

**NEW YORK SPA PROMOTION ALLIANCE
SECOND ANNUAL SYMPOSIUM
MAY 15 2006, The Sagamore**

AGENDA

- 8:30 AM Welcome: Charlotte Wytias, Program Director
The Springs at Clifton and Founding Executive Director NYSPA
- 8:50 The Vision of NYSPA: Mary Anne Krupsak
Former Lt. Governor, State of New York and Founding Chair NYSPA
- 9:10 The Essentiality of Spa Marketing Research
Mary Tabacchi, Cornell University, School of Hotel Administration
- 10:10 Tea Break
- 10:30 Key Note Speaker: Ulrike Klein, Founder Jurlique
- 11:30 Using Public Relations to Put Your Spa on the Map. Mary Bemis,
Founder, Insider's Guide to Spas; Mary Gendron, President Middleton and
Gendron; Mary Elizabeth Gifford, VP Jurlique; Marjory Hawkins,
Hawkins PR, Owner
- 12:30 Lunch Break (60 Minutes)
- 1:30 PM Big Brands Talk: Elaine Fenard, VP Spa Programs, Starwood Hotels;
Anne McCall, General Manager, Spas Fairmont Hotels; Ingo Schweder,
Group Director of Spas, Mandarin Oriental; Nina Smiley, Marketing
Director Mohonk Mountain House
- 2:30 Internet Marketing
Pete Ellis, Chairman, CEO, Spa Finder
- 3:30 Tea Break
- 3:50 Marketing Spas without Money
Mark Wuttke, Principal, The Wuttke Group
- 5:00 Synthesis
Mary Ann Krupsak
Founding Chair, New York Spa Promotion Alliance