

NYSPA Third Annual Conference
Spa Entrepreneurs: Growing New York Economy

May 7, 2006

- 11:00-11:10 Welcome
Presiding Conference Director, Mary Tabacchi, Professor, Cornell Hotel School.
- 11:10-12:00 Keynote Speaker
Bernard Plishtin, Vice President, Business Development, Canyon Ranch
A New Model for Healthcare: Cleveland Clinic and Canyon Ranch
- 12:00-1:30 Successful Spa Entrepreneurs
Moderator, Gary Dower, Co Owner, Mirbeau, Rhinebeck, Skaneateles, Chicago
Mary Bemis, Founder, Editor in Chief, Organic Spas
Barbara Close, Founder, President, Naturopathica
Susie Ellis, President, Spa Finder
Annbeth Eschbach, CEO Exhale Spas, NYC, Chicago, Santa Monica
Rachel Hogancamp, Owner, Rasa Spa, Ithaca NY
- 1:30-2:30 Lunch
- 2:30 – 4:00 Entrepreneurial Spa Consultants
Moderator, Mary Tabacchi
Tina Berger, Senior Vice President, WTS International
Raj Chandnani, Strategic Director, WATG
Tag Galyean, Founder, President, TAG Studio, Architect
Judith Jackson, Founder, President, Judith Jackson Inc
Philippe Therene, Founder, Chairman, Spa Equip
- 4:00-5:30 Marketing and PR for Spa Entrepreneurs
Moderator, Michael Tompkins, VP Hotel Operations, Turning Stone Resort and Casino
Julie Andrews, Director of Marketing /Public Relations, Kerstin Florian International
Mary Gendron, President, Middleton and Gendron Incorporation
Marjory Hawkins, Founder, President Hawkins PR
Mary McManus, President B-Cause Group
Nina Smiley, Director Marketing, Mohonk Mountain House
- 6:15- 6:45 Wine Bar and Networking
- 6:45-9:00 Dinner

Tuesday May 8

- 7:30-8:15 Continental Breakfast
- 8:30-9:15 Key Note Speaker
Mary-Elizabeth Gifford –Vice President and Creative Director, Jurlique,
Visionaries, Values: The American Spa Experience
- 9:15-10:45 Unique/Entrepreneurial Spas in the North East – Differentiating Your Spa
Moderator, Sue Butterfield, The Sagamore Resort
Reggie Cooper, Managing Director, Canyon Ranch, Lenox
Mary Ann Lawrence, Marketing Director, Mirror Lake Inn, Resort and
Spa
Stephanie Paradise, Founder, Owner, New Age Health Spa
Denise Vitello, Spa Director, Mandarin Oriental, NYC
Jennifer Wayland- Smith, Director, Hershey Spa at The Hershey Hotel
- 10:45-11:00 Tea Break
- 11:00-12:30 Sustainable Sustainability in The Spa Community
Moderator Mark Wuttke, Principal, The Wuttke Group
Yael Alkalay, Owner, Red Flower
Mary Cae Asay, Owner, Saratoga Springs Spa
Mary Bemis, Founder, Editor in Chief, Organic Spa
Barbara Close, Founder, Naturopathica
- 12:30-2:00 The Vision of NYSPA
Moderator, Nina Smiley, Marketing Director, Mohonk Mountain House
Sue Butterfield, Spa Director, The Sagamore Resort
Gary Dower, Co Owner – Mirbeau Spa
Mary Anne Krupsak, Chairperson, NYSPA
Michael Tompkins – VP Hotel Operations, Turning Stone Spa and Casino
Charlotte Wytias, Spa Director, Clifton Springs Complementary Healing
- 2:00-3:00 Lunch and Networking
- 3:00-4:30 NYSPA Business Meeting, NYSPA Members Only
Presiding, Mary Anne Krupsak, Founding Chair NYSPA
Acting Executive Director Charlotte Wytias

Board Members

Jay Bernhardt, Sue Butterfield, Gary Dower
Mary Tabacchi, Michael Tompkins, Charlotte Wytias