

3rd Annual Cornell Hotel School Spa Symposium

Jan 18, 2007 to Jan 21, 2007 San Diego, CA

You are cordially invited to be part of the 3rd Annual Cornell Hotel School Spa Symposium in San Diego, CA hosted by Professor Mary Tabacchi and the CHS San Diego Chapter.

Join the leaders in the Spa industry for two days of educational and interactive panels, spa tours of top properties in the San Diego area while staying at the famous Hotel Del Coronado.

- WHERE: The Hotel Del Coronado in San Diego, CA
- WHEN: Evening of 1/18/07 - Morning of 1/21/07
- FEE: \$525 (Inclusive of conference registration, dining, transportation and spa tours)
- Register online by January 12th
- Reserve your guestroom by calling the Hotel Del Coronado at 800-HOTELDEL (please specify that you are part of the CHS Spa Symposium for a discounted room rate)

Keynote Speakers

- Deborah Szekely, Owner Rancho La Puerta; Founder, Golden Door
- Kirsten Florian, Founder of Kirsten Florian and Founder of ISPA

Panels on Friday the 19th

Panel 1: The Growth of Medical Spas and Implications on the Industry

- Lyn Krant, COO and CFO, SK Sanctuary
- Steve Krant, MD, SK Sanctuary
- Terry Schaack, MD, Director of Medical Services, The California Wellbeing Institute
- Lynn Watanabe, DDS, Owner The Dental Spa
- Lee Stein, Chairman Emeritus, Board of Community Advisors, Scripps Center for Integrative Medicine
- Moderator: Mary Tabacchi

Panel 2: The Essentiality of Public Relations on Spa and Spa Resort Success

- Mary Bemis, Founder & Editor in Chief, Organic Spa Magazine
- Twila Caldwell, Founding Partner, Spa Development International
- Mary Gendron, President Middleton and Gendron
- Marjory Hawkins, Owner, Hawkins PR
- Moderator: Mary- Elizabeth Gifford

Panel 3: Are Branded Spas More Successful?

- Andrea Foster, Director of Corporate Strategy, Miraval
- Mia Kyricos, Director, Spa Development & Marketing Luxury Brands, Starwood
- Anne McCall, Group Spa Director, Fairmont
- Kiki Osada, Director of Spa Marketing, Mandarin Oriental
- Julie Raistrick, Spa Director, Montage
- Moderator: Mary Tabacchi

Panels on Saturday the 20th

Panel 4: How Spas Influence Development of Hotels, Resorts and Residential Units

- Deborah Evans, Consultant, Previously GM Red Mountain, Spa Director, Lake Austin
- Greg Hagin, Consultant, Previously Spa Director, Silverado, GM Coolfront, GM New Age Spa
- Bill Nassikas, Partner, WestRoc Development
- Todd Shallon, VP and GM, The Hotel Del Coronado
- Moderator: Greg Miller, GM Royal Palms Resort and Spas

Panel 5: Sustainability in Spas and Spa Resorts

- Mary Bemis, Founder & Editor in Chief, Organic Spa Magazine
- Ted Ning, Director, LOHAS (Lifestyles of Health & Sustainability)
- Mary-Elizabeth Gifford, VP & Creative Director, Jurlique
- Paul Moran, LEEDS Spa Architect, Moran Architects
- Moderator: Mark Wuttke, Principal, Wuttke Group

Panel 6: Multiple Spa Consultants - Pros and Cons

- Brent Blumental, Senior Strategist, Gensler
- Cary Collier, President, BluSpa
- Richard Dusseau, President, Spa Strategy
- Polly Johnson, VP Corporate Accounts, SpaEquip
- Jeanie Kleuter, Architect, WATG
- Moderator: Raj Chandnani, Director of Strategy, WATG

Agenda

- Thursday: Welcome Reception in the evening
- Friday: Breakfast, Panels 1-3, Lunch, Spa Tours around San Diego, Dinner at the Hotel Del
- Saturday: Breakfast, Panels 4-5, Networking Luncheon, Panel 6, Spa Treatments at the Hotel Del or free time, Dinner at the Hotel Del
- Sunday: Continental Farewell Breakfast