.S.
4:15pm - 5:15pm

4. Presentation: Looking at Coaching, Gadgets & Gaming: Could These Be Real 21st Century Solutions to Long-Term Lifestyle Changes?

Clarke Library

Coaching: Meg Jordan, Professor & Department Chair, CA Institute of Integral Studies, U.S.

Gadgets & Gaming: Jay Williams, PhD, President, Health Technologies Consultant, U.S.

5. Roundtable Discussion: Spa Management Workforce and Education: Addressing Marketing Gaps

Lauder Seminar Room

Moderator: Anna Bjurstam, Owner & CEO, Raison d’Etre, Sweden

Joanne Berry, Director of Spa & Wellness, Bellus Academy, U.S.

Elena Bogacheva, President, Spa & Wellness Intl Council, Russia

Anne Bramham, President/Founder, ASTECC, U.S. (U.K.)

Jean-Guy De Gabriac, Owner, Tip Touch, France

Samantha Foster, Independent Consultant, Thailand

Su Gibson, Professor, CN Hilton College, University of Houston, U.S.

Nancy Griffin, Principal, Contento Marketing, U.S.

Lori Hutchinson, Founder & Co-Owner, Hutchinson Consulting, U.S.

Katherine Johnston, Senior Economist, Economics Program, SRI Intl., U.S.

Anna Mattila, Professor, Pennsylvania State University, U.S.

Lynne McNees, President, ISPA, U.S.

Deborah A. Smith, Principal, Smith Club & Spa Specialists, U.S.

Mary Tabacchi, PhD, Professor, Cornell University, U.S.

Mary Wisnom, Professor, Florida Gulf Coast University, U.S.

Cheri Young, Associate Professor, University of Denver, U.S.

Joanna Zhang, President of Beijing, China Spa Association, China

Alex Zotos, CEO/Principal, Elly Lukas, Australia

Ben Dillan, Student, Pennsylvania State University, U.S.

Mariko Fujio-White, Student, Cornell University, U.S.

Charlett Kohlwes, Student, Saxion University, Switzerland

4:15pm - 5:15pm

6. Roundtable Discussion: Imagining our Future with Private and Public Partnerships

Catto Board Room

Moderator: Dr. Kavita Patel, Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institute, U.S.

Panelists: Emanuel Berger, Managing Director, Berger Hospitality, Switzerland

Dr. Marc Cohen, Professor, RMIT University, Australia

Franmarie Kennedy, PhD, Deputy Director of the Health, Biomedical Science and Society Policy Program, The Aspen Institute, U.S.

Kate Sornson, Student, University of Houston, U.S.

5:15pm - 7:00pm

Free Time
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<th>Time</th>
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<td>7:00pm - 10:30pm</td>
<td><strong>Gala Cocktail Reception &amp; Dinner</strong>&lt;br&gt;Head to the top of Aspen Mountain via Gondola&lt;br&gt;Sponsored by Thermarium&lt;br&gt;Dancing &amp; Entertainment by “He’s My Brother, She’s My Sister”&lt;br&gt;NOTE: Gondola opens for delegates at 6:30pm and will run continuously until 11:00pm. (The ride up the mountain takes approximately 15 minutes.)</td>
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<td>10:30pm - Whenever!</td>
<td><strong>After-Dinner Gathering</strong>&lt;br&gt;Let’s continue the conversation...</td>
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| 6:30am – 9:30am | Barksdale Lobby, Doerr-Hosier Center                                      | Optional Participation in Cutting-Edge Telomere Research  
Give a small blood sample to measure your Telomeres, a “changeable” part of the genome. Studies show that positive lifestyle choices may increase telomere length and promote individual wellness. (Please note, blood must be drawn in the a.m. before food or drink.) |
| 7:00am – 8:45am | McNulty Gathering Room, Doerr-Hosier Center                              | Networking Breakfast                                                                                     |
| 7:00am – 5:00pm | Barksdale Lobby, Doerr-Hosier Center                                     | Summit Concierge & Registration Desk  
Sponsored by TAC                                                                                           |
| 8:00am – 5:00pm | Murdoch Lounge, Doerr-Hosier Center                                     | Global Spa & Wellness Summit Bookstore  
Peruse publications and books authored by Summit speakers and the latest and greatest titles on innovation, imagination and creativity. |
| 8:00am – 5:00pm | Doerr-Hosier Center, Walter Paepke Memorial Building                    | Resource & Sponsor Tables  
Check out or pick up spa and wellness magazines, books and information from our sponsors.                  |
| 8:00am – 5:00pm | Doerr-Hosier Center, Walter Paepke Memorial Building & Koch Building     | Internet Café Pit Stops  
Sponsored by Universal Companies  
Stop by for all of your “connectivity” needs. Complimentary WIFI & the Internet Café Pit Stops are available on campus thanks to Universal Companies. |
| 8:00am - 9:00am | Paepcke Auditorium, Walter Paepcke Memorial Building                    | 4th Annual Student Challenge Competition: Part 2  
Sponsored by Chiva-Som, Four Seasons Hotels & Resorts, Hyatt Hotels & Resorts, KLAFS and Orient Express  
Moderated by Sue Harmsworth, CEO & Founder, ESPA International, U.K., and Mary Tabacchi, Professor, Cornell University, U.S. |
| 9:00am - 9:05am | Paepcke Auditorium, Walter Paepcke Memorial Building                    | General Session: Introductory Remarks  
Susie Ellis, President, SpaFinder Wellness, U.S.                                                             |
| 9:05am - 9:25am | Paepcke Auditorium, Walter Paepcke Memorial Building                    | General Session: Research  
Data, Dollars and Decisions  
Jan Freitag, Senior VP of Operations, Smith Travel Research, U.S.                                              |
| 9:25am - 9:45am | Paepcke Auditorium, Walter Paepcke Memorial Building                    | General Session: Research  
Our Traveler’s Health: A Matter of Life and Death  
Andrea Foster, Vice President, PKF Consulting, U.S.                                                           |
| 9:45am - 10:15am | Paepcke Auditorium, Walter Paepcke Memorial Building                    | General Session: GSWS Research  
Spa Management Workforce & Education: Addressing Marketing Gaps  
Katherine Johnston, Senior Economist, SRI International, U.S.                                                |
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| 10:15am - 10:25am | General Session: Research  
Gaining a Competitive Advantage with a Treasure Trove of Data  
Anna Bjurstam, Owner & CEO, Raison d’Etre, Sweden | Paepcke Auditorium  
Walter Paepcke Memorial Building |
| 10:25am - 10:30am | General Session: Introducing 2012 Summit Industry Sponsors  
BioDigital, East West Learning Centre, EcoSpa 360, Fairmont Raffles Hotels International, Massage Envy, Precor, Red Door Spas, ResortSuite and SelfOptima  
Introduction by Sallie Fraenkel, Director of Sponsorships and Strategic Partnerships, GSWS, U.S. | Paepcke Auditorium  
Walter Paepcke Memorial Building |
| 10:30am - 11:00am | Networking Break | Koch & Mayer Courtyards |
| 11:00am - 11:45am | General Session: Keynote Speaker  
The Energy Healing Experiments: Embracing Controversy and Opportunity?  
Dr. Gary Schwartz, Professor, Psychology, Medicine, Neurology, Psychiatry, and Surgery; Director for the Laboratory for Advances in Consciousness & Health, University of Arizona, U.S. | Paepcke Auditorium  
Walter Paepcke Memorial Building |
| 11:45am - 12:05pm | General Session: One-on-One with Mariel Hemingway  
Mariel Hemingway, Academy Award-Nominated Actress & Wellness Advocate, U.S., with Susie Ellis, President, SpaFinder Wellness, U.S. | Paepcke Auditorium  
Walter Paepcke Memorial Building |
| 12:05pm - 12:15pm | General Session: Panel  
Tricks of the Trade: GSWS Website and SpaEvidence.com  
Dulcy Gregory, Associate Executive Director, Global Spa & Wellness Summit, U.S. | Paepcke Auditorium  
Walter Paepcke Memorial Building |
| 12:15pm - 12:30pm | General Session: Speaker  
Creating Intimacy with Technology  
Nader Vasseghi, CEO, Self-Optima, U.S. | Paepcke Auditorium  
Walter Paepcke Memorial Building |
| 12:30pm - 12:45pm | General Session: Student Challenge  
Announcing the Winners of the 4th Annual Student Challenge Competition  
Education Committee Chairs:  
Sue Harmsworth, CEO & Founder, ESPA International, U.K.  
Mary Tabacchi, PhD, Professor, Cornell University, U.S.  
Introducing the 2012 Student Challenge Sponsors & VIP Judging Panel  
Chiva-Som International Health Resort, Four Seasons Hotels & Resorts, Hyatt Hotels, KLAFS, Orient-Express | Paepcke Auditorium  
Walter Paepcke Memorial Building |
| 12:45pm | Book Signing: Dr. Gary Schwartz & Mariel Hemingway | Paepcke Lobby  
Walter Paepcke Memorial Building |
| 12:45pm - 2:00pm | Outdoor Picnic Lunch (weather permitting)  
Accompanied by live music  
All delegates and students welcome | Marble Garden Park  
Aspen Meadows Resort |
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| 2:00pm - 2:30pm | General Session: Speaker  
A Creative New Business Model ~ A Unique Facial Spa  
C.K. Low, Managing Director, Skin Essentials Sdn Bhd, Malaysia | McNulty Gathering Room  
Doerr-Hosier Center |
| 2:30pm - 3:15pm | General Session: Panel  
Will Power and the Pursuit of Happiness  
Moderated by Mary Tabacchi, PhD, Professor, Cornell University, U.S.  
Overview (via video): Dr. Andrew Weil, Best-Selling Author, Speaker and Integrative Medicine Thought-Leader, U.S.  
Willpower: Jessica Alquist, Researcher, Florida State University, U.S. (works with Dr. Roy Baumeister, Author of Willpower)  
Happiness: Jeremy McCarthy, Director of Global Spa Development and Operations, Starwood Hotels & Resorts, U.S. | McNulty Gathering Room  
Doerr-Hosier Center |
| 3:15pm - 3:30pm | General Session: Speaker  
If I Were 18 again...  
Deborah Szekely, Founder, Rancho La Puerta & The Golden Door, U.S. (now age 90) | McNulty Gathering Room  
Doerr-Hosier Center |
| 3:30pm - 3:40pm | General Session: Speaker  
Wrap-Up and Final Remarks  
Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France) | McNulty Gathering Room  
Doerr-Hosier Center |
| 3:40pm - 3:45pm | General Session: Announcement of 2013 Summit Location  
GSWS Board Members: Emanuel Berger, Managing Director, Berger Hospitality, Switzerland, and Andrew Gibson, Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong | McNulty Gathering Room  
Doerr-Hosier Center |
| 3:45pm - 3:55pm | General Session: Speaker  
Presentation by 2013 Global Spa & Wellness Summit Host City | McNulty Gathering Room  
Doerr-Hosier Center |
| 3:55pm - 4:00pm | General Session: Champagne Toast  
Sponsored by Dornbracht  
By the Global Spa & Wellness Summit Board of Directors, The Aspen Institute Collaborators, 2012 Major Sponsors & GSWS Team | McNulty Gathering Room  
Doerr-Hosier Center |
| 4:00pm – 4:30pm | Brief Cocktail Reception: See You in 2013!  
Sponsored by the 2013 Host City | Catto Board Room |
| 4:30pm - 6:00pm | Global Spa and Wellness Summit Wrap Up Board Meeting | Catto Board Room |
Thurs. June 7   Post-Summit Activities

GSWS Colorado Mineral Springs Tour

Led by Deborah A. Smith, Principal, Smith Club & Spa Specialists, U.S.

Join your fellow delegates on June 7 for a very special “relax and unwind” day at one of the most famous geothermal springs in Colorado – Glenwood Hot Springs. The day begins with a briefing by Professor Jonathan DeVierville on the unique and renowned features of these springs, followed by a tour of the magnificent red sandstone bathhouse (built in 1888) and the historic Hotel Colorado (built in 1893) — which during big game hunting season became “the Western White House” for Teddy Roosevelt. The rest of the day is for you to enjoy – a steam at the Yampah Vapor Caves (the only natural vapor caves in North America); a Mineral Massage at the Spa of the Rockies, situated in the historic bathhouse; a swim in the world’s largest mineral springs pool; and a soak in the 100’ x 40’ hot therapy pool. Bring some quarters for the bubble chairs in the hot therapy pool!

Fee is $75 per person and includes*:
- Background briefing on Colorado Mineral Springs by Professor Jonathan DeVierville
- Admission to the Yampah Vapor Caves
- Tour of Glenwood Hot Springs by the managing director
- Tour of the historic Hotel Colorado
- Admission to the Pool & Athletic Club
- Round-trip transportation

Schedule:
- 9:00am: Colorado Mineral Springs presentation, Dr. J. Paul DeVierville, SpaCultures.com, U.S.
- 10:00am: Van transportation leaves The Aspen Meadows
- 11:00am - 11:30am: Tour of the historic Hotel Colorado
- 11:30am - 11:45am: Orientation/send-off
- 11:45am - 4:15pm: Free time to explore Glenwood Hot Springs, lunch, have a massage, etc.
- 4:30pm: Van transportation heads back to Aspen
- 5:20pm: Arrive back at The Aspen Meadows

*Lunch (not included) can be enjoyed at the Glenwood Hot Springs Grill or the Hotel Colorado. For June 7 only, delegates on this trip may pre-book a 50-minute Mineral Massage for $75 ($24 discount).

June 7 - 10   Post-Summit Activities

Optional Post-Summit Retreat at Miraval Destination Spa
Tucson, Arizona

Miraval, known for its innovative programming, has created a unique three-night wellness retreat - at a very special price - for delegates looking to add a spa experience to their stay before - or after - the Global Spa & Wellness Summit. This program is specifically tailored for leaders and visionaries of the spa and wellness industry attending the Summit in Aspen, Colorado. Space is limited and available on a first-come, first-serve basis. Delegates must be registered for the 2012 Summit in order to make a reservation at Miraval at these rates.