



## AGENDA

Please note we are in the process of confirming the agenda topics as we receive information on attendee interests through their registrations. The schedule for the three days of the Summit will be confirmed and uploaded shortly.

**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 Lobby outside Empire Room	CONFERENCE CHECK-IN & REGISTRATION
6:00pm - 6:45pm Cocktail Terrace	WHAT I SEE AHEAD FOR THE GLOBAL SPA INDUSTRY
6:45pm	MOVE TO DINING ROOM
7:00pm - 7:15pm	WELCOME
7:15pm - 8:00pm Empire Room	DINNER
8:00pm - 8:20pm	INTRODUCTION OF DELEGATES
8:20pm - 9:00pm Empire Room	WHAT I SEE AHEAD FOR THE GLOBAL SPA INDUSTRY <b>Moderator: Pete Ellis</b> , Chairman & CEO, Spa Finder, Inc., New York <b>Panelists:</b>
	1. <b>R. Byron Carlock Jr.</b> , 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, Grotto 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	<b>CONTINENTAL BREAKFAST</b>
8:30am - 9:15am Empire Room	<b>WELCOME AND OPENING REMARKS</b> <b>KEYNOTE SPEAKER</b> <i>Internet Travel 2.0 and the Long Tail Meet the Global Spa Industry</i> <b>Philip Wolf</b> , CEO, PhoCusWright, Inc., Connecticut
9:15am - 9:45am Empire Room	<b>GENERAL SESSION</b> <i>Spa Preferences of Affluent Travelers</i> <b>Presenter: Peter Yesawich</b> , Chairman & CEO, YPB&R, Florida
9:45am - 10:15am Empire Room	<b>GENERAL SESSION</b> <i>The Integrity of "Spa" Globally</i> <b>Presenter: Susan Harmsworth</b> , Founder & CEO, ESPA International, UK
10:15am - 10:30am	<b>SHORT BREAK</b>
10:30am - 11:15am Empire Room	<b>GENERAL SESSION</b> <b>KEYNOTE SPEAKER</b> <i>The Legacy of Health</i> <b>Kevin Kelly</b> , President, Canyon Ranch, Arizona
11:15am - 11:45am Norse Suite, 18th Floor	<b>NETWORKING BREAK</b>
11:45am - 1:00pm  <b>Session 1</b> Lexington Suite, 18th Floor	<b>CONCURRENT BREAKOUT SESSIONS</b> <i>Spas in Hotels: How to Decide the Right Ownership/Management Arrangement</i> <b>Moderator: Andrew Gibson</b> , Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong <b>Panelists:</b>  <ol style="list-style-type: none"> <li>1. <b>Heather Blankinship</b>, Group Spa Manager, Sir Rocco Forte &amp; Family Luxury Hotels, Germany</li> <li>2. <b>Jeff Matthews</b>, President &amp; COO, Mandara Spa, Bali</li> <li>3. <b>Anne McCall Wilson</b>, Vice President of Spas, Fairmont Raffles Hotels International, Inc., Canada</li> <li>4. <b>Ahmos Netanel</b>, Founder &amp; CEO, Lucrative Wellness, California</li> </ol> <b>Contributors:</b> <b>Douglas Chambers</b> , Principal, Blu Spas Inc., California

**Jan Freitag**, Vice President, Global Development; Smith Travel Research, Tennessee

<b>Session 2</b> Beekman Suite, 18th Floor	<i>Spa Design Around the World - What's on the Drawing Board?</i> <b>Moderator: Anna Bjurstam</b> , Managing Director, Raison d'Etire, Sweden <b>Panelists:</b> <ol style="list-style-type: none"><li>1. <b>Katharina Braun</b>, General Manager, Deckelmann Wellness Hong Kong Ltd., Hong Kong</li><li>2. <b>Clodagh</b>, CEO, Clodagh Design, New York</li><li>3. <b>Cary Collier</b>, Principal, Blu Spas Inc / Collier and Collier Spas, Montana</li><li>4. <b>Robert D. Henry</b>, Principal, Robert D. Henry Architects, New York</li></ol> <b>Contributors:</b> <b>Jean-Paul Blissett</b> , Managing Director, Syntax, UK <b>Mary Elizabeth Bondu</b> , International Development Director, Hydrotherm Ltd., France <b>Don Genders</b> , Managing Director, Design for Leisure, UK
<b>Session 3</b> Library, 18th Floor	<i>The Business of Sustainability</i> <b>Moderator: Jim Root</b> , General Manager of Spa Operations, Sea Island Resorts, Georgia and Chairman of ISPA <b>Presenter: Ted Ning</b> , Director, LOHAS (Lifestyles of Health and Sustainability), Colorado <b>Contributor: Mark Wuttke</b> , Principal, the Wuttke Group, Georgia
<b>Session 4</b> Sutton Suite, 18th Floor	<i>Marketing and Public Relations Strategies That Fuel Industry Growth Globally</i> <b>Moderator: Sallie Fraenkel</b> , COO, Spa Finder Inc., New York <b>Panelists:</b> <ol style="list-style-type: none"><li>1. <b>Mike Canizales</b>, CEO, Spa Chakra, New York</li><li>2. <b>Victoria Fuller</b>, Founder &amp; Director, TravelPRCo, UK</li><li>3. <b>Christine Quentin</b>, Sales &amp; Marketing General Manager, Accor Thalassa, France</li><li>4. <b>David Stoup</b>, Chairman &amp; CEO, Trilogy Ventures, LLC, Arizona</li></ol> <b>Contributors:</b> <b>Steve Conquy</b> , CEO, MSpa International, Thailand <b>Albert Herrera</b> , Vice President, Hotels & Resorts; Virtuoso, New York <b>Mary-Catherine Mundell</b> , President, Caudalie USA, Inc., Texas
1:15pm - 2:00pm Empire Room	<b>LUNCH</b>
2:00pm - 2:45pm Empire Room	<b>GENERAL SESSION</b> <b>KEYNOTE SPEAKER</b> <i>Building a Revolution</i> <b>Steve Case</b> , Founder, AOL, and Chairman, Revolution LLC., US
2:45pm - 3:15pm Norse Suite, 18th Floor	<b>NETWORKING BREAK</b>
3:15pm - 4:30pm	<b>CONCURRENT BREAKOUT SESSIONS</b>
<b>Session 1</b> Library, 18th Floor	<i>What the Investment Sector Wants the Spa Industry to Know</i> <b>Moderator: Richard Dusseau</b> , President & Managing Partner, Spa Strategy, Colorado <b>Panelists:</b>

1. **Richard Gersten**, Managing Director, North Castle Partners, LLC, Connecticut
2. **Baxter Underwood**, Vice President of Investments, CNL Income Corp, Texas
3. **Michael Sagild**, Chief Operating Officer, Minor International PCL., Thailand

**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. **Raj Chandnani**, Director of Strategic Planning, Wimberly Allison Tong & Goo, California
2. **Annabeth Eschbach**, CEO, exhale enterprises, New York
3. **Jamie Waring**, Managing Director, Six Senses Resorts & Spas, Thailand
4. **Anne McCall Wilson**, Vice President Spas, Fairmont Raffles Hotels International, Inc. Canada

**Contributors:**

**Brian Hunter**, Partner, Spa Developments, Scotland

**Ahmos Netanel**, Founder & CEO, Lucrative Wellness, California

**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-Jones**, 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 Cornelia Day Resort 663 Fifth Avenue (Between 6th & 7th Avenue)	COCKTAILS AT CORNELIA DAY RESORT
7:45pm onward	DINNER AT ONE OF NEW YORK'S TOP RESTAURANTS

## Tuesday, May 22nd\*

7:30am - 9:00am Hilton Room	CONTINENTAL BREAKFAST
9:00am - 9:30am Empire Room	GENERAL SESSION <i>Performance of Hotels With Spas vs. Without Spas</i> <b>Presenter: Jan D. Freitag</b> , Vice President, Smith Travel Research, Tennessee
9:30am - 11:30am Empire Room	<i>The Global View: Let the Numbers Tell Their Story</i>
9:30am - 10:00am	The <u>Middle Eastern</u> Spa Industry Numbers <b>Presenter: Anni Hood</b> , Group Director of Spa, Jumeirah, Dubai
10:00am - 10:30am	A Look at the <u>Japanese</u> Spa Industry <b>Presenter: Tomonori Maruyama</b> , Chief Researcher, Research Institute, Mitsui Knowledge Industry Co. Ltd., Japan
10:30am - 10:45am	Introducing the Spa Market in <u>Russia</u> <b>Presenter: Marina Kuchurkina</b> , Director, Guild of Spa Experts, Russia
10:45am - 11:15am	Insights into the NEW Asian Consumer: Ga-Ga over <u>China</u> <b>Presenter: Catherine Feliciano-Chon</b> , Managing Director, CatchOn & Company Ltd., Hong Kong
11:15am - 11:30am	<i>The Spa Industry in <u>India</u></i> <b>Presenter: Carina Chatlani</b> , President & CEO, Body Bistro & Asana Spa and Founder, Spa & Wellness Association of India (SWAI)
11:30am - 11:45am Norse Suite, 18th Floor	NETWORKING BREAK

11:45am - 1:00pm **CONCURRENT BREAKOUT SESSIONS**

*Agreeing on Performance Tracking and Benchmarking of Spas Worldwide*

**Session 1**  
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., US

**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

<p><b>Session 4</b> Beekman Suite, 18th Floor</p>	<p><i>Sustainability. Our Call to Action!</i> <b>Moderator: Mark Wuttke</b>, Principal, Wuttke Group LLC, Georgia <b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. <b>Mary-Elizabeth Gifford</b>, Creative Director and Vice President, Global Brand Communications; Jurlique, Washington DC</li> <li>2. <b>Ulrike Klein</b>, Founder, Jurlique International, Australia</li> <li>3. <b>Paul Moran</b>, Spa Architect, Moran Architects, P.C., Arizona</li> <li>4. <b>Jamie Waring</b>, Managing Director, Six Senses Resorts &amp; Spas, Thailand</li> </ol> <p><b>Contributors:</b> <b>Clodagh</b>, CEO, Clodagh Design, New York <b>Deborah Szekely</b>, Founder, Creative Director, Rancho La Puerta &amp; the Golden Door, California <b>Ted Ning, Director</b>, LOHAS (Lifestyles of Health and Sustainability), Colorado <b>Jim Root</b>, General Manager of Spa Operations, Sea Island Resorts and Chairman, ISPA, Georgia <b>Kasha Shillington</b>, Executive Director, Raison d'Etre, Sweden</p>
<p>1:00pm - 2:00pm Hilton Room</p>	<p><b>LUNCH AND ROUNDTABLE DISCUSSIONS</b> Investors - Owners - General Managers - Group Spa Directors - Product Suppliers - Medical/Integrative Health Practitioners - Consultants - Architects and Builders - Researchers - others</p>
<p>2:15pm - 3:30pm</p> <p><b>Session 1</b> Empire Room</p>	<p><b>CONCURRENT SESSIONS</b></p> <p><i>Addressing the Global Labor Shortage</i> <b>Moderator: Ken Greger</b>, CEO and Managing Director, Greger/Peterson Associates, Inc, Oregon <b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. <b>Emanuel Berger</b>, CEO, Victoria-Jungfrau Collection, Switzerland</li> <li>2. <b>Nicholas M. Clayton</b>, President, Kor Hotel Group, California</li> <li>3. <b>Elaine Fenard</b>, Partner &amp; Vice President Spa Development &amp; Operations, Spa Strategy, Colorado</li> <li>4. <b>Mary Tabacchi</b>, Professor, Cornell University, New York</li> </ol> <p><b>Contributors:</b> <b>Marc Cohen</b>, Foundation Professor, Complementary Medicine, RMIT University and President, Australasian Integrative Medicine Association, Australia <b>Brian Goldstein</b>, President, Canadian College of Massage &amp; Hydrotherapy, Inc., Canada <b>Angela Jeantet</b>, Associate Director, University of California, Irvine, California <b>Gary Matkin</b>, Dean, Continuing Education; University of California, Irvine, California <b>Elizabeth Pizzinato</b>, Vice President, Public Relations; Four Seasons Hotels and Resorts, Canada <b>Jack Morrison</b>, Managing Director, Elmcrest College, Canada <b>Helene Weber-Bramwell</b>, President, CIDESCO, Switzerland</p>
<p><b>Session 2</b> Beekman Suite, 18th Floor</p> <p>Lexington Suite, 18th Floor</p>	<p><i>The US and Canadian Spa Industry Numbers</i> <b>Presenter: Lynn McNees</b>, President, ISPA, Kentucky <b>Presenter: Donna Holtom</b>, President, Leading Spas of Canada</p> <p><i>Spa Industry Research Numbers for Singapore, Taiwan, Malaysia, Philippines, Thailand and Australia</i> <b>Presenter: Samantha Foster on behalf of Stu Garrow</b>, Co-founder, Intelligent Spas Pte</p>

Ltd, Singapore

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