

New York Spa Promotion Alliance Symposium May 15

by [Maria Perez](#) on Tue 25 Apr 2006 01:13 PM EDT | [Permanent Link](#)

A host of spa marketing and public relations experts from Spa Finder, Starwood Hotels, Canyon Ranch, Mandarin Oriental and Cornell University headline the program of New York Spa Promotion Alliance's (NYSPA) Second Annual Symposium, to be held at The Sagamore in Bolton Landing, N.Y., on May 15.

The New York Spa Promotion Alliance, formed last year under the guidance of former NY Lieutenant Governor Mary Anne Krupsak and Professor Mary Tabacchi from Cornell University's School of Hotel Administration, promotes economic growth in New York State through the state's booming spa industry. The symposium will cover marketing, branding and public relations strategies for people new to the spa industry, as well as those who are expanding their businesses.

All New York-based spa personnel, directors and allied industry professionals are invited to attend. The registration fee is \$350 for members and \$600 for non-members. Individuals seeking membership in NYSPA may join, plus attend the program, for \$425. Annual membership dues are \$350.

Please contact **Richard Hemmings** at (315) 359-9389 or rhemmings2@yahoo.com to register for the conference and/ or to become an NYSPA member. Please call (800) 358-3385 to reserve lodging at The Sagamore.

NYSPA has gathered a number of influential speakers and inspirational panelists for the day-long symposium. The keynote speaker is **Ulrike Klein**, founder of Australia-based Jurlique, one of the world's leading producers of organically grown skincare product. Klein will speak about the marketing challenges she encountered and overcame when she decided 21 years ago to take the gels and lotions she was making from the herbs and flowers she was growing on a small farm in South Australia to the worldwide marketplace.

Also included on the agenda:

- "The Essentiality of Spa Marketing Research," by Professor **Mary Tabacchi**, Cornell University, School of Hotel Administration. Tabacchi will include recent major research in spa marketing and consumer demands.
- "Using Public Relations to Put Your Spa on the Map," featuring **Mary Bemis**, founder,

- Insider's Guide to Spas; **Mary Gendron**, president, Middleton & Gendron Brand Communications; **Mary-Elizabeth Gifford**, vice president, Jurlique; and **Marjory Hawkins**, owner, Marjory Hawkins Public Relations.
- "Big Brands Talk," featuring top spa marketing experts, including: **Elaine Fenard**, vice president spa programs, Starwood Hotels; **Carl Pratt**, managing director, Canyon Ranch Lenox; **Ingo Schweder**, corporate spa director, Mandarin Oriental; and **Nina Smiley**, marketing director, Mohonk Mountain House.
- "Internet Marketing," by **Pete Ellis**, chairman and CEO, Spa Finder. Since its inception in 1986, Spa Finder has been connecting consumers with the spa experience via publishing, travel, Internet and corporate incentive services.
- "Marketing without Money" by **Mark Wuttke**, principal, The Wuttke Group, an international spa consultancy.

NYSPA was formed in the summer of 2005 to represent the interests of and promote the growth of the spa industry in New York State. It is a professional association dedicated to providing education and professional support to existing and newly formed spa business ventures. NYSPA's mission is to further spa companies' productivity and financial growth to support not only themselves, but also the communities where they are located.