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SPAFINDER

THE GLOBAL SPA RESOURCE

DAY SPA PARTNER UPDATE



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Redeeming
SpaFinder Gift
Certificates &
Cards

Download complete
instructions [here](#).

The Spa Event You Can't Miss

The Spa Experience 2007, a unique spa event, will take place from October 31 - November 3, 2007 at The Vanderbilt Hall at Grand Central Terminal in New York City. The Spa Experience will feature FREE spa treatments as well as 50 of the leading spa destinations—learn more about these spas and book your next luxurious vacation in person.



Industry Leader: Mark Wuttke of Wuttke Group, LLC

Mark Wuttke heads the Wuttke Group, LLC, a world class business development team with a focus on sustainable luxury, spa, boutique

retail, organic luxury and the emerging category of eco-chic. Mark's experience includes 12 years as President/CEO within the wellness industry and over 20 years strategic and tactical management experience in operations, marketing, and sales. [Read the Interview](#)



Is Your Business Ready for the Holiday Season?

Our checklist can help you maximize your revenue during this important revenue season. 1. Determine your "open to buy" budget for retail, base it on the revenue goals for the year. 2. Review your merchandise levels, and put all merchandise that has not been selling during the past 90 days on sale, to make space for a brand new holiday selection. 3. If your budget permits, hire a display person . . . [Read More](#)



Spa Opportunities: A Top Staffing Resource

One of the topics of most concern to the industry and spas is the shortage of qualified labor. We at SpaFinder often get asked by spa owners where to look for qualified employees. SpaOpportunities.com is an invaluable international resource for spa job listings, spa news, and industry insight. Meet your staffing needs by posting your job openings at SpaOpportunities.com. [Visit SpaOpportunities.com](#)



Maximize the Impact of Your Listing

Posting a day spa deal for your customers is the quickest and easiest way to maximize the power of your listing. The Day Spa Deal section of SpaFinder.com is the second-most trafficked area of our site. Posting a deal is easy! Log on to <http://spamanager.spafinder.com>, enter your login and password, click on the "Post Spa Deals" tab, enter and save your offer. [Post a Deal!](#)

Susie's Spa Blog
 The "say anything, have an opinion on anything spa-related" forum for industry expert and SpaFinder President Susie Ellis. blog.spafinder.com



Melanoma Awareness
 Wholesale orders of "I Will Reflect" bracelets to help the cause and raise awareness [Learn More](#)

Recognizing Supporters of Our Melanoma Initiative

We want to thank the spas that have supported our Melanoma Initiative and contributed to prevention of this curable and preventable disease by sharing "I will reflect" bracelets with their clients: Towne & Country Salon in Maineville, OH;

Fontaine de Santé International in Livingston, NJ; Mi Salon and Day Spa in Florence, KY; Skin 29 in North Reading, MA.

Thank you for being

part of our Melanoma prevention Initiative. [Find out how you can become a part of the Initiative.](#)

Spas Helping Spas
A community message board for spa professionals. Post jobs, look for employees, and more!
[Click here](#)

IN THE MEDIA

SpaFinder in the News

- [Grand Central to Become 'Temple of Spa Tranquility'](#)
- [Spas That Lighten the Load...Not the Wallet](#)
- [San Diego's North County...Top Spa Region](#)
- [Spas Help Sleep-Challenged Snooze to Health](#)
- [Spa Residences—The Example of Cooper Life](#)

Spa Industry News

- [Spa Statistics](#)
- [Spa industry trends](#)
- [Once serene spas invaded by high-tech noise](#)
- [Desert Purification: an Earth-Friendly Spa Option](#)
- [Nickel Expanding in U.S](#)

MEMBERSHIP RESOURCES



[Upgrade](#) your online spa listing

[Speak Up](#) with your feedback about

the SpaFinder Day Spa Program



[Questions](#)

Contact us at 212-716-1121 or partnerprogram@spafinder.com

[com](#)

[FAQ](#) visit our frequently asked

questions page

If you no longer wish to receive emails from SpaFinder, you may [unsubscribe](#).

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Day Spa Partner Update



Industry Leader: Mark Wuttke of Wuttke Group, LLC

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retail, organic luxury and the emerging category of eco-chic. Mark's experience includes 12

years as President/CEO within the wellness industry and over 20 years strategic and tactical management experience in operations, marketing, and sales.

SpaFinder: How did you get your start in the spa industry?

Wuttke: My working life commenced over 25 years ago in the therapeutic wellness community in operations, sales, and then marketing. My first job was working in the holistic wellness industry in Australia who specialized in health and healing using massage, acupuncture, herbal medicine, along with homeopathic and other forms of energy healing. This background and experience in holistic wellness seemed to dove tail into the spa industry, where I have spent the last 10 years of my career.

SpaFinder: What's the most important decision you've made for your business?

Wuttke: Consciously expelling any false truths and false beliefs I personally brought to the table. When our business was founded I had a very clear vision for what we should look and feel like when we are finally done. We soon realized that clients and colleagues saw us through different eyes endowing us with the potential to add value in new and innovative ways. With this in mind we quickly revamped our business plan to embrace their valuable feedback.

SpaFinder: What defines you as a person and as a businessman?

Wuttke: In my opinion I am an ordinary person who strives to achieve extraordinary things just by not giving up. New challenges tend to refresh rather than rebuff me and often the bigger risk is not taking one. I love creating and being involved with fast growing businesses out of a vision of innovation or improvement in which opportunity defeats risk.

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SpaFinder
Philanthropy

Learn more about the community efforts supported by SpaFinder.
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spas-helping-spas.com

SpaFinder: What's a trend that you believe will change the spa industry?

Wuttke: Sustainability, in all facets of its meaning including people, planet, product, and profit.

SpaFinder: What advice do you have for spa owners?

Wuttke: For conscious consumers to take spas seriously, we need to take a leadership role in the migration of change and avoid any form of green-washing. Spas have the opportunity to be green alchemists for the future, but first we need to reframe our thinking. Sustainability is often not embraced within a spa because leadership does not know where to start.

The task feels too large in most parts, overwhelming to say the least. We may not regret what we have done, but we may end up regretting what we didn't do. It is not important where we start, but as long as we start. As with all things in life, the pain of discipline is better than the pain of regret but until sustainability becomes part of our consciousness, it will never become part of our spa culture.

SpaFinder: What achievement are you proudest of as a spa professional?

Wuttke: Seeing a person's light and then setting to work to allow them to execute that light. Through this we have been blessed to have many proud and humbling moments where we have see people grow personally and professionally to exceed goals and achieve success that they never thought possible. It touches me in a very special place when I am thanked for helping someone go into a new, more desirable place.

SpaFinder: Let us know about an awesome experience you had at a spa

Wuttke: In Mii amo Sedona, I have had what I would call a "somewhat metaphysical spa experience". The energy in that place makes my hair stand on end. It's really something when you feel so fulfilled that you do not crave anything... absolute bliss.

SpaFinder: What are your thoughts on SpaFinder and its relationship to the industry?

Wuttke: SpaFinder's relationship with the industry is vitally important as in many instances it is the conduit between the guest and the spa where their perception and expectations of a spa can be strongly influenced. Along with this come the need for impeccable stewardship, responsibility and accountability. While SpaFinder remains convenient, informative, and objective it will remain a valuable maven to help grow the spa industry in a positive, dynamic, and innovative way.

