



2003



2004



2005



2006

Global Spa Forum



Spa Industry Seminar 2007

One of the spa industry's best learning/networking events is scheduled to be held in one of the most exciting cities of the world ... Shanghai.

Dates : 27-29 April 2007

Venue : Pudong Shangri-La Hotel - Shanghai, PRC

Organiser : The Turning Point

Spa Industry Seminar 2007 will be the **fifth** in a series of annual events designed to provide

education ... inspiration ... motivation

to those individuals driving the development and expansion of the global spa industry.

- Featuring highly regarded international speakers
- Attracting senior industry professionals from around the world

Business seminars for the spa industry

- Setting new standards in programming and organization
- Offering superior learning & networking



*"Spa Event of the Year"
Baccarat AsiaSpa Awards 2005*

Turning Point Concepts Pte Ltd

Tanglin Post Office, P.O. Box 8180, Singapore 912499. Email: contact@turningpoint.com.sg

www.turningpoint.com.sg

Comments received after the September, 2006 seminar held in Cebu, Philippines:

“Thank you for bringing me.

The Turning Point has been a turning point for me. Wonderful.”

Clodagh Clodagh Design International (USA)

“Congratulations on this year’s *Turning Point* ... it was nothing short of stellar! The quality of speakers, topics, and sense of intimate community created by your vision, outstanding professionalism and organizational skills certainly gave the industry a significant leg up to a whole new level of consciousness. The entire industry is better due to *Turning Point* and extremely grateful for your efforts, commitments and deliverables.”

Mark Wuttke Principal, Wuttke Group (USA)

“I now understand why the seminar is called *The Turning Point*. I think today I have a different vision thanks to you and your network of friends and colleagues.”

Mary Elizabeth Bondu International Development Director : Hydrotherm Ltd (UK)

“Thank you for sharing and inspiring ... and thank you for continuing to bring us *Turning Point*.”

Kirien Withers Managing Editor - Spa Life / Editor - Spa Australasia magazines (Australia)

“*The Turning Point* was a great source of education and inspiration. Ulrike Klein and I continue to remind each other how apt the title of your conference is, and that for many of us, the conference was actually a literal turning point granting us each deep sea-shifts of change.

I returned to my office with a valuable combination of new skills that ranged from innovative algorithms and other mathematical models for lodging and hospitality, hands-on take-aways for retail, as well as the experience of several significant one-on-one discussions about development projects in Asia and the Middle East that present vast revenue opportunities for our organization.

I now understand why *The Turning Point* sets the standard by which all other conferences are now judged.”

Mary-Elizabeth Gifford Vice-President & Creative Director, Jurlique International (USA)

“*The Turning Point* seminar is one that people in spa development can’t afford to miss.”

Rhett Pickering Director of Spa Development (Asia) - Marriott International

Growth, trends & challenges

The spa industry

As allopathic, complimentary, holistic and traditional medicine merge, a new culture of wellness and oneness is being born. SPA is at the frontier of this transformation. The emergence of destination and resort spas around the world has led to a marriage between travel and health, offering new reasons to travel and more options for quality health experiences.

Beauty. Balance. Healthy ageing.



Today's spa growth phenomenon is largely consumer driven. It is related to the convergence of a number of parallel trends: first, the focus on wellness and the growing interest in complementary and alternative medicine; second, recognition of the fact that our environment and lifestyle are major determinants of our feelings of balance and good health; third, the fact that the vast majority of visits to medical doctors are generated by stress.

The higher costs of traditional healthcare, the expectation of a longer life and the emphasis on youthfulness at all ages, the determination by a growing segment of the populace to take more responsibility for their own health, and the financial clout of young professionals and “baby boomers”... all provide strong support for the industry's growth.



Spa Industry Seminar 2007 features an international line-up of expert speakers who are in step with, and influencing, industry trends. They are passionate and inspirational. Their insights are offered in the spirit of sharing, with the aim of ensuring a successful future for the rapidly evolving spa industry.



Time	Schedule	Friday, 27 April
8:00 am	Registration	
9:00 am	Announcements Master of Ceremonies > Melinda Yon (<i>360 Spa Solutions</i>)	
9:10 am	Welcoming address Don Siegel (<i>Managing Director - The Turning Point</i>)	
9:15 am	Introduction of workshop & focus group facilitators Bija, Daniel, Anna, Carina, Guy, Bernadette	
9:45 am	Design for desire: international spa design trends Presenter > Bob Henry (<i>Robert D. Henry Architects</i>)	
10:30 am	Break	
11:00 am	Strategies for internet promotion in a world of spas Presenter > Susie Ellis (<i>Spafinder.com; Luxury SpaFinder</i>)	
11:45 am	Defining the brand experience Presenter > Richard Dusseau (<i>Spa Strategy Inc</i>)	
12:45 pm	Lunch	
2:15 pm	The yoga experience. Right here. Right now. Presenter > Bija Bennett (<i>YogaAway</i>)	
2:30 pm	The road less traveled : spas and social responsibility Presenter > Carroll Dunham (<i>Wild Earth Nepal</i>)	
3:30 pm	Networking break	
4:00 pm	Panel discussion (Q&A) • <i>Planning and developing a spa : business considerations and pre- / post-opening challenges</i> Moderator > Anna Bjurstam (<i>Raison d'Etre</i>)	
7:00 pm	Cocktails & dinner Entertainment > Kungfu performance by monks from the Shanghai Shaolin Temple	

Time	Schedule	Saturday, 28 April
6:45 - 7:30 am	Tai Chi session Facilitator > David Schneider (<i>Waving Clouds</i>)	
8:50 am	Announcements Master of Ceremonies > Melinda Yon (<i>360 Spa Solutions</i>)	
9:00 am	A holistic approach to enhancing the bottom line Presenter > Jamie Waring (<i>Six Senses Resorts & Spas</i>)	
9:45 am	Living the spa experience in a changing world Presenter > Clodagh (<i>Clodagh Design International</i>)	
10:30 am	Break	
11:00 am	Applying the principles of TCM to business wellness Presenter > Prof. Marc Cohen (<i>RMIT University</i>)	
11:45 am	Creating day spa success Heather Stuart (<i>Spa Consultants International</i>)	
12:30 pm	Lunch	
2:00 pm	Awakening the Chi : Chinese longevity exercises Presenter > David Schneider (<i>Waving Clouds</i>)	
2:15 pm	What spas can do to capture maximum retail income Presenter > Mark Wuttke (<i>Wuttke Group</i>)	
3:00 pm	Yoga : transforming the spa experience Presenter > Bija Bennett (<i>YogaAway</i>)	
3:45 pm	Networking break	
4:15 pm	Panel discussion (Q&A) • <i>Business expansion : challenges posed by cross-border operations</i> Moderator > Ian Brewis (<i>Shangri-La Hotels & Resorts</i>)	
5:30 pm	Cocktails	

Time

Schedule

Sunday, 29 April

6:45-
7:30 am

Tai Chi session

Facilitator > David Schneider (*Waving Clouds*)

Morning Session

Workshop

9:30 - 12:30 **Exploring ancient traditional therapies & spa rituals**

Facilitator > Carina Chatlani (*Body Bistro*)

Interactive Focus Groups

9:30 - 11am **Troubleshooting common spa design problems**

Facilitator > Guy Tulloh (*DRP Architects*)

9:30 - 11am **Yoga in your spa : from where you are, to where you want to be**

Facilitator > Bija Bennett (*YogaAway*)

11:30 - 1pm **Strategies for enhancing spa business profitability**

Facilitator > Anna Bjurstam (*Raison d'Et're*)

11:30 - 1pm **What does your spa's image say about you?**

Facilitator > Daniel Aubry (*Daniel Aubry Studio & Gallery*)

Individual Advisory Sessions (*sign up for private appointment*)

11:30 - 1pm **Spa architecture & design consultation**

Facilitator > Guy Tulloh (*DRP Architects*)

Afternoon Session

Interactive Focus Groups (*English & Mandarin*)

Operating spas in China : challenges & opportunities

Presenter > Bernadette Lai (*Shangri-La Hotels & Resorts*)

2 - 3:30pm • English language presentation

4 - 5:30pm • Mandarin presentation

Topic descriptions & speaker CVs

Seminar • Workshops • Interactive Focus Groups • Other activities





Melinda Yon

Managing Director –
360 Spa Solutions
(HK)

Master of Ceremonies

Melinda is the Managing Director of 360 Spa Solutions, a niche market player providing total spa and wellness solutions throughout Asia. The Company's complete and comprehensive set of services includes full concept, from implementation and advisory services to marketing and daily management services.

Inspired by her own desire to attain and maintain a healthy and well balanced lifestyle, Melinda's passion for spa and wellness began 15 years ago. As a spa advocate, Melinda created the region's first spa membership programme and set up a series of consumer focused health and wellbeing workshops before writing about all kinds of wonderful spa and wellness treatments and contributing to regional spa magazines.

Melinda was the Master of Ceremonies for last year's Turning Point and has also hosted and conducted various regional spa and wellbeing related events, including the AsiaSpa Baccarat Awards for the past two years. She also regularly conducts spa focused marketing, sales and customer service training sessions.



Bob Henry

Founder/Principal –
Robert D. Henry Architects
(USA)

Design for desire : international spa design trends

As spa treatments and facilities around the world become more plentiful, they become harder to distinguish one from another. Only the unique cultural, historical, and natural contexts of a spa's site, unique design, and programs can differentiate the spa experience. Learn how to position your property within the competitive marketplace by translating unique design characteristics into a memorable spa experience. Take a journey through five unique spa design trends with case studies from Taichung, Taiwan to New York City.

Robert Henry will discuss how harnessing spa design trends can successfully separate you from your competition. Henry's presentation includes examples from his recent book, "SPA: The Sensuous Experience" which is available for purchase through www.amazon.com.

Bob Henry, Founder and Principal of internationally renowned architectural firm, Robert D. Henry Architects, has been called the "Sensuous Architect of Serenity" for his unique award-winning architectural style and design philosophy.

He received his Master of Architecture from Columbia University and his undergraduate degree from the University of Illinois. Prior to opening his firm in NYC, Bob worked with such well known architects as Philip Johnson and Bill Pederson of Kohn Pederson Fox.

Bob Henry is one of the few designers in the world who specializes in creating spas. He has received praise for his work from the hospitality industry for his ability to produce spa designs that elicit an empirical experience for its visitors by incorporating the use of the five senses in his design: sight, smell, taste, touch and hearing.

Bob has produced such notable works as the AIA Award winning Pasquale Building in Fort Lee, New Jersey, Mr. Steve Wynn's new 40,000 sq.ft. Wynn Resort Spa in Las Vegas, and the Spa at the Mar-A-Lago Club in Palm Beach, Florida for Donald Trump, just to name a few. He currently has commissions in Beverly Hills, California, Orlando, Florida and New York City.

His design for Potion Lounge in New York City was featured on the cover of the book "Bars, Pubs and Cafés: Hot Designs for Cool Spaces", published by Rockport Press. Contract magazine listed him as the top young architect and designer for 2001. More recently he was honored with a "Best Hotel or Day Spa Award" from Hospitality Design Magazine for the design of Orient Retreat Spa in Taichung, Taiwan and was also honored with the Gold Key Award for the Ajune Medical Spa in New York, NY.

He is a well-respected academic and practitioner who has been a featured speaker at a number of professional conferences. He regularly lectures at the International Spa Association's (ISPA) conference in the U.S. and Asia, discussing his design philosophy and spa projects. He is also the co-author of the recently released book "Spa: The Sensuous Experience", a tour of the world's most spectacular spas (Images Publishing Group).

Robert D. Henry Architects was established 14 years ago as a full-service firm, offering planning, architecture and interior design, including specialty lighting and furniture design.



Susie Ellis
President – Spa Finder Inc,
SpaFinder.com, Luxury
SpaFinder Magazine (USA)

Strategies for internet promotion in a world of spas

The internet is without a doubt the best vehicle to reach the greatest number of spa enthusiasts. Each year the internet becomes more important as its reach grows globally and consumers become increasingly comfortable engaging in online transactions. Having a dynamic and effective website for your spa business is more important than ever.

Ellis will share internet promotion insights learned from her many years in the spa industry and as President of Spa Finder. Spa Finder has been at the forefront of spa promotion worldwide since its inception in 1986 as the first travel agency in the world to focus solely on spa travel. Since then the company has continued to lead, grow and define the spa industry through a

variety of promotional vehicles that include: the first spa consumer magazine, the first spa consumer website, the first spa TV show, the first spa gift certificate program, and the first dynamic online spa travel booking engine. The newest product, an online spa treatment booking system for use by consumers, was launched just this year.

During this session, Ellis will present compelling data regarding the general importance of the internet when it comes to promotion and how to take advantage of the internet's exciting equalizing effect and global reach. In addition she will give a glimpse of its wondrous future not only in general but in the spa arena. On a practical level she will share specifics learned from over a decade of internet marketing experience that will help a spa utilize their website to the max. This will include not only the look and feel of a user-friendly website that says "spa" but also how to make sure a spa's website produces positive results for the bottom line. In addition, Ellis will present a montage of spa websites from around the world, including day spas, destination spas, resort/hotel spas, medical spas highlighting some of the differences in positioning between Europe, Asia, North and South America, the Middle East, etc.

As president of Spa Finder, Inc., Susie Ellis leads the world's most prominent spa marketing, media, and research company, connecting the largest global network of spas to millions of spa consumers worldwide.

Along with her husband, Pete, who is one of the world's preeminent internet marketing pioneers, she developed the robust award winning Spafinder.com website. She is also the author of the popular "Ask Susie" column in Luxury Spa Finder Magazine, "Susie's Blog" on Spafinder.com, and the Spa Finder Insider industry e-newsletter. Ellis is recognized worldwide as the leading authority on the spa industry, the evolving spa consumer, and spa-related health, wellness, beauty, fitness and lifestyle trends. She also leads the company's charitable and community-facing ventures, including Spa Finder's initiative to raise awareness of, and help prevent, melanoma skin cancer.

Susie began her career in spa at the Golden Door (California), where she helped build one of the world's most influential spa programs, and later became the first spa director of the Greenhouse Spa at Donald Trump's Mar-a-Lago Club in Palm Beach, Florida. She has also served on the California Governor's Council on Physical Fitness and Sports, chaired by Arnold Schwarzenegger.

Susie is a frequent speaker at industry events around the world and her spa industry insights have been featured in the New York Times, USA Today, Time magazine, The Daily Telegraph, Newsweek and in other well known media. She holds an MBA from UCLA.



Richard Dusseau
President & Managing
Partner – Spa Strategy
Inc (USA)

Defining the brand experience

The opportunities for spa development are extending into every segment of the leisure and lifestyle industries. How will the changing spending patterns and a shift in demographics impact the development of branded spas? What will consumers look for in the branded spa experience and how will spas deliver their services to specific markets?

We will consider how the proliferation of spa brands will require building specific platforms for positioning as consumers require an increasingly individualized service. Targeting specific market segments will demand that spa brands extend beyond the name, logo and marketing strategy into defined touch points that communicate the brand at every level. We will look at various ways to impact every aspect of the guest experience through the brand identity and signatures.

Richard Dusseau is President & Managing Partner of Spa Strategy Inc. After 20 years in the luxury hotel business, Dusseau recognized the need for a spa company that understands the hospitality and lodging industry. Armed with the expertise to seamlessly integrate spa operations into a hotel or resort, Dusseau established Spa Strategy with partner Nancy Nemer. Using the spa's marketing potential and his financial prowess, he has consistently proven his ability to maximize revenue and boost occupancy for hotels. Dusseau's focus is on maximizing the return on investment.

Prior to founding Spa Strategy, Dusseau held management positions at a number of luxury properties. From General Manager of a luxury boutique hotel to the five-star Little Nell hotel in Aspen to Four Seasons Hotels & Resorts, Dusseau is intimately familiar with hotel operations.

Dusseau's visionary work with hotels and spas across the globe has made him a sought-after speaker and commentator. He has spoken at: the Hospitality Asset Managers Association conference (HAMA), the International Spa Conference in London, The Turning Point's global spa conference in Singapore, the Global Gaming Expo in Las Vegas, and the Lifetime Conference in Germany. He has participated in the Ritz-Carlton's Owners Luxury Panel and has written articles for Spa Business, Spa Australasia, Wellness & Spas in the Middle East and other respected industry publications.



Carroll Dunham
Director – Wild Earth
(Nepal)

The road less traveled : spas and social responsibility

What is a socially responsible Spa? Why should spas even consider social responsibility and what are the benefits? Join anthropologist Carroll Dunham in an amusing yet investigative and revealing exploration of spas which define wellness in terms that include not only their clients or their organization, but the community and region in which they reside.

Provocative storytelling with anecdotes and stunning images from the Himalayas, Carroll covers issues of water, rights of global workers, indigenous knowledge and preservation, fair trade and sustainable resources. This talk encourages busy spa operators to understand their pivotal place in the complex web of biodiversity and social complexity of today's fast-paced world economies. As pioneers, in small ways, decisions and efforts can be made to not only place oneself ahead of the trends and pack, but inspire and lead the industry to new standards of excellence with great benefits - not only to your clients but also to your bottom line.

Carroll Dunham is a Himalayan medical herbalist and anthropologist who has lived in the Himalayas for over twenty years. Irreverent and at times profoundly irresponsible, she is nevertheless Creative Director of research and development for Wild Earth Pvt. Ltd. Wild Earth works with rural woman producing natural herbal products and authentic Himalayan treatments for spas and yoga retreat centers. Wild Earth works with Chi Spa, The Wellness Group and Spa Resources International, The Mountain Institute, the Amchi Association and Baidya Association of Nepal for the preservation and sustainability of medicinal plants and indigenous healing traditions of the Himalaya. Carroll is a founding member of the Nepal Spa Association and sees spas and massage therapies as not only a potential form of cultural preservation, but an opportunity out of poverty.



Jamie Waring
Managing Director – Six
Senses Spas (Thailand)

A holistic approach to enhancing the bottom line

We find ourselves in the spa industry as it evolves and finds a true place for itself as a product and lifestyle. As market leaders within the global spa industry, Six Senses Spas offers a clearly defined approach, style and values. Jamie Waring will explain how Six Senses Spas have created a holistic product which ultimately not only enhances brand positioning but also generates more return for the bottom line.

Jamie joined Six Senses Resorts & Spas in early 2005 in the role of Group Operations Director and was promoted to Managing Director in January 2006. He joined Six Senses Spa having been with David Lloyd Leisure - a division of Whitbread PLC, Europe's largest leisure company - where he was Regional Manager, overseeing several

Health and Racquet clubs in the UK. Prior to that, his passion for wellness was fulfilled when he joined Holmes Place PLC, where he was Group Manager for ten years.

Jamie has a good mix of commercial acumen and deep personal spiritual values, helping balance the growth of Six Senses Spas with a genuinely holistic approach to Spa. He is currently heading the planned growth for Six Senses Spas, which will see the current number of award winning spas increase from 25 to more than 50 over the next 3 years.

Jamie feels very privileged to be leading one of the world best spa brands as it evolves within a multi billion dollar industry whilst having its roots in service for a deeper meaning for its consumers.



Clodagh

CEO – Clodagh Design
International (USA)

Living the spa experience in a changing world

Clodagh explores the challenges and joys of contextual design. Her nomadic career has taught her to cross fertilize the customs of each country she has lived in and visited to enrich the international projects of her studio.

Clodagh focuses on the importance of ritual, influenced by her travels through Asia, in the life enhancing process of spa treatments. She has created a fusion between Asian rituals, Western technology and efficiency to enhance a client's total experience.

Clodagh touches on the proliferation of spas in the home, airports and resorts where the spa has become the heart center rather than a vestigial amenity. She feels if we treat it properly the world can be your spa.

Clodagh's mission is as simple as making sure that everywhere you walk or look in her broad range of projects, there is something beautiful to experience. Named after a picturesque waterway in Ireland and raised in Oscar Wilde's summer home, Clodagh has consistently and with visionary zeal conquered the world of design and architecture. She is an award-winning, internationally renowned designer known for her unique blending of modern technology, primitive materials, and ancient techniques. With an emphasis on the inventive and sustainable use of materials, her work creates calm, low-maintenance environments characterized by unexpected design elements, innovative use of light and space, and the incorporation of global influences. Her bestselling book, "Total Design", is a retrospective of her design work and design philosophy and is in its third printing.

In her career, she has garnered numerous awards including Interior Design's Top 100 Interior Designers in America. She was also named

one of the world's leading interior designers by Architectural Digest and inducted into the Interior Designer Hall of Fame as well as Hospitality Design's Platinum Circle. Recent awards include the IFC Circle of Excellence Award for Enlightened Design, and the 2006 Women in Design Award.

Today Clodagh Design International has expanded to include Clodagh Design, Clodagh Signature and Clodagh Collection.

Clodagh Design, the architectural and interior design studio, has completed major international commercial, residential, retail, office, salon, spa and hotel projects. Current projects include the Landmarc restaurant in Manhattan, the Miraval resort spa and villas in Arizona, the W Fort Lauderdale Hotel and Residences, the Goldeneye Resort in Jamaica, and The Caledonia, the first luxury condominium building on the Highline in Manhattan. Recent projects include the Tufenkian Heritage Hotels and restaurants in Armenia, the White Horses Spa at Doonbeg Gold Club in Ireland, and the Gold Key Award winner Sasanqua Spa on Kiawah Island.

Clodagh Signature, the licensing and product design division, designs furniture, lighting, and bath accessories, bedding, hardware, textiles, tabletop and carpets. Clodagh Signature also designs brand identity, packaging and graphics for many companies. The Clodagh Collection is a gallery and retail showroom dedicated to Clodagh's own design resources, which include works from admired artists, artisans, private label, and licensed products.



Dr. Marc Cohen

MBBS (Hons), PhD (TCM),
PhD (Elec Eng), B Med Sc
(Hons), FAMAC

Head of the Dept. of
Complementary Medicine,
RMIT University (Australia)

Applying the principles of TCM to business wellness

Traditional Chinese Medicine is based on principles that view personal health and well-being as a balance of yin and yang and an interplay of 5 key elements. These same principles can be applied to the health of a business and by applying these principles the spa industry will not only deliver wellness for its clients, it will also create a healthy industry that not only sells 'wellness' but also embodies it in a truly holistic way.

Professor Marc Cohen is the Founding Professor of Complementary Medicine at RMIT University and President of the Australasian Integrative Medicine Association. He has degrees in Western medicine, physiology and psychological medicine as well as PhDs in Chinese medicine and Bioenergetics, and plays an active role in the teaching and research of complementary medicine both nationally and internationally.

Professor Cohen sits on the Editorial Board of a number of interna-

tional journals as well as on the Advisory Board of many national and international associations including the International Research Centre for Healthy Ageing and Longevity. He has edited seven books on holistic health, authored ten book chapters and is currently working to develop a degree program specifically designed to train wellness practitioners to work in the spa industry.



Heather Stuart
Director of International
Projects – Spa
Consultants International
(UK)

Creating day spa success

Day spas make up a majority of the spa industry. Heather will look at all aspects of a day spa operation: how to create a vision and turn that vision into a successful working reality, incorporating pre-opening issues such as market research, concept and operational considerations. If you have a current operation, learn which areas should be assessed to maximise business potential in your market. Heather will explain various strategies that will help you achieve a successful future for your day spa.

With an extensive background as a spa therapist and reflexologist, Heather has been involved in the spa and wellness industry for over 12 years. After managing her own spa in Qatar, she became UK Accounts Coordinator for an Italian skincare company, where she was instrumental in producing signature treatments and techniques for the brand worldwide, launching more than 150 salons and spas. During this period, Heather also lectured in UK colleges nationwide on theory, practical and sales applications. She then ventured into spa management, with numerous assignments in the Middle East, including the opening of the Saudi royal family's spa outside Al-Khobar. Heather later became a spa director and consultant, responsible for assisting in launching spas in the Maldives and Russia, before moving on to manage the spa at Chiva-Som International Health Resort. Most recently she opened YU, the spa at Four Seasons Tokyo. Heather is currently Director of International Projects for Spa Consultants International.



Mark Wuttke
Principal –
Wuttke Group (USA)

What spas can do to capture maximum retail income

Spas are under increasing pressure to explore their untapped revenue sources, as both property asset managers and hotel management companies now expect their spas to function as stand-alone profit centres - not just amenities. Once a spa has reached its maximum treatment room utilization, the only way to increase its bottom line each month (without increasing prices) is through spa retail. Fiscally savvy spa operators now realize that while treatments have always been the bread and butter of their business, spa retail is the "cream".

Spa retail will bring your spas a significant and immediate financial boost. Discover what money is unknowingly being "left on the table" ... and learn how to seamlessly integrate retail into your guest's spa journey and witness a minimum increase of \$200,000 per year without compromising your guests' experience.

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.

Global in outlook, Mark's experience includes 12 years as President & CEO in the USA and Australia within the wellness industry and over 20 years strategic and tactical management experience in operations, marketing, and sales. Mark has been associated with luxury spas and high end boutique retail, specializing in organic skin care and natural medicines.

Developing business globally, his clients are in the UK, France, Germany, Italy, New Zealand and Hong Kong in addition to the USA and Australia. He has served over 10 years on numerous boards in green industries. The Wuttke Group counts among its resources, top academics and wellness marketing specialists as well as noted biochemists, scientists, naturopaths, and homeopaths.



Bija Bennett
Founder and CEO –
YogaAway (USA)

Yoga : Transforming the spa experience

Bija Bennett, founder and CEO of YogaAway, LLC, will discuss the transformative benefits of yoga for the spa industry and its patrons. Drawing from her many years as a yoga therapist in both Ayurvedic and allopathic medical centers, Bija will give an overview of the yogic model of the body/mind, explain various integrative therapies that yoga uses for healing and self-transformation, and talk about ways to make these experiences accessible in a variety of venues – from day, to hotel, to international resort spas.

Bija Bennett is an internationally recognized expert in yoga, fitness, Ayurveda, and mind-body health. An author, teacher, and producer, Bija is a gifted and charismatic speaker whose innovative healing techniques have helped celebrities, CEO's, professional athletes and thousands of others achieve serenity and health. Over the past twenty-five years, Bija has witnessed the extraordinary health and healing powers of yoga, most especially, during her decade long work with Deepak Chopra, M.D., designing programs and addressing the personal needs of thousands of patients and guests in a medical/spa setting.

Bija founded YogaAway to bring the benefits of an authentic yoga

tradition to the mainstream market, offering comprehensive yoga products and services to the hotel, resort, and spa industries. As the exclusive provider of yoga services and products to Hyatt Hotels and Resorts worldwide, YogaAway has established itself as the single source provider of on-site yoga classes, in-room videos, instructor trainings, innovative DVDs, and yoga accessories for resort properties and spas.

A Chicago native, Bija earned a Master's Degree in Dance from UCLA in 1978, and held positions with the Ravinia Festival and the Chicago City Ballet. For more than a decade, she worked closely with Deepak Chopra, MD, treating thousands of patients at his Ayurvedic medical center and co-leading his seminars across the US and Europe. She also appeared regularly at the national and international seminars of the Young Presidents' Organization, bringing an understanding of yoga and its benefits to thousands of business leaders. A long-time student and teacher of Viniyoga, Bija has studied extensively in India with T.K.V. Desikachar and in the US with Gary Kraftsow.

Bija is the author of "Breathing Into Life: Recovering Wholeness Through Body, Mind & Breath" and "Emotional Yoga: How the Body Can Heal the Mind".

Sitting yoga demonstration : Friday, after lunch / 2:15 - 2:30pm

The yoga experience – Right Here. Right Now.

In this brief, entertaining session ... while sitting in your chair ... experience the energizing, calming and restorative effects of yoga. Guided by Bija Bennett, gain an increased appreciation of the "yoga experience", and why it should live at the heart of every spa's wellness offering.

Panel Discussions (Approx. 1.5 hours each)

27 & 28 April



Anna Bjurstam
Managing Director –
Raison d'Etire (Sweden)

Friday, 27 April : 4 - 5:30pm

Panel moderator : Anna Bjurstam

Developing a spa : business considerations and pre- / post opening challenges

Anna Bjurstam has always been dedicated to health and fitness and has worked in the business for over 15 years. As a Nike Elite Aerobic and Fitness Instructor, she travelled the world presenting lectures and workshops. Combining her interest in training with a Masters Degree in Business, Ms Bjurstam ventured into the world of corporate fitness with "24 Hours Fitness".

Her personal interests continued to evolve and she pursued healing, meditation, alternative therapies and yoga. In 1999 she was asked to join spa consultancy Raison d'Etire as Managing Director. Together with partner Rosamund Freeman-Attwood, the firm opened among others, the award-winning Soneva Fushi Spa, as well as the Amanpuri Spa, recently voted "the best resort spa in the world".

Raison d'Etire specialises in creating spas that are distinctive and reflect the unique mood and setting of the hotel. Ms Bjurstam is currently working with, among others, The Four Seasons, Ritz-Carlton, Capella Hotels, One&Only and Taj Hotels on the concept, design and operation of their spas.



Ian Brewis

Director of Group Spa
Development & Operations
– Shangri-La Hotels &
Resorts (HK)

Saturday, 28 April : 4:15 - 5:45pm

Panel moderator : Ian Brewis

Business expansion : challenges posed by cross-border operations

As Director of Group Spa Development & Operations, Ian is responsible for the development and implementation of CHI, Shangri-La Hotels and Resorts' award-winning spa brand, as well as the Group's Health Club & Spa facilities and the Shangri-La Spa Academy in Manila, Philippines. Five CHI spas have successfully opened in Bangkok, Shanghai, Cebu (Philippines), Penang (Malaysia) and Muscat (Oman) with a further 26 scheduled to open in selected Shangri-La city hotels and resort locations over the next five years.

Shangri-La Hotels & Resorts is recognized as Asia Pacific's leading luxury hotel group with 47 hotels in 14 countries and over 40 hotels under development.

Ian is a hotel management graduate from both Oxford-Brooks University, UK and Florida International University, USA. Prior to joining the Shangri-La Group in 2002, Ian had worked in Asia for over 15 years in luxury hotels, before managing one of the UK's leading health spas.

Ian is a member of ISPA, the International Spa Association.



Carina Chatlani

President/CEO, Body
Bistro & Asana Spa (USA)

Time : 9:30am - 12:30pm

Exploring ancient traditional therapies and spa rituals

Explore indigenous spa rituals and global healing practises from diverse cultures. This interactive discussion studies the dynamics and ideology of cross-cultural healing and medicines, reflected in a kaleidoscope of wellness therapies.

Expect the experience to be spiritual and transformative as we delve into interactive treatments. The sensory aspect is key – as much as your clients want efficacy, they want a ritualistic and sensual experience.

The new trend in indigenous therapy is experiencing an upsurge in popularity. Create an odyssey based on your natural surroundings. Homegrown flowers, herbs and spices are key when using local elements. Learn to utilize and customize treatments for your clientele.

We will take a journey through China, India, South Africa, Indonesia, and Tibet to experience the beauty philosophies and regimens of the indigenous peoples. Are you ready for the voyage?

Carina Chatlani, born in Bombay, India, raised in Germany, England and the USA, enjoyed a wonderfully eclectic childhood that blended the worlds of East and West.

Descended from a long line of medical doctors and international diplomats, Ms. Chatlani's strong belief in the science of Ayurveda (the Indian Science of Healing) and traditional therapies are rooted in the teachings of her family. Her Grandfather in particular helped fuel her fascination towards holistic therapies, leading her to seek an apprenticeship with Indian and Tibetan sages. She was granted her much sought after apprenticeship, working with the masters in the Himalayan Mountains.

Equipped with a degree in Biological Science and Plant Morphology, Ms. Chatlani merged her extensive education as well as her belief in Ayurveda to create a truly bio-advanced, technologically effective, skin care regime containing collagen-enhancing and antioxidant ingredients.

The concept of Body Bistro emerged as a manifestation of Ms. Chatlani's intention to live a life of healing through the science of Ayurveda. She has developed the first professional skin management collection for Body Bistro, called the Asana Spa | Skin System. Through her wish for "radiant blessings" for all, Chatlani's pursuits with Body Bistro have helped the world to "purify, balance and nurture". The fruits of her labors have been realized with a blend of

Eastern holistic philosophy and Western science ... an otherwise untapped combination, rich in recovery for body and soul.

Carina's spa product innovations have captivated the spa industry. Some of the world's top spas - extending from the coast of Ceylon to the shore of Florida, have tapped into Carina's expertise and creative talent to design unique spa menus that have gone on to earn ecstatic reviews from the media.

Ms. Chatlani is the author of numerous articles including "Protecting your skin from the harsh winter weather", "Healing methods: affirmations and visualizations", "The healing benefits of Turmeric", and "Culinary creations: aromatic herbs and ancient Ayurveda". She is currently working on a new book about ancient cosmology and sixth dimensional wellness entitled "Truth of the Flowering Mind".

She is the most sought-after authority in holistic beauty, organic and lifestyle industries. Media giants such as Harper's Bazaar, the WB Television, LA Times, CBS, Lucky Magazine, Fortune, Elle, Glamour, and Extra! TV constantly and consistently trust her words of wisdom on beauty and Ayurveda.

Ms. Chatlani also co-chairs the Heal Our Home Foundation, a non-profit organization responsible for providing educational support and resources to underprivileged children and their families. She has volunteered with organizations such as UNICEF CRY, EIF Sadhana School for Crippled Children, APLA and Look Good Feel Better Cancer Foundation. Through her charitable work and commitment towards holistic beauty, she has earned an audience with His Holiness the Dalai Lama. Carina makes a point to return to the Himalayans to seek new beauty formulations from the 'Village Pharmacy' often.

Ms. Chatlani is the founder and co-chairperson of the Spa & Wellness Association of India (SWAI) and is a delegate of the Asia-Pacific Spa & Wellness Council (APSWC). A true Ambassador of holistic beauty, Ms. Chatlani continues her mission of educating consumers on the benefits of Ayurveda.

"Beauty is not only about what you put on your face, it is about the intention you have spiritually. The inner life is reflected on the outer person. Ayurveda thus becomes a lifestyle choice."

**Guy Tulloh**

Principal – DRP
Architects (Australia)

Time : 9:30 - 11am

Trouble shooting common spa design problems

In this 1.5-hour interactive session, Mr Tulloh will explore many of the fundamental aspects of spa design, including rationale, functionality, construction issues and more. He will discuss various issues pertaining to major resort-type developments and provide case studies of small urban day spas and large resort spas. He will share his expertise on various aspects of spa including design, electrical, plumbing, etc. He will also focus on “who” he believes are quite often left out of the spa design brief ... namely the spa operators themselves. In this unique open forum, Mr Tulloh will welcome questions, ideas or discussions that might arise and he invites attendees to bring to the session any plans or concepts they may wish to have evaluated.

Guy Tulloh is a Principal of DRP Architects Pty Ltd and specialises in spa architecture and design. He holds a Bachelor of Architecture degree, a Bachelor of Planning & Design degree and a diploma of Applied Sciences and Architectural Drafting. DRP Architects comprises architects and interior designers who specialise in the design of spas and resorts, health and wellness centers and medical facilities. The firm’s scope of work also includes a wide range of corporate, commercial and hospitality projects as well as architectural and building services throughout Australia and the rest of the world. Mr Tulloh speaks regularly on spa design and construction topics at both local and international conferences.

**Bija Bennett**

Founder and CEO –
YogaAway (USA)

Time : 9:30 - 11am

Yoga in your spa :

From where you are, to where you want to be.

In this informative workshop, explore the “why’s” and “how’s” of offering yoga in your spa, hotel or resort. Bija Bennett, author and founder of YogaAway, will review the numerous benefits of yoga regarding issues of stress, jet-lag, and fatigue—for international business travelers and spa patrons; share innovative ideas for incorporating yoga into wellness centers, spas, and guestroom venues; and engage you in a transformative yoga experience – exploring different fitness, stress reduction and mental focus sequences with specific qualities and effects.

**Daniel Aubry**

Principal – Daniel Aubry
Studio & Gallery (USA)

Time : 11:30 am - 1pm

What does your spa's image say about you?

Aubry will discuss the importance of the visual image in creating a unique Spa brand. He'll give tips on how spa owners, operators and designers can best communicate their needs to their photographers. How, for instance, do you illustrate a special signature treatment. Or how do you convey an abstract concept such as "wellness" ? He'll illustrate his talk with examples from his own spa photography and others taken from the media.

Daniel Aubry calls himself a "story teller". Whether he's using words (he was once a highly successful Hollywood screenwriter), moving images (he's worked on everything from major feature films to videos and even Powerpoint presentations) or stills (he is currently best known as a photographer), Aubry claims that the challenge is always the same: how to tell a story so that it moves an audience.

If any industry can be said to be truly image driven it has to be the Spa Industry. The excellence of the physical facility and staff is like the ante in a poker game. For any major player it's a given. How then can the consumer (or audience) differentiate between so many quality products all making similar claims?

Daniel Aubry photographs spas for all the major industry publications: American Spa, Luxury SpaFinder, Spa, etc. Among spas he has recently photographed are the Mandarin Oriental Spa and the Cornelia Day Spa in New York, Nemaocolin Woodlands (PA) Sasanqua (SC) and the Borgata in Atlantic City.

Aubry graduated from Swarthmore College with High Honors and pursued graduate studies in film at UCLA. He lives in New York City with his wife, the designer Clodagh.

Time : 11:30 am - 1pm

Strategies for enhancing spa business profitability

Anna Bjurstam

Managing Director –
Raison d'Etire (Sweden)

In the year 2006, profitability of high-end spas in the US varied from -9% to +64%, while profits in the rest of the world varied from -108% to +77%. This clearly shows that for some reason a number of spas are highly profitable while others aren't, even when many aspects are the same. So what makes some spas successful and others not?

A spa cannot be treated like any other business and the ways to maximise its profitability are therefore unique, for in no other business does a customer disrobe, then allow themselves to be touched by a stranger who often cannot even speak to them in the same language.

In this 1.5-hour interactive session Ms Bjurstam will look at performance indicators that will help maximise spa profitability with regards to both soft and hard values, as well as the financial and non-financial aspects. She will provide a number of concrete tools and actions that can help make spa businesses more profitable.

Individual Advisory Services

Time : 11:30am - 1pm

Guy Tulloh

Principal – DRP
Architects (Australia)

Spa architecture and design consultation

As an added-value for seminar attendees, The Turning Point has arranged for Mr Tulloh to meet with delegates on a one-on-one basis to discuss spa design or mechanical problems that they might have in their spa. Delegates are invited to bring along architectural drawings or photographs or any other material that they may wish to use as a basis for discussion.

There is no charge for these individual sessions.



Bernadette Lai

Director of Spa
Development (China) –
Shangri-La Hotels &
Resorts (HK)

English language session : 2 - 3:30pm

Mandarin language session : 4 - 5:30pm

Operating spas in China : challenges & opportunities

Bernadette is the director of Spa Development for Shangri-La Hotel Group's China properties. Her career started in trading after completing her education in Business Studies in London. In 1972, she joined a multi-national, UK owned, commodity trading house in which she specialised in trading with China and was made a director of the Hong Kong office in 1976.

In 1991, Bernadette started her own business focusing on China trade, using her experience to provide consultancy services to various Hong Kong and overseas companies entering the rapidly growing market for entertainment and leisure facilities in China. From her involvement in the health and fitness market, she developed an interest in spa and wellness concepts and saw the possibilities of adapting traditional Chinese therapeutic techniques to suit the introduction of the spa concept into China.

As Director of Spa Development for Shangri-La's China properties, she has overseen the development of the following:

Shangri-La Zhongshan Hotel, Health Club and Spa (opened October 2004); Shangri-La Fuzhou Hotel, Health Club and Spa (opened May 2005); Pudong Shangri-La Hotel, "Chi" The Spa (opened September, 2005).

This is the first of the company's branded "Chi" spas to open in China and embraces the concepts of Himalayan/Tibetan healing and well-being. Since its opening in September 2005, "Chi" The Spa has received favourable coverage from international and local media and was recently listed in Forbes Top Ten Spas of the World; and received the Baccarat AsiaSpa Award 2006 for Interior Design of the Year.

New projects under development include: Shangri-La Hotel, Beijing (March 2007); Shangri-La Hotel, Guangzhou (March 2007); and Shangri-La Hotel, Chengdu (May 2007).

Other activities



David Schneider

Director – Waving Clouds
Productions Ltd (HK)

Morning Exercise : Saturday & Sunday / 6:45 - 7:30am

Tai Chi Chuan (Grand Ultimate Fist) is an ancient Chinese Martial Art that has gained much popularity in the West due to its ability to help heal many health problems such as: neurologic problems with balance, asthma, depression, anxiety, osteoporosis. Because Tai Chi takes time to learn a short form that is possible to learn in 90 minutes will be taught.

Qi Gong demonstration : Saturday, after lunch / 2 - 2:15pm

The Eight Brocade or Eight Treasures are simple Qigong exercises which are an easy-to-learn path to longevity and good health.

Born in New York in 1955, David spent his childhood winters in the woods of Westchester County, New York and summers on Long Lake in Harrison, Maine. At age fifteen he discovered Kempo Karate and has studied martial arts since then for the last 35 years. Educated at The University of Vermont and Copenhagen University in Denmark, David graduated in 1980 with a Bachelors Degree in Political Science, with a minor in Psychology and Studio Art, and an Associates degree in Radiation Therapy, which led him to a seventeen-year career ... starting at Harvard where he served as clinical coordinator for New England Deaconess Hospital and finishing his Radiation Therapy career as Chief Therapist in New York City at Lenox Hill Hospital in Manhattan.

During his career in healthcare David had also pursued alternative forms of exercise with a major focus on Qigong and Tai Chi. His martial arts training has taken him to Boston (Massachusetts), Burlington (Vermont), Manhattan (New York), Hong Kong and Beijing (China). He continues to train and teach locally in Hong Kong and certifies Qigong and Holistic Tai Chi teachers through The Chinese and American Tai Chi Chuan Association, an internationally recognized group of people who use Qigong and Tai Chi as a healing tool.

David and his wife Ivy Yew have built two companies: Health and Fitness Consultancy International Ltd. and Waving Clouds Productions Ltd. David serves as Secretary of The Chinese and American Tai Chi Chuan Association, and is certified by The Beijing International Wushu Association to teach Chinese Internal Martial Arts.

David currently teaches Qigong, Tai Chi and Meditation internationally to private and corporate clients as well as seminar groups.