



June 7-9 2009 Victoria, TX

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## Speakers and Panelists

### Ted Ning



Ted Ning is the Executive Director of the LOHAS Conference, Executive Editor of the LOHAS Journal and [www.lohas.com](http://www.lohas.com). 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. Ted has been with LOHAS for 6 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. He also serves on several boards promoting sustainability, organic living and micro-credit enterprises.

Ted and his wife currently reside outside of Boulder Colorado where he walks his talk; he rides his bike to work, is a member of a community supported organic farm where he gets his meals, recycles and composts to reduce their waste, and lives in a green built home powered by solar.

### Mark Wuttke



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 14 years as President/CEO within the wellness community and has served over 12 years on numerous boards in green industries. Mark currently lives in Atlanta, Georgia, with his wife, Terese, their son, Jacob and daughter, Ella Pearl.

<http://wuttkegroup.com>

### Neil Ducoff



Neil Ducoff, author of *No-Compromise Leadership* (DC Press/January 2009), is CEO of Strategies, a Connecticut-based training and coaching company that teaches leaders and organizations all over the world how to live the no-compromise mantra. During his 39 years as a coach, speaker and author, he has gained respect as one of the "good guys" in business. He helps people understand business and leadership by sharing how he puts "no compromise" to work in his books, speeches, his company and his life. His No-Compromise Leadership is the game-changing business manifesto for our times - and nothing less than a paradigm reset. Ducoff lives in Old Saybrook, CT, with his wife, Joanne.

### James Kane



James Kane (Jim) is a loyalty consultant and a Senior Fellow with the Brookside Group, one of the world's leading authorities on building and maintaining loyal business relationships. The author of two upcoming books, *The Loyalty Switch* and *Virtually Loyal*, Kane is a frequent speaker to major business forums, senior executive groups, and civic and non-profit organizations worldwide. As one of the most quoted and profiled authorities on loyalty in the traditional mainstream media, as well as niche publications, industry newsletters, and the blogosphere, Jim has been profiled and quoted in *The New York Times*, *The Wall Street Journal*, *Business Week*, the *BBC*, and numerous other global and industry publications. He has also been a frequent guest on CNN, CNBC and FOX Business, which credits him as being "one of the best experts in the business." Kane is a graduate of the University of Notre Dame, and has served as a guest

instructor at Harvard University's GSD, and a faculty member of the Pennsylvania State University.

### Bryan K. Williams



Bryan K. Williams is a consultant, trainer, and quality auditor, who focuses on the areas of service excellence and organizational effectiveness. His passion is "to serve others so they may better serve the world". World-class service, continuous improvement, and purpose-driven leadership are not unique to any specific industry; therefore, distinguishing your organization through exceptional service is not only possible, but a key competitive advantage as well.



Prior to this current venture, Bryan worked with the world-renowned Ritz-Carlton Hotel Company, LLC for almost 10 years. In his last role with The Ritz-Carlton, he was the Corporate Director of Training & Organizational Effectiveness. He assisted with setting and executing the global training strategy for the company, and for its corporate university, The Ritz-Carlton Leadership Center. As a trainer and consultant for The Leadership Center, he regularly traveled globally to teach the concept of "service excellence" in addition to providing consultation guidance. Over the last few years, Bryan has worked with over 60 organizations in industries ranging from Healthcare to Commercial Real Estate.

**Patrick McDirmit**



Patrick McDirmit began as a Facilities Attendant with Niki Bryan Inc. at Walt Disney World Resorts in 2002 after providing 8 years of instructional experience by educating coaches and athletes in safety in performance based physical activities. He quickly made his mark as Director of 7 Fitness Centers and Massage locations as well as 7 Resort Salons throughout Walt Disney World Resort. Acting as the Opening Director of Disney's Saratoga Springs Spa, Mr. McDirmit merged his past experiences to help launch what is now a Condé Nast top 5 resort spa. Patrick McDirmit then spent time as the Director of the Grand Floridian Spa before being promoted to the roll of General Manager for Niki Bryan Spas in 2007. Patrick holds a Bachelor of the Arts in Sports Management from Indiana University

**Will K. Woods**



Will K. Woods is a Partner at Baker Botts Law Firm and has represented The Woodhouse Spas for the past six years. Will concentrates his practice primarily in franchise and distribution law. He counsels clients on structuring international and domestic franchise transactions, distribution of products and services, and franchise registration and disclosure matters. Mr. Woods represents franchisors throughout their business life cycle: in the start-up stage; as middle-market franchisors; and as mature, global franchisors. Mr. Woods also has significant experience in negotiating complex franchise transactions and counseling clients with respect to system re-structuring and related relationship issues. Mr. Woods frequently speaks and writes about franchising and is active in various trade and bar associations, including the International Franchise Association and the ABA Forum on Franchising.

