

Green and Holistic Virtual Conference and Expo



Thursday, January 27, 2011, 10:00am - 06:00pm

Hits : 762

You Are Invited To Attend...

Green & Holistic Virtual Conference and iExpo



An Operator's Path to Understanding Natural, Organic and Sustainable Products and Practices



Ten Valuable Education Sessions

- Simple steps you can take to introduce green practices in your spa.
- Know your ingredients- separate the hype from the facts on natural ingredients and certification standards.
- Is Green \$\$\$ Green? Learn about the costs and benefits of moving towards green practices.

 Roberto Arjona President Elect Green Spa Network and CEO Rancho La Puerta Welcome and Introduction to the Green Spa Network	 Michael Stusser President of the Green Spa Network and founder, Osmosis Day Spa Sanctuary The State of Sustainability in the Spa Market	Be Part of the Discussion! Have your headset and Webcam Ready 	
 Mark Wuttke 5 Simple Steps to Demystifying Natural and Organic Skin Care!	 Nez and Donna Tokugawa How to Add Value to Services to Grow Revenues in The New Economy	 Ted Ning Life Styles of Health and Sustainability	 Lisa Archer Safe, Sustainable Personal Care: Why it matters. What does the future hold?
 Melissa Christenson What you need to know to avoid "Greenwashing"	 Kim Collier Integrating Global Health and Wellness Trends Into Your Spa	 Blake Feeny Canyon Ranch Green and Sustainability Initiatives	 Kim Marshall Attracting NEW Customers by Marketing Sustainability in Your Spa

VIRTUAL EXPOSITION

Meet and Talk With Innovative Product Companies from Around the Globe

- Attendees Can Chat Live and Face to Face With Exhibitors.
- Shop Comfortably from your Home or Office for the Latest Green Products and Services.
- Attendees will be Automatically be Entered to Win Many Fabulous Door Prizes.



Visit the Green Leaf Pavilion!

All Exhibitors in the Green Leaf Pavilion have made a commitment to green and sustainable practices and have completed a brief survey about their company's green or sustainable initiatives and socially conscious practices for your review. Look for Exhibitors displaying the Green Leaf Survey Icon to review the tab in their booth providing basic information on their green practices.

LEARN MORE 



Grand Door Prize will be an Apple iPad!



www.SpaClique.com/iExpo



Make a personal commitment to sustainability by attending this virtual event and save CO2 emissions!

TEN Valuable Education Sessions will focus on:

- Simple steps you can take to introduce green practices in your spa.
- Know your ingredients- separate the hype from the facts on natural ingredients and certification standards.
- Is Green \$\$ Green? Learn about the costs and benefits of moving towards green practices.

WELCOME - Roberto Arjona, President Elect, Green Spa Network

Track One

Thursday, January 27 2:00-3:00 EST



Roberto Arjona heads a staff of over 400 at North America's first "destination spa," Rancho La Puerta—founded in 1940 in Tecate, Baja California, Mexico. From the beginning, the resort's mind/body/spirit fitness emphasis has included maintaining a major organic farm on the premises, energy conservation, eco-friendly waste management, and other sustainable methods of providing service to over 6,500 guests a year, all of whom stay one week or more.

The State of Sustainability in the Spa Market - Michael Stusser

Track One

Thursday, January 27 2:00-3:00 EST



Michael Stusser introduced the therapeutic Cedar Enzyme Bath from Japan to the US spa market. It is an integral part of the Osmosis Day Spa Sanctuary located in Sonoma County California. This destination day spa has grown in twenty-five years into a nationally known hospitality location on 5 acres with extensive meditation gardens. Osmosis was recently acknowledged as "Americas Most Spiritual Spa" by Spirituality and Health magazine.

Michael works with local non-profits to green local businesses and evolve ecotourism in the Russian River Region. He is also a founding member of The Green Spa Network. Now in its 5th year, this innovative nonprofit trade association of eco-friendly spas and spa professionals works to cultivate the vital connection between personal wellbeing, economic sustainability, and the health of our planet.

Session Overview: This session will provide an overview of green practices currently being implemented in spas and how

the Green Spa Network is working with it's members to evolve eco-friendly spas and sustainable business practices.

Lifestyles of Health and Sustainability - Ted Ning

Track Two

Thursday, January 27 11:30-12:30 EST



Ted has been with LOHAS for 7 years and has been invited to speak internationally about the market to Universities, private and public companies and other business conferences. He is a contributing writer to various national and international business publications including American Spa magazine, Spa Business and Organic Style Taiwan and LOHAS China. He also serves on several boards promoting sustainability, organic living and micro-credit enterprises.

Session Overview: Ted Ning is the Executive Director of the LOHAS Conference, Executive Editor of the LOHAS Journal and www.lohas.com. LOHAS stands for Lifestyles of Health and Sustainability and describes a \$290B market for goods and services focused on health, the environment, social justice, personal development and sustainable living. With the growing consciousness on health and environmentalism there is a strong desire for companies and individuals to align themselves with values that have deeper meaning and purpose – i.e. LOHAS values. Ted promotes the expansion and awareness of this marketplace and is in a unique position to examine trends and is able to identify overlapping interests from various LOHAS market sectors. He is also able to provide perspective about how responsible business practice should be presented and branded to the consumer. Furthermore, he can provide case study examples of companies that have transformed their business operations to become 'green' which have resulted in profitability and healthier work environments.

Green Spa Products and Treatments: What you need to know to avoid "Greenwashing" - Melissa Christenson.

Track One

Friday, January 28 12:30-1:30 EST



A chemist with an MBA, Melissa Christenson possesses a truly rare combination of research & development expertise and marketing savvy. With 20 years experience in the health & beauty industry, her career has been defined by an entrepreneurial spirit and unique ability to innovate.

Her professional experience started in the lab, stirring up new hair care and body care products, but the majority of her career has been spent as an innovator behind brands including Aveda® and the revolutionary USDA Certified Organic brand, Intelligent Nutrients®.

Her latest venture, Zola Distributing, is the exclusive US Distributor for the chemical-free, Australian-based luxury spa product line, Sodashi.

Session Overview: With a lack of regulatory oversight and enforcement in the US around claims of natural and organic, it can be hard for spas to know which brands are truly "green".

This presentation provides an overview of the "green trend", and provides a deeper understanding for all spa professionals of:

- What it means for a product range to be "organic" or "natural"
- The current US regulatory landscape
- Consumer attitudes and behaviors around "organic" and "natural" products and spa treatments
- Specific things spas can do to make sure they are not "greenwashing".

Canyon Ranch - Practical Green and Sustainability Initiatives - Blake Feeney

Track One

Friday, January 28 2:00-3:00 EST



Blake has been in the spa industry since 1993 when he was a part of the opening team for the first MGM Grand Spa. Blake also took part in the planning and opening of the second and current spa at the MGM Grand.

From there, Blake went on to open the Canyon Ranch SpaClub at the Venetian. He has been with SpaClub since the opening in 1999, and is currently the Spa Director who oversees all operations of the largest facility of its kind, 134,000 sq. feet, in North America and reigning Mobil 4 Star property. He was a part of the design team for the major renovation and expansion of Canyon Ranch in Las Vegas at the Venetian.

Blake Feeney

Spa Director, Canyon Ranch
SpaClub at The Venetian, Las
Vegas

Blake specialized in the hospitality industry at the University of Nevada at Las Vegas, where he earned a degree in Hotel Administration in 1994.

Session Overview:

This session will provide an overview of some of the more practical green practices and initiatives that are being utilized throughout all Canyon Ranch properties on a daily basis. Topics will include many projects that spas of any size can emulate and include :

- Sustainable Spa Operations
- Food and Beverage
- Design and Development strategies
- Facilities and Physical Plant

5 Simple Steps to Demystifying Natural and Organic Skin Care!. - Mark Wuttke

Track One

Thursday, January 27 10:00-11:00 EST



Mark Wuttke heads the Wuttke Group, LLC, a business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging category of eco-chic. Wuttke is a founding board member of the Global Spa Summit, founding editorial advisory board member of Organic Spa Magazine, and works closely with the Green Spa Network, International Spa Association, LOHAS, and Natural Beauty Summit [Europe & America]. Global in outlook, Wuttke's experience includes 20 years as President/CEO within the wellness community and has served over 16 years on numerous boards in green industries.

Session Overview: Over the past decade, the increased demand for natural and organic skin care products resulted in more green companies and more green products. The good news is that consumers have more choices than ever before. But while some of these companies and products are authentically green, others are merely semi-green, or just barely green. Yet many of them claim the same benefits and quality. How can this be?

The short answer is it can't. So how do spas make the right choices, and separate the authentically green companies and products from the mimicry and marketing spin that comes with expanding markets?

During my presentation at the Green iExpo Conference, I aim to demystify the language and put into plain and simple terms the steps one needs to evaluate the authenticity of a brand.

Nutraceutical/Cosmeceuticals - How to Add Value to Services to Grow Revenues in The New Economy, Nozomu "Nez" and Donna Tokugawa

Track One

Thursday, January 27 11:30-12:30 EST



Nozomu "Nez" and Donna Tokugawa spent 30 years in the financial industry in executive and board level positions. Using gardening, and tea as their medicine to survive and thrive in this high pressure environment before "escaping". Now with a keen eye on making a life not only a living they study horticulture therapy, tea and Asian culture. Traveling to Japan, Taiwan and China every year they are importers of premium teas, the Co-Founders of Chado-En an online educational site, the publisher of The Tea Lifestyle Journal and the founding directors of the non-profit The Wellness Gardens.

Integrating Global Health and Wellness Trends Into Your Spa - Kim Collier

Track Two

Thursday, January 27 11:30-12:30 EST

Kim Collier, LMT, Esth, HHP, Regional VP of Sales ReadyCare, Director of JAMU Asian Spa Rituals, Inc & Founding Partner of Collier & Collier Spas. Kim Collier brings over 21 years of experience, education and dedication to the wellness industry. Kim's healing



arts career began after college, when she commenced nursing studies and earned her licenses in massage therapy, exercise instruction in 1986 and Australian esthetics license in 1995.

Kim's spa experience includes The Spa at the Crescent and The Greenhouse Spa, Spa Director at the Pacific Club Kowloon, Hong Kong, Spa Director at the Pacific Club Kowloon, Hong Kong, co-directors for The Javana Spa, which is Asia's first destination spa.

The Collier's consulted on The Spa at Four Seasons (Jimbaran Bali), Nusa Dua Spa (Nusa Dua Beach Hotel), Lifestyle Spa at Jimbaran Bay (Intercontinental Resort), The Spa at Four Seasons (Sayan Bali), and The Source at Begawan Giri (Sayan Bali). During these years, Kim also researched and designed specialized treatments, products, and conducted training for The Spas at Four Seasons, Jimbaran and Sayan (Bali), The Spa at Acropolis (Philippines), The Cleopatra Spa (Dubai), The Javana Spa (Singapore) & The Regent Chiang Mai (Thailand).

Session Overview: Explore the worlds' seven continents through this overview of indigenous cultural experiences and traditional healing. Now more than ever, our spa and beauty industry has evolved into a 'global' marketplace, and our clients depend upon us to guide their wellness journey through spa experiences.

Join Kim Collier, spa consultant, international educator and treatment research 'geek' in this intriguing global trends session. Embark on a journey of spa cultures and their healing methods as you learn how to effectively 'Integrate Global Trends Into Your Spa'.

Spinning Green into Gold Attracting new Customers by Marketing Sustainability in Your Spa - Kim Marshall

Track One

Thursday, January 27 4:00-5:00 EST

Kim's 22 years of experience in travel includes working as a consultant and Executive Committee member for the launch of three of the most high-profile resorts in the world. After 10 years of corporate in-house marketing, she established The Marshall Plan, which has become one of the country's top lifestyle & travel branding and public relations companies. Since its 1995 launch, The Marshall Plan team has consulted on branding, positioning and PR with over 40 different clients – including hotels, resorts, spas, destinations, travel companies, Websites, physicians, and authors, as well as catalog, product & fashion companies.



Positioned as a Lifestyle Trend Expert, Kim Marshall has spoken around the country on marketing, been quoted in national magazines & newspapers such as CONDE NAST TRAVELER and TRAVEL WEEKLY, and she has appeared on FOX T.V., QVC, ACCESS HOLLYWOOD and her own 30-minute newsmagazine called THE SPA LIFE that she developed for FOX's Health Network.

Her articles on popular culture, wellness, anti-aging and exercise have appeared in many newspapers and magazines, including the Washington Post, Women's Sports & Fitness, Spa Magazine and Conde Nast Traveler.

Safe, Sustainable Personal Care: Why it matters and what does the future hold? - Lisa Archer

Track One

Friday, January 28 11:00-12:00 EST



Lisa Archer is the Director and a co-founder of the Campaign for Safe Cosmetics, a coalition of women's, public health, labor, environmental health and consumer-rights groups moving the cosmetics industry toward safe, sustainable production while advocating for smarter laws to protect our health from toxic chemicals. Prior to this, she led Friends of the Earth's Health and Environment Program, developing and running campaigns to prevent the environmental causes of cancer; challenge the untested, unregulated introduction of genetically engineered food and nanotechnology into the marketplace; and promote environmentally sound farming practices. She has worked on human rights, environmental and social justice campaigns for over a decade. Lisa is a graduate of Green Corps, the field school for environmental organizing.

Session Overview: This session will provide an overview of the growing movement for safe and sustainable personal care products and the emerging science, rapidly increasing consumer demand, and new public policies that are driving change in this sector. This session will also provide information on what you can do as a member of the spa industry to join the shift toward healthy, green personal care products.