



## **Business Forum**

Dedicated to Owners, Operators, and Managers

Mandalay Bay Convention Center Las Vegas, Nevada February 7 ~ 9, 2006

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## Let The Journey Begin...



### Welcome to the Day Spa Expo & Business Forum

We would like to welcome you to the most comprehensive and important program created for day spas today. Our sincere thanks go to the Day Spa Association and its' members & staff that worked on DSE. A very special thanks to Hannelore Leavy, Douglas Preston, and Skip Williams for all their incredible efforts. This event is here to serve you, the day spa professional. We hope you enjoy the show.

#### Shane O'Sheeran, Show Manager

We welcome you to the first Day Spa Expo, sure to become your preferred destination for learning new, cutting edge spa management and marketing techniques! We've listened to your input and have assembled an unmatched powerhouse program of business experts in our Spa Business Forum, sponsored by The Day Spa Association. Our single goal is to help you find and benefit from a spa trade event like no other! When asked to lead the creation of Day Spa Expo's Business Forum I saw an opportunity to open the door to some fresh and exciting speakers as well as some of the most valuable educators in our industry. Over the years I've listened to many of you express disappointment at the value and quality of business education found at trade shows—attendance being a big investment on your part. At the Day Spa Expo you'll discover more high-powered learning opportunities than at all other shows combined! Not only that, our impressive collection of manufacturers, suppliers and spa service professionals will be on hand to help you make important choices in spa products, goods, services, and equipment.

• Expect in-depth how-to presentations from the true experts in the spa field.

• Bring your most pressing startup and management questions to our intensive business roundtable sessions.

Enjoy the working knowledge and companionship of other attendees that have come to learn at this
one-of-a-kind business-focused event!

• Meet world-class vendors who can fulfill your needs and work for you!

#### Douglas Preston, Official host of the Day Spa Expo Business Forum

I am honored that you have chosen to attend this exclusive inaugural gathering of day spa professionals. The Day Spa Association has been serving this industry since 1991. I have been eager to create an event that speaks to the day spa industry directly, as most issues facing the day spa owner/manager are totally different than those facing resort/destination spa operators and managers. Day Spa Expo is the best opportunity for DSA members and non-members to come together to network and learn from the leaders that have been influential in molding the day spa industry for more than a decade. Bentley International Group's show director Shane O'Sheeran has gathered an exceptional roster of exhibitors, and our Business Forum will provide you with business information and tools to assist you in staying well ahead of the crowd. My sincere thanks to the DSA Advisory Board Members especially to Douglas Preston of Preston Inc., who graciously accepted the responsibility as the program coordinator; Skip Williams of Resources and Developments, for his assistance in putting together the logistics; Monique lacobacci, for coordinating the Hearts for a Cure Awards & Charity event; and Melanoma Research Foundation, to help us create a true forum to save lives. Here is to a successful and rewarding 3 days at the Day Spa Expo & Business Forum. I look very much forward to meeting each and every one of you. Spafully,

#### Hannelore R. Leavy, Executive Director & Founder, Day Spa Association





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# Show Schedule

### exhibit hall

South Convention Center, Level 1, Bayside A

Wednesday, February 8, 2006 10:00 AM to 5:00 PM

Thursday, February 9, 2006 10:00 AM to 3:00 PM

## business forum & roundtable sessions

North Convention Center, Lower Level, Islander I, E, D

Tuesday, February 7, 2006 9:00 AM to 4:30 PM

Wednesday, February 8, 2006 9:00 AM to 4:30 PM

Thursday, February 9, 2006 9:00 AM to 4:30 PM

Note: Please see schedule at a glance to review individual session times & rooms.

Your Show Staff:

Show Manager Shane O'Sheeran Marketing Manager Cindy Hunter Exhibitor Services
Stephanie Harper
Jolie Myers

Account Executives

Mark Coon
Darrell Hilliard
Bob Dooley

Research Joan Bransch Administrative Manager
Wendy Witherspoon





#### Hearts for the Cure Annual Award & Charity Celebration

Wednesday - February 8, 5:30 - 8:00pm Mandalay Bay

Meet and mingle with your industry peers and contribute to the fight against cancer for the Melanoma Research Foundation and Weekends of Hope.

#### **Help Us Celebrate And Cheer!**





The Distinguished Day Spa of the Year Award (winner will receive a wood and marble plaque gold engraved)

The Distinguished Day Spa of the Year Award is presented to one of the Accredited Day Spas who have met the guidelines "Essences of a Day Spa" and have applied for Accreditation. They are entitled to display the Accredited Logo within their premises as well as on their letterheads and brochures. Once a year they are invited to enter into a competition stating why they think they deserve this title – the DSA Advisory Board votes according to the entries received.

#### Spa Person of the Year Award (winner will receive an Irish Crystal Lamp)

Every other month the Day Spa Association recognizes a woman or man who has made a significant contribution to the Spa industry. Once a year we announce **"Spa Person of The Year"** at a major industry show. Voting starts approx. 3 month before the event via an on-line poll to vote for that special person from the pool of 12nominees from the previous 2 years. The winner will be presented with this exquisite Irish Crystal Lamp shipped directly from Ireland in recognition and appreciation from an industry that takes pride in itself.







#### Most Innovative Exhibit Display on the trade show floor (will be awarded 1 yr DSA membership)

Exciting raffle prizes await you from our generous sponsors – as well as door prizes. Enjoy complimentary soft drinks, beer and wine (cash bar available) and Mandalay's famous hors d'ouvres. Everyone will walk away with something good, but especially great memories and new friends ...

Reserve your tickets while registering for THE DAY SPA EXPO (\$35.00) – tickets at the door will be on an available basis only (\$45.00). DSA/IMSA member discount (advance) reservation only \$25.00)

Work - Network - Succeed - let us help you enjoy the journey!

THE DAY SPA ASSOCIATION







## Schedule at-a-glance

Tuesday, February 7, 2006

Tuesday, February 7, 2006								
Room I		Room E	Room D					
9:00 AM	Welcome Address							
9:30 AM	Keynote Speaker	No program	No program					
10:00 AM	, ,							
10:30 AM	Get Focused, Get Systems,	Is the Internet Working for You?	Expanding your Profits by Incorporating					
11:00 AM	Grow Like Crazy!	5 " '	Nutritional Supplements					
11:30 AM	E ric Manuel	Brandie Lamprou	James and Kasandra Beck					
12:00 PM	The Power of Three	Spa Design and Construction	Spa Emergency Preparedness					
12:30 PM 1:00 PM	Quality Management Principals Linda Bankoski	Jack Cornell, Daniel Dembling	What Managers Need to Know! Zahira Coll					
1:30 PM	Break	Break	Break					
2:00 PM		The Wellness Spa	Business Roundtable1					
2:30 PM	Employee Compensation Workshop:	The Weilliess Spa	Business Roundable i					
3:00 PM	Sensible and Affordable Pay Plans	Dr. Reinhard Bergel	Key Operational Challenges of the Day					
3:30 PM	Presented by:	Your Yellow Brick Road	Spa Director or Manager					
4:00 PM	S kip Williams	Finding Money for Your Spa	opa Bireciol of Manager					
4:30 PM	and Janet D'Angelo	Dan Hussey	Jaya Schillinger					
	J. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.		22,92.2.2					
		Wednesday, February 8, 2006						
	Room I	Room E	Room D					
9:00 AM	Surveying the Voice of the Client	Buy or Lease ?	Creating the Spa Experience					
9:30 AM	David Trembley	Alan Share	George Lopez					
10:00 AM	Bavia Fremisicy	Alan Share	George Lopez					
10:30 AM								
11:00 AM	Show Opening - Classrooms Closed for Exhibition Floor							
11:30 AM								
12:00 PM								
12:30 PM	The Top 10 List to Succeed	Creating A Profit Center with Makeup:	Business Roundtable 2					
1:00 PM	In Business	A Business Workshop	How to Find Hidden Income and Drofit					
1:30 PM	Ken Cassidy	Linda Brewer	How to Find Hidden Income and Profit					
2:00 PM 2:30 PM	Team Leadership for	Client Retention, Frequency of Visits	In Your Spa Business!					
3:00 PM	S pa Professionals	and Other Key Growth Indicators John Harms	Douglas Preston					
3:30 PM	Erika Mangrum Professional Spa Consulting		Business Roundtable 3					
4:00 PM	How To Make It Your Next Career!	Creating A Real Profit Center In Wellness	Starting Up a New Day Spa: The ABC's of A Smart Plan					
4:30 PM	Douglas Preston	Michael Beresford	Skip Williams					
1.00 1 111	Bodgido i roción	Wild had be rectiona	OND WINDING					
		Thursday, February 9, 2006						
	Doom L		Doom D					
9:00 AM	R oom I S pa R etailing from 0-60:	Room E  Managing the 4 Personality Types:	Room D  Business Roundtable 4					
9:30 AM	How Our Sales Went Totally Crazy!	Insights Into Better Communication	Dusiness Noundable 4					
10:00 AM	Keith and Andre West-Harrison	Jaya Schillinger	Day Spa Marketing Strategies					
10:30 AM	Day Spa Startup Decisions:	Mind/Body Spa Service Programs:	Maximum Return On A Limited Budget					
11:00 AM	Solo, Partnership, Licensee or Franchise	The Next Generation In Spa Wellness						
11:30 AM	Erika Mangrum	Douglas Preston	Janet D'Angelo					
12:00 PM								
12:30 PM	Classrooms Closed							
1:00 PM	For Expo Floor							
1:30 PM								
2:00 PM	Are Medical Spa Services & Products	Computerized Marketing and Client	Business Roundtable 5					
2:30 PM	Right for Your Business ?	Loyalty Systems	Employee Training and Mativation					
3:00 PM	Gary Begley	John Harms	Employee Training and Motivation:					
3:30 PM	Adding Medical Spa Products &	Marketing Tips for Your Website	You Can't Succeed Without It!					
4:00 PM	Services to Your Business Successfully Michael Herion MD, FACS	Increase Your On and Offline Business Mary Blackmon	Zahira Coll					
4:30 PM	- Michael Heriott MD, 1 700	Mary Diackinon	Zariila Ooli					

## I am ABMP.

Carol Venclik, Atlanta, Georgia. Member since 1999.

BACKGROUND: I began as a master cosmetologist and expanded into the spa industry as the esthetics field evolved. My interest in bodywork, nutrition, and holistic health led me to enroll at the Atlanta School of Massage, where I'm presently Director of Education.

PERSPECTIVE: During my career, I've learned to listen carefully to discover each client's goal for the visit. As a teacher, it's thrilling to watch students become passionate about their future.

BUSINESS GROWTH: My business skills came from running my own salon and from working for spa owners who

ABMP AND ME: I started with massage liability insurance, but when I learned that ABMP offered cost-effective esthetician coverage, I went to a dual plan. Many estheticians don't understand the need for liability insurance, but I wouldn't practice without it. Add to that the educational materials they provide, it's clear to me ABMP has grown by listening to the needs of their membership.

LAST WORD: Careful listening on a heart-to-heart level, along with quality service, upholds the standards of our industry.



The Day Spa Association is proud to present...

## the day spa expo business forum



The most comprehensive & invaluable business education & information resource ever presented for day spas

Note: Don't be concerned about missing some of the presentations while you attend others—the entire roster of Business Forum sessions will be recorded in their entirety and made available for you to purchase! What a great way for you to take in the whole show, or to revisit your favorite programs later. We have also scheduled time on both show days so you have the ability to visit all the great vendors on the show floor.

JUST FOR YOU... There will be book signings by some of our speakers on February 7th as well as at the Day Spa Association Booth #101 during the show.

#### DSE / DSA Business Forum - Presentation Overviews

#### **WELCOME ADDRESS - Reaching Your Goals**

Tuesday, Feb. 7 - 9:00 - 9:30 AM

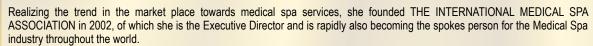
Your presenters for this will be Hannelore Leavy, Executive Director of the Day Spa Association, and the show's co-sponsor, Douglas Preston, President of Preston Inc., and the Business Forum Host, with an introduction from Shane O'Sheeran, the Show Manager.

You will find out exactly what this long needed show is about and what the goals of the producers and organizers are in serving you... The Day Spa Owners, Operators & Managers.

#### Hannelore R. Leavy

Hannelore R. Leavy was born and raised in Vienna, Austria where spas are a way of life. After moving to the United States, she promoted health vacations to European spas in her capacity as Marketing Director of the Austrian National Tourist Office. Her 20+ years of experience in the promotion of travel and tourism made her a natural candidate to become "Jeffrey Joseph's Spa-Finders" Vice President of Sales and Marketing and the Associate Publisher of THE SPA FINDER in 1986. She was the innovator of many of Spa Finder's projects, including the acceptance of advertising in the Spa Finder catalog and the organization of the first Spa Symposium in 1990 from which I/SPA (International Spa Association) emerged.

Since the mid-eighties Hannelore has been a strong force in forming the U.S. spa industry. She is considered a major source for information on spas in general and the day spa industry in particular, which she started to identify as early as 1991, conducting a 3-year research study on this emerging market, which resulted in the publication of the first Day Spa Directory in 1994. She is the Founder and Executive Director of THE DAY SPA ASSOCIATION, a professional association dedicated to the education of the consumer as to the benefits and availability of spa treatments and for professionals to preserve and elevate the standard of spa services. Ms. Leavy has appeared on CNN as well as MSNBC and grants hundreds of interviews a year and is quoted continuously in all major and minor newspapers and magazines. As co-author with Dr. Reinhard Bergel of THE SPA ENCYCLOPEDIA she has shown her commitment to bringing spa services closer to the consumer. Many spa books carry a forward penned by her.





## KEYNOTE ADDRESS - How to Make You and Your Spa Business Famous! Tuesday February 7-9:30 - 10:15 AM

The Day Spa Expo is proud to present this dynamic and entertaining Keynote, the co-author of How To Become Famous In Two Weeks Or Less and The Fashionista Files will share with you the secrets of creating media fame for yourself and your business! On assignment for Maria Claire magazine Melisa and her co-author were



charged with trying to find out how famous they could become in less that two weeks with little or no budget or professional assistance. The hilarious results of their experiment became the basis of their book, soon to become a Disney feature film. Melissa will be available to meet you in person and sign copies of their book during the expo!

#### Melissa de la Cruz

Melissa de la Cruz is the author of many books for teens and adults, including THE AU PAIRS and its sequel SKINNY DIPPING. THE AU PAIRS is currently in development at the Warner Brothers television network and has been published in ten countries. She is also the author of the novels CAT'S MEOW and FRESH OFF THE BOAT, and co-authored the tongue-in-chic handbooks THE FASHIONISTA FILES: ADVENTURES IN FOUR-INCH HEELS AND FAUX-PAS and HOW TO BECOME FAMOUS IN TWO WEEKS OR LESS (which was sold to Universal/Reveille as a reality television program and to Walt Disney Studios as a full-length motion picture). Melissa has appeared as an expert on style, trends and fame for CNN and the E! Entertainment Network and has written for Glamour, Marie Claire, Harpers Bazaar, Allure, Teen Vogue, Cosmopolitan, CosmoGirl! Seventeen and The New York Times.



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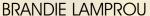
ERIK MANUEL Strategies Group

#### Tuesday, Feb. 7 - 10:30 - 11-30 AM Get Focused, Get Systems, Grow Like Crazy!

Is your business running you or are you running your business? Are you ready to get a handle on your business? Are you ready to get focused? Are you ready to grow like crazy? Then this course is for you! In this course you will learn how to replace old ineffective methods of

salon/spa management with new, more powerful and highly effective techniques and systems.

Eric Manuel is Vice President of Fun, Games and Growth for Strategies Magazine. With over ten years of platform training and an acute knowledge of the Strategies systems implemented in his own business, Eric excels at bridging the gap between system, quality and consistency.



Director of Public Relations Einstein Medical, Inc.

### Tuesday, Feb. 7 - 10:30 - 11:30 AM Is the Internet Working for You?

The objective of this course is to provide the Spa Owner and staff with background and information necessary to implement an effective Spa/Medical Spa Internet marketing program.

#### "Is the Internet working for you?" will discuss:

- 1. How consumers search for health care information on the Internet.
- 2. The appropriate components of an effective Spa website.
- 3. How to build visibility for the Spa website so that consumers can easily find information directly from the Spa website.
- Methods for tracking the visitors to the website from statistical tracking techniques.
- 5. Common myths about the Internet.
- 6. New software for communicating with consumers through the website.



James and Kasandra Beck Owners of TriElements ™

Tuesday, February 7 - 10:30 - 11:30 AM



### Expanding your profits by incorporating nutritional supplements into your treatment protocol & retail sales!

Incorporating nutritional supplements into your treatment protocol and retail sales creates more satisfied clients, expands profits and lifts your spa to the center of the 'wellness industry'. Nutritional supplementation is your most profitable way to help your customers feel better. This presentation will help you find supplements that loyally serve the spa industry with formulations designed specifically to be used with and to enhance treatments you already provide, such as cellulite, body contouring, skin, anti-aging, anti-stress and detox.

James & Kasandra Beck are owners of the TriElements brand of nutritional supplements specifically formulated and packaged for spas and not sold through multi-level marketing, stores, or directly to the consumer. James is a 30-year veteran of the supplement industry and owns four patents dealing with the extraction and use of bioactive ingredients in plants. Kasandra is a professional educator and Structural Integration Therapist.







LINDA BANKOSKI SpaQuality LLC

Tuesday, Feb. 7 - 12:00 - 1:00 PM

#### The Power Of Three (3): How Your Spa Can Thrive Using Quality Management Principles

This presentation is designed to help day spa owners and operators identify practical steps take to improve profits and customer satisfaction based on quality principles that have been proven to help many types of organizations. Linda will identify the keys to successful spa management: identifying barriers to success, organizing spa management priorities, and making effective spa management decisions.

Linda Bankoski is Managing Director, Education and Assessment of SpaQuality LLC and co-author of The International Standards of SpaExcellenceSM. Linda has over 30 years of experience leading, coaching, consulting, and training, she has helped a wide variety

of organizations including hospitals, fortune 50 companies, not-for profit agencies, government, schools and spas succeed and thrive. She served on the Board of Examiners of the Malcolm Baldrige National Quality Award for five years. She is a frequent speaker for professional meetings and seminars and is active in the American Society for Quality (ASQ). For the last 25 years, she has been a Good Manufacturing Practices Auditor (FDA regulations) and for 14 years has been an ASQ Certified Quality Auditor, RAB Certified Quality Systems Lead Auditor and a Certified Lead Assessor (ISO 9001). Linda is also an adjunct professor in the Quality Management Certificate program at the University of Delaware.

## JACK CORNELL and DANIEL DEMBLING, AIA, NCARB ARCHITAINMENT / DEMBLING + DEMBLING ARCHITECTS, P.C.

Tuesday, Feb. 7 - 12:00 - 1:00 PM

### Spa Design and Construction The Process of Creating an Environment that Supports and Conveys your Spa's Brand Image

The decisions made when designing your spa facility can be the most important aspect to creating the overall image that you have in mind. A properly designed spa will enhance your capabilities, impress your clients, delight your staff and substantiate 'your brand'. Create an environment that allows you to effectively provide services & sell products to your customers.

- · How do I clearly define the overall image that I want my spa to convey to the client?
- What utilities are required to support the equipment that I have anticipated for the site I have selected?
- · How do I combine various systems to create a cohesive environment that supports the 'brand image' that I ultimately want my spa to emanate?
- · How do I properly group the different service areas of the spa to create a more efficient and practical flow of traffic throughout?
- How do I effectively control sound from transmitting to the more tranguil, quieter areas of my facility?
- What should I consider when selecting lighting systems for the various areas of my facility?
- · What types of finishes are most practical for the different treatment rooms and workspaces?
- · What types of equipment, furniture and cabinetry should be considered for each treatment room or workspace?



Jack W. Cornell, Spa Designer, is a pioneer in the spa design industry since 1989. Jack was the Chief Designer for such spa industry leaders as Touch America, Takara Belmont, Mr. Beauty Equipment, Ltd. and SpaElegance.com. His diverse expertise in spa facility layout, lighting design, and equipment/cabinetry design & fabrication have been important in developing new standards for the spa & salon industries. Jack has been the design consultant for hundreds of spa & salon facilities worldwide; including six of Modern Salon Magazines "Salon of the Year" award winners.



Daniel W. Dembling, AIA, NCARB is President of ARCHITAINMENT / Dembling + Dembling Architects, P.C. Dan is a registered architect in 20 states and is certified by the National Council of Architectural Registration Board (NCARB), recognized worldwide for obtaining architectural licensing. Dan has been the lead architect for hundreds of restaurant, entertainment and municipal facility projects worldwide.



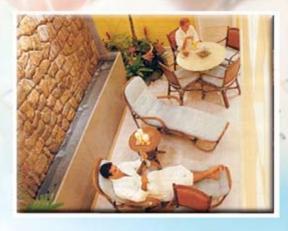


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#### ZAHIRA COLL, with KEITH and ANDRE WEST-HARRISON

Tuesday, Feb. 7 - 12:00 - 1:00PM

#### Spa Emergency Preparedness: What Every Manager Needs to Know! Zahira Coll

Earthquake, fire, flood, storm—expect the unexpected! When natural disasters strikes and interrupts your business, having key emergency systems in place will help ensure your financial and emotional recovery. Are you prepared for the worst? Our real-world presentation will show you how to:

- Create a first response action plan
- Prepare for asset recovery and protection
- Get your vital business income back on track

Don't get caught with your business guard down. A MUST program for the savvy spa owner/manager.

Keith & Andre West-Harrison created True Spa Consulting. Through their coaching and mentoring programs they show owners how to use their "client first" systems to make spa ownership profitable and personally rewarding. They have been featured in USA Today, Entrepreneur, American Spa, Skin Inc and many others for their business growth and house brand products.



#### SKIP WILLIAMS and JANET D'ANGELO

Resources and Development Spa Consulting - Angel Communications

Tuesday, Feb. 7 - 2:00 - 4:30 PM

#### **Employee Compensation Workshop**

Confused About Compensation? Then this class is for you. Payroll is typically the biggest expense in any spa and without a doubt one of the most complex and hotly debated business issues facing day spa owners today.

- A Brief Synopsis of the Day Spa Association's First Compensation & Benefits Survey
- The Pros and Cons of the Current Methods of Pay being used in the Spa Industry (Commission, Hourly and Hybrid Systems)
- Contractual Agreements: The use (and misuse) of Independent Contractors and Booth Renters
- · Critical Factors in Developing a Pay System: Method of Pay, Rate of Pay, and Benefits
- · How to Develop an equitable pay system
- What Employers Want
- What Employees Want
- Commissions
- Charge Backs
- Classification Systems: Tiered or Graduated Pay Scales
- Salary Levels
- Evaluating Your Pay System
- The Power of Small Gains
- Capping Expenses





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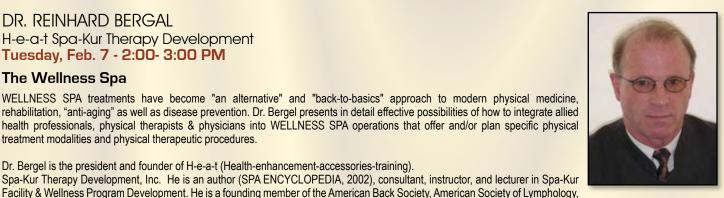
DR. REINHARD BERGAL H-e-a-t Spa-Kur Therapy Development Tuesday, Feb. 7 - 2:00- 3:00 PM

#### The Wellness Spa

WELLNESS SPA treatments have become "an alternative" and "back-to-basics" approach to modern physical medicine, rehabilitation, "anti-aging" as well as disease prevention. Dr. Bergel presents in detail effective possibilities of how to integrate allied health professionals, physical therapists & physicians into WELLNESS SPA operations that offer and/or plan specific physical treatment modalities and physical therapeutic procedures.

Dr. Bergel is the president and founder of H-e-a-t (Health-enhancement-accessories-training). Spa-Kur Therapy Development, Inc. He is an author (SPA ENCYCLOPEDIA, 2002), consultant, instructor, and lecturer in Spa-Kur

and American Day Spa Association. International Medical Spa Association and has operated a health spa clinic and physical rehabilitation spa center for almost two decades and founded in 1985 the International Training Institute for Spa Therapy. Dr. Bergel received degrees from University of Cologne Germany (Exercise Science & Physical Rehabilitation), University of California Los Angeles (Kinesiology) and University of California Berkeley (Education & Exercise Science).





DANIEL J. HUSSEY MBA President, Global Success Solutions Tuesday, Feb. 7 - 3:30 - 4:30 PM

#### "Your Yellow Brick Road" Or Finding Money To Start, Improve Or Save Your Spa

Is finding money for your spa like a walk down the yellow brick road to "The Land of OZ" confusing, risky and winding? We will look at how you can be successful at the art of attracting and borrowing money for your spa business. The success of maintaining the "life line" to adequate availability of needed capital for operations and facilities is in your hands - the spa investor, owner or manager.

Dan Hussey has twenty-five years of experience as a successful banker, spa owner and business management consultant. Once called "the perfect lender" by a national testing company. The US Small Business Administration and the Export Bank of the United States have recognized Dan for his work with small to large businesses

DAVID TREMBLAY Tremblay Consulting

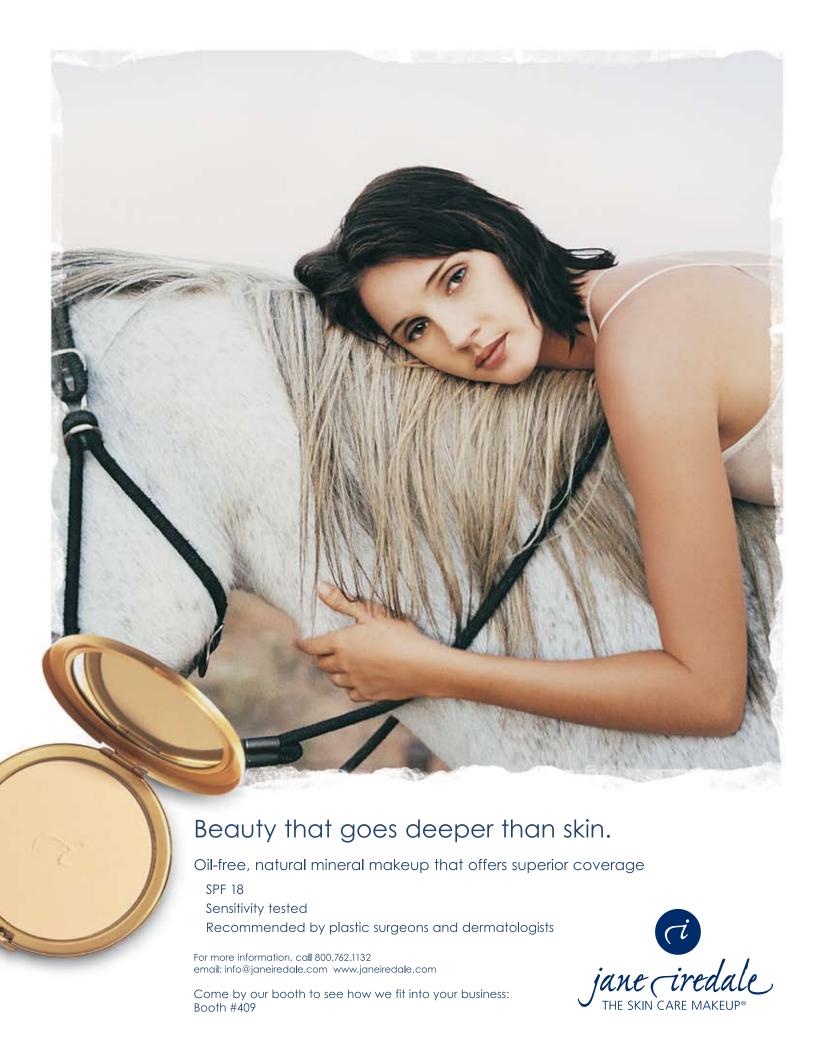
Wednesday, Feb. 8 - 9:00 - 9:30 AM

#### SURVEYING THE VOICE OF THE CUSTOMER

Measuring the Voice of your Customers(s) (VOC) through a formal, objective Client Survey is a vital strategic and tactical activity for owners and management - especially in today's highly dynamic and competitive environment. Using this instrument gives you invaluable insight into your client base and business' performance - as a whole and within individual departments. Additionally, information gained about your client's purchasing patterns and competitors helps you determine business strengths, weaknesses, opportunities, and threats. Learn more about VOC; background, planning and execution steps for a Client Survey; and results from an actual Client Survey (Tuscany Spa and Salon - Cincinnati, Ohio).



With almost twenty-five years of management and process management experience, David Tremblay has worked within and for many of the Fortune 100 companies; for instance, International Paper, Procter and Gamble, Unilever, Georgia-Pacific, Disney, Maybelline, Calvin Klein, and others. For several years, he served as a Business Auditor for the Cincinnati Chamber of Commerce's Small Business Award. Dave earned his MBA - Duke University, focusing on marketing.





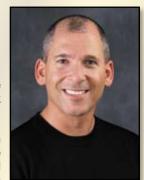
## ALLAN SHARE New Life Systems

Wednesday, Feb. 8 - 9:00 - 9:30 AM

#### Buy Or Lease? A Formula For Success

How do we turn our dreams and wishes for the perfect Spa or Salon into reality? Finding out how you're going to finance all those fine things that fill up your wish list. Learn about the tax benefits, how to improve your bottom line, how to lower your personal risk and much more....

Allan Share is the President and owner of New Life Systems; a Minnesota based manufacturer and catalog distributor of spa, salon and massage products for the health and wellness industry. Over the past 15 years, Allan and his team have developed New Life Systems into an industry leader. Allan Share has been a featured speaker at major industry conventions including The International Esthetics and Spa Convention. Allan Share and New Life Systems are members of The Day Spa Association, International Spa Association, National Federation of Independent Business, SPATRADE and AMTA





GEORGE LOPEZ
Natural Resources Spa Consulting
Wednesday, Feb. 8 - 9:00 - 9:30 AM

#### Creating A Spa Experience

Provided, as an introduction to creating a spa experience, this session will lead participants through a lighted path from Concept to Delivery. Walk away with keynotes and tools to begin your journey or fine-tune your spa. A great session for those thinking of opening a spa, adding additional space, remodeling a space or just looking for the extra edge.

George Lopez recently joined the Natural Resources team as the Director of Operations bringing with him extensive executive experience in the spa industry. Mr. Lopez has served in various capacities ranging from Human Resource Manager to General Manager. Mr. Lopez assisted in the opening or reorganization of such properties as JW Marriott-Cancun, Marriott San Juan Puerto Rico, St. Kitt's Marriott, Ritz Carlton Grand Lakes and the Spa at the Marriott Grand Hotel in Pt. Clear, Alabama. Other properties

include Blue Medispa in Atlanta Georgia and Doral Golf and Country Club. Mr. Lopez is known for his creativeness and ability to create a "spa experience" for the guest. Mr. Lopez held the position of General Manager for Red Door Spas-Elizabeth Arden in New York City. Mr. Lopez has been an ISPA member since 1997 and has presented at the ISPA annual conference. He serves on the Board of Directors for Everglades College, undergraduate program on Holistic Medicine, a member of AMA and is a Nationally Certified Massage Therapist NCTMB. Mr. Lopez' education is in Human Resources with a focus in Training and Development.

KEN CASSIDY Cassidy Salon and Spa Consulting

Wednesday, Feb. 8 - 12:30 -1:30 PM

#### The Top 10 List to Succeed in Business

Why do business owners keep making the same costly mistakes over and over again? Whether you have a partner, a manager, or you are running a business by yourself; we will be covering the top 10 common costly mistakes that created wishing you had known whether it is a new startup business, a remodel or expansion.

Ken Cassidy markets Business Education for the Beauty & Barbering Industry that shows how to run a successful business for employees and/or contract labor and how to be more profitable legally. He is a member of the Long Beach Chamber of Commerce, the Beauty and Barber Supply Institute, National Cosmetology Association, American Beauty Association, California Cosmetology Association, the Esthetics Manufacturers and Distributors Alliance, Professional Beauty Federation of California, is a lifetime member and has served on the Board of the Long Beach Hairdressers Guild Foundation.





#### LINDA BREWER **Brewer & Associates** Wednesday, Feb. 8 - 12:30 - 1:30 PM

#### Creating A Profit Center with Makeup

Stop letting revenue walk out your door to drugstores or department stores. Make sure you are servicing your client in everyway. In this informative workshop, learn how to make 20 sq. ft. of your spa the most profitable. Steps on how to set up from the beginning to insure success will be shared along with tips on how to turn current makeup areas not producing into profitability.

A revered pioneer in the spa industry, Linda Brewer founded one of the United States' first day spas in Florida. She began her training in electrolysis, aesthetics, makeup artistry, body therapy, Reiki, Therapeutic Touch, rehabilitative cosmetology and business management throughout Europe and the U.S. With more than twenty years of spa industry experience under her belt; Linda has evolved into an expert on spa operations and business management. Linda Brewer received the President's Award from the Florida Cosmetology Association for successful lobbying efforts and is a member of the International Medical Spa Association and a Day Spa Association Advisory Board



Member.

#### ERIKA MANGRUM latria Spas, Inc

Wednesday, Feb. 8 - 2:00 - 3:00 PM

#### Team Leadership For Spa Professionals

Many spa owners are not necessarily born leaders or motivators of others, particularly employees! What are some of the chief characteristics and skills of the effective manager or leader? How do you organize a group of willful individuals into an effective and content team? How do you keep from going crazy trying to please a demanding, ever-changing staff? Here's an opportunity to learn from one of the industry's true success stories! Now, you, too, can discover the essential tools that will help you turn chaos into cooperation.

Erika Mangrum opened latria Day Spas and Health Center in 1999 and serves as the firm's President.

As a recognized expert in the industry, Erika is a sought after speaker and mentor. She was profiled in the July issue of Entrepreneur Magazine and has been interviewed locally, regionally, and nationally by such publications as the Triangle Business Journal, News & Observer, Fortune Magazine, Health Magazine, SpaFinder, Pulse, American Spa, and Health. Erika was a keynote speaker at the International Salon and Spa Conference in Brazil

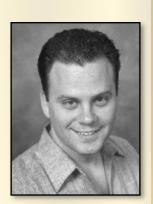
JOHN HARMS **HARMS Software** 

#### Wednesday, Feb. 8 - 2:00- 3:00 PM

#### Client Retention, Frequency Of Visit And Other Key Growth Indicators

John's passion for software development and systems goes far beyond the appointment book and register. Join John as he reviews the 6 growth indicators and shows you how pre-booking, client loyalty systems, and other methods can help your grow. See how small changes can mean large increases in revenue and productivity!

John Harm has been designing software in the Beauty Industry since 1987. His first system, Salon Solutions, propelled the industry forward in the 90s and brought electronic appointment books into the modern era. In 2004, John was the recipient of NJ Business Magazine's Top 40 Entrepreneurs Under the Age of 40 - "Top 40 Under 40". John's company, Harms Software, is also features in Business Week this year and on CNBC - Pulse on America.





#### **DOUGLAS PRESTON**

Preston Inc.

Wednesday, Feb. 8 - 3:30 - 4:30 PM

#### Professional Spa Consulting: How To Make It Your Next Career

Is a future in the lucrative and challenging field of spa consulting right for you? Here's a rare chance to find out what it takes to launch a successful career as a spa consultant in Preston's fascinating presentation. Learn what kind of consulting opportunities are available, where the best assignments are, and how to determine your service fees. Discover what it takes to sell what some perceived as expensive consulting services to price-wary prospects. This is a must-attend presentation for those looking to advance beyond spa management or desiring to break into a new career field.



MICHAEL BERESFORD Moor Spa

#### Wednesday, Feb. 8 - 3:30 - 4:30 PM

#### Creating A Real Profit Center In Wellness

The European origins of the spa concept are firmly rooted in Wellness. While spas in North America have moved towards a concept based more on sensory experience and relaxation, there is now a growing consumer demand to return towards the traditional wellness-based treatment approach. This presentation will show you how to effectively promote wellness-based treatments and products without making specific health claims, how to create alliances with both medical and alternative health practitioners in your area, how to select products and treatments that have genuine wellness applications, how to select the most effective wellness-oriented equipment for the minimum expenditure, and how to incorporate other wellness modalities into your spa program such as personal training, nutritional counseling, physical therapy etc.

Michael Beresford is the President and Founder of Moor Spa Inc. based in Vancouver, Canada. He has been an active participant and keen observer of trends in the spa industry for over 10 years. Michael has lectured extensively at spa industry events around the world, established complete cost-effective spa systems for small-to medium-sized health clubs and fitness centers throughout the USA, and created an innovative digital label printing system for custom branding of spa products. Michael has a BSc degree in Mathematics and Computer Science from the University of Reading in England. Moor Spa is a member of the Day Spa Association and ISPA and the preferred spa product vendor for CMS International - the world's largest consulting company in the Health Club industry.

## KEITH AND ANDRE WEST-HARRISON True Spa Consulting

Thursday, Feb. 9 - 9:00 - 9:30 AM

#### Spa Retailing From 0-60: How Our Sales Went Totally Crazy!

If you think that getting great and reliable retail performance from your spa team is hopeless—don't give up yet! Learn how two spa business newcomers found a retailing oasis in what had been a lifeless desert! With the right retailing system, some careful management, and motivating leadership you, too can unlock the incredible income power of your spa product business. Here's what we'll cover in our fun and lively presentation:

Understanding the spa experience:

- Why people spa
- How to ensure client return

What a spa sells:

- · Retail tie in with services
- Personal brand strategy

Retail Expectations:

- How most spas sell—NOT!
- Role of a Spa Professional and Spa Owner/Manager:
  - Supporting the sales effort
  - · In their own career development

Applying our system in your spa:

- DVD
- · Using client consultation forms
  - The system to sell
  - What is "selling"?



() )ffer your customers a rejuvenating sun-kissed glow with one of Magic Tan's all natural, aloe-enriched, moisturizing







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-Tyra Banks on the Tyra Banks Show

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#### JAYA SCHILLINGER

#### Thursday, Feb. 9 - 9:00 - 10:00 AM

#### Managing The 4 Personality Types: Insights Into Better Communication

Do you love the concept of developing a spa, but get frustrated and overwhelmed when it comes to managing your staff? To be a successful day spa manager, you must be able to communicate with team members whose styles may be completely different than your own. Not only is this essential to preventing misunderstandings and drama, but it allows you to harness the power of natural conflict and use it as the fuel for your success. In Managing the 4 Personality Types: Insights into Better Communication, coach Jaya Schillinger will teach you a leadership psychology method used by top management executives that you can use immediately with your day spa staff and coworkers. You will also gain greater insight into your own personality type, so that you know how to hire and delegate effectively, and free yourself up to do more of what you love.

#### ERIKA MANGRUM

latria Spas, Inc

Thursday, Feb. 9 - 10:30 - 11:30 AM

#### Day Spa Startup Decisions: Solo, Partnership, Licensee Or Franchise?

The dream is over: you know that you're ready to open and run your own day spa. But, what's the best course to take regarding ownership and structure? Erika Mangrum, President of latria Spa, Inc. will help you understand the risks and benefits of various spa business models and make it easier for you to choose your own path. If you are about to make this important decision be sure to attend this valuable presentation!

#### DOUGLAS PRESTON

Mind/Body Spa Services

Thursday, Feb. 9 - 10:30 - 11:30 AM

#### The Next Generation In Spa Wellness Programs

The latest and most important evolution in spa services now addresses the client's condition of mind as well as the body. Spas promise "a total escape" experience but, while face and body is directly treated, the clients' mind will drift where it will. How can we produce a more dramatic effect on the high stress and anxiety levels spa customers endure and manifest? Personally experience and learn how anyone can incorporate the safe and effective power of guided visualization into your classical spa treatments. Learn how your business can easily capture this emerging market and the valuable buzz it's generating. Presenter Douglas Preston developed this breakthrough spa service concept based on over 30 years of practice in clinical hypnotherapy. Don't miss this amazing demonstration!



GARY BEGLEY Phoenix Photonics

Thursday, Feb. 9 - 2:00 - 3:00 PM

#### Are Medical Spa Products & Services Right For Your Business?

Gary Begley will discuss the potential for adding high earning profit centers to your Day Spa. Actual selling prices, associated costs and potential profits will be examined. If you have considered adding Medical Spa products or services to your business or starting a new business in this industry, don't miss this informative talk.

Gary Begley has been a distinguished and prestigious figure in high technology medicine for decades and recognized for of his work as a pioneer in development of dermal laser procedures. Gary Begley is the

President, and founder, of Phoenix Photonics, Inc., a Medical Spa consulting firm. He is also a cofounder of the Institute for Medical Aesthetics, IMAj, and a National leader in the training of Medical Laser operators. He has definitive expertise as the developer of PhotoKinetic Therapy?, an innovative therapy utilizing laser technologies to remove vascular and melanin lesions such as spider veins. Mr. Begley participates in trade conferences and events on current techniques in laser treatment with groups such as: ASLMS (American Society for Lasers in Medicine and Surgery), SPIE (the International Society for Optical Engineering), and LIA (Laser Institute of America) presentations.

#### Key points:

- 1. Description of the Medical Spa market
- 2. History and development of the Medical Spa market
- 3. Annual growth over past years and forecast
- 4. Common products and services
- 5. Equipment types needed and associated costs
- 6. Retail Market prices
- 7. Profit Center analysis
- 8. Common high risk areas to avoid



JOHN HARMS HARMS Software Thursday, Feb. 9 - 2:00 - 3:00 PM

#### Computerized Marketing and Client Loyalty Systems

Today's computer software programs need to help you grow and increase key metrics like retention, frequency of visit, and productivity. Client Loyalty systems are designed to do just that. John reviews how loyalty systems shouldn't be simple X points for every dollar spent in service or retail... They should INFLUENCE client behavior and lead to growth. Using email and Internet are also briefly covered in this presentation.





ALLAN SHARE
New Life Systems
Wednesday, Feb. 8 - 2:00 - 3:00 PM
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Esthetics and Spa Convention. Allan Share and New Life Systems are members of The Day Spa Association, International Spa Association, National Federation of Independent Business, SPATRADE and AMTA.

MICHAEL A. HERION MD, FACS

Thursday, Feb. 9 - 3:30 - 4:30 PM

#### Adding Medical Spa Products & Services To Your Business Successfully



To be successful in the Medical Spa business you need to provide quality services, control your equipment costs and stay out of court. Dr. Herion will discuss how to successfully accomplish these goals.

Dr. Michael Herion is the Director of the Institute for Medical Aesthetics, IMAj located in Scottsdale, Arizona. IMAj is the leading training center in the state of AZ. Dr. Herion is also a VP of Phoenix Photonix, Inc. a Medical Spa consulting firm. His understanding of the technical aspects of the Medical Spa business is unsurpassed.

#### Key points:

- Setting up your Medical Spa to protect your business, staff and Clients
- Why invest in training your staff?
- Laser Safety Officer
- · Risks associated with laser/IPL and IL services
- · Risks associated with injectable products
- Risks associated with Photodynamic Therapy
- The need for accurate records and documentation
- Dealing with problems associated with treatments
- Quality Assurance Program



#### MARY BLACKMON

Spa-Addicts.com

Thursday, Feb. 9 - 3:30 - 4:30 PM

#### Marketing Tips For Your Website-increase Both Your On And Offline Business!

How do you make the most of your web-based marketing opportunity? Is it enough just to get something for potentials customers to look at? Can a website actually work against your business? Here's a chance to discover the true potential and power of this newest of promotional and sales tools from a leading expert in spa marketing strategies! We'll examine:

- An overview of website usage—guess who the power users are?
- · Your website: Your new reception desk!
- The webmaster—your new best friend
- Save a tree: E-newsletters, SPAM rules, and tips for direct marketing to your clients.
- Attract new clients—banners, search engines, directories, link shares, and more!

Mary Blackmon is Founder and CEO of Spa-Addicts.com. Mary has quickly become a spa authority on trends and techniques. Mary launched Spa-Addicts.com in January of 2003, after a fourteen-year career as a leading advertising and marketing executive for distinguished publishing houses and Internet companies, including WIRED, Walt Disney Internet and Vivendi-Universal Internet.





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## the day spa expo business forum



The most comprehensive & invaluable business education & information resource ever presented for day spas

The Day Spa Expo proudly presents a series of high-powered group discussion forums for spa owners, managers, and interested professionals. A leading spa expert on the roundtable topic of focus will moderate each session. This is an excellent opportunity to sharpen your management skill and find answers your burning business questions! Each roundtable is 2-2.5 hours in length with a15-minute break.

You are encouraged to bring your own important management questions for roundtable discussions.

#### DSE / DSA Business Forum - Roundtable Sessions

#### Roundtable 1:

Tuesday, February 7 - 2:00 - 4:30 PM

### Key Operational Challenges of the Day Spa Director and Manager: with Java Schillinger

Spa directors and managers face ever-growing employee, quality control, and organizational demands. This forum will help you address and explore solutions for these and numerous other top management responsibilities.

#### Featured topics:

- · Effective leadership and communication
- Employee recruitment
- Front desk performance
- Customer service and quality control
- · Personal time management and task prioritizing

#### Jaya Schillinger

Jaya Schillinger, is a small business coach with over 20 years of management & technical experience in the fields of beauty, alternative health, and personal development. She is a member of the International Coach Federation and The Day Spa Association.

#### Roundtable 2:

Wednesday, February 8 - 12:30 - 2:30 PM



#### Day Spa Management: Pathways to Profitability: with Douglas Preston

It's much easier to open a day spa than it is to yield a profit from one! Successful former day spa owner and current top industry business consultant Douglas Preston will help you identify your best profiterning opportunities and the most common obstacles preventing a positive bottom line.

#### Featured topics:

- Finding undiscovered income opportunities
- Retail sales: volume + profit margins + brand equity=success
- Service pricing: are yours needlessly low or foolishly high?
- Service selection: what makes money and what wastes it
- · Packaged spa programs: a smart way to increase their value to you

#### **Douglas Preston**

Douglas Preston is President of Preston Inc., an internationally recognized spa and salon consulting company. He is the former co-owner of the award winning Preston Wynne Day Spas that served as a laboratory for developing his company's breakthrough business management techniques. Preston has served on the day spa committee of I/SPA, and is an active member of the Day Spa Association. He is also a past President of Aesthetics International Association, and is an editorial advisor/writer for several spa industry publications. A CNN and Forbes article on day spa business featured an interview with Preston.





#### DSE / DSA Business Forum - Roundtable Sessions

#### Roundtable 3:

Wednesday, February 8 - 2:30 - 4:30 PM

#### Starting Up A New Day Spa (The ABCs of A Smart Plan) with: Skip Williams

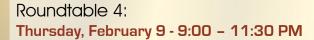
There are literally thousands of tasks involved in opening a new Spa. How do you approach the overwhelming job of a Spa opening? "Just like eating an elephant baby, one bite at a time!"

Skip Williams breaks the daunting job into digestible pieces and prioritizes those tasks so that more of your time is spent on the important tasks and you do not get bogged down in the small stuff.

Mr. Williams will discuss what you need to know and how it will affect the profitability of your business. Come build the "Blueprint to Your Success."

#### Skip Williams

Skip Williams Author of "The Reluctant Spa Director and the Mission Dream," is a recognized speaker and author in the spa arena, with over twelve (12) years of experience in the Management, Financial Development & Operational fields, mostly in the Spa and Hospitality Industry as Spa Director, Controller and Business project Consultant. Presently he sits on the Advisory Board for The Day Spa Association and is the Vice President in charge of Spa Development for Resources & Development.





#### Day Spa Marketing Strategies: with Janet D'Angelo

How to effectively market a day spa is one of the most important questions for any spa owner, manager or operator. Here is an opportunity to learn from a top industry leader in spa marketing and public relations!

#### Featured topics:

- Developing a Marketing Plan you can't plant your seeds today and expect to harvest tomorrow.
- The Promotion Mix Direct Mail, Advertising, Public Relations, Publicity, Promotions, Personal Selling what is the right marketing mix for my spa and budget?
- Advertising Newspapers, Magazines, Radio, Television, Direct Mail, Websites, E-Mail how to get the most value from your advertising dollar.
- Public Relations Attracting the right media attention to your spa.
- Personal Selling What you need to know to get your staff to sell
- Customer Service The real truth about client retention.
- Networking Using your personal power
- Newsletters Creating a winning format (that doesn't takes weeks and months to produce)

Janet M. D'Angelo

Janet M. D'Angelo is President of J.Angel Communications, LLC, a Marketing & Public Relations firm specializing in the health, beauty and wellness industry. Ms. D'Angelo holds a Master's Degree in Education and is also a licensed Aesthetician with more than 20 years of experience in the beauty business. She is the author of Spa Business Strategies: A Plan for Success..







#### DSE / DSA Business Forum - Roundtable Sessions

#### Roundtable 5:

Thursday, February 9 - 2:00 - 4:30 PM

#### Employee Training and Team Motivation: with Zahira J. Coll

Employee retention and quality performance are heavily dependent upon skilled training programs and inspiring leadership.

#### Featured topics:

- Effective communication techniques and their effect on the adult learner.
- Proven techniques in how to create and deliver fun, educational training programs in your spa.
- Recognition and Motivation programs that will reduce your employee turnover, increase employee loyalty and enhance your work environment.

#### Ms. Zahira J. Coll

Ms. Zahira J. Coll has over 14 years experience in the Hospitality Industry. A Consultant, Business Owner and Hospitality Industry professional with experience in start-up operations, such as Hotels, Spas, Casinos and Retail. Ms. Coll founded Resources & Development® in 1994 with the purpose of assisting start-up Operations and to provide coaching, support and consulting services. Ms. Coll is a member of the Society for Human Resource Management, ISPA and Day Spa Association.

We would like to thank you for attending the Day Spa Expo & Business Forum. We are committed to bringing you the most comprehensive and vital business information and educational tools to assist you in your business.

Please look for a post show survey where you will be able to give us your input on what topics are the most important to you and your business so we can address those at upcoming events.









Visit our booth at the Day Spa Expo!
February 8-9, 2006 in Las Vegas Booth P1



## Spa Consultant Career Training:

## Your ticket to an exciting and lucrative future!

## The Spa Business Improvement Consultant

Are you considering a career in the fascinating and fast-growing field of spa business and management consulting, or looking to improve your present practice? This first-of-its kind three-part series of career training workshops will help you begin and succeed in this exciting and lucrative profession. You'll learn from a seasoned team of spa consultants with a track record of success, and even participate in the evaluation of a real working spa business. Many consultants earn comfortable six-figure incomes while working on their own. Find out if this remarkable and challenging career is right for you!

The Preston Program concentrates on business improvement strategies—helping new, well-established, or even planned spas discover how to increase their success potential. Very different from spa startup consulting, our dynamic program teaches you what it takes to rehabilitate failing spa businesses and to find more profits in those that are already stable and growing.



This is a *rare* opportunity to learn from some of the best in spa consulting profession. Don't miss this chance to make a wise investment in yourself and your career!

Mark your calendars! Next dates for program I: March 5-8, 2006

visit www.prestoninc.net for a complete listing of 2006 course dates

sponsored by:







### Topics we'll cover in over the course of our 3-part series:

- Spa consulting as a career and experience
- Spa consulting career aptitude test
- Understanding today's day spa challenges
- Anatomy of the day spa owner and potential consulting client
- Types of business improvement consulting assignments
- Typical operational and managerial problems of day spas
- Evaluating a prospective consulting client
- Selling the business "cure"
- How to find client prospects
- Peripheral opportunities that maximize your consulting career
- The spa consultant's "tool kit" consulting methods
- Finding undiscovered money and reducing operating expenses
- Employee programs
- Marketing strategies for the cash-poor business operator
- Case Studies
- Group Solutions Workshop

#### What others are saying:

"From the moment the course introduction began I realized the information to follow would be valuable to my current career. Through language that was easy to understand and in a very comfortable environment I learned how to improve my own spa business. I will also use the information to the benefit of my future clients. I was amazed at how simple and easy to follow the class text and support material was. I highly recommend Douglas Preston's courses as a means to improve and expand one's spa career and consulting client base."

Andre West-Harrison Spa Owner/Business Consultant

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## 2006

## Exhibitor Listing by Booth Number

The Day Spa Association	101	The Spa Secret	310	Stacey Gail - Dead Sea Collection	511
Kryolan Corp.	102	Aztec Secret Health & Beauty, Ltd.	312	Microplane Personal Care	512
LightWandZ International Inc.	105	Coyle Hospitality Group	313	Einstein Medical	513
Biofreeze/Performance Health, Inc.	106	Sel & Mer	315	Pure and Simple, Inc.	515
Pharmanex	107	H-E-A-T Inc. Spa-Kur Therapy	318	Dragonfly	518
Arthrocare Visage	108	European Touch	319	Phytobiodermie	519
BodySense	109	TeleVox Software, Inc	320	Dynamic Diode Light	521
Clear Mind Center	110	Physiodermie {Methode} Europe Lab Inc.	321	Innovative Body Science, Inc.	522
Sharq Importers	111	Equibal / Nufree	322	Les Fontaines Parfumée Intl.	523
Mark Enterprises, Inc.	113	Revitalight/HandSpa	324	beautyAddicts	524
Lightwave Technologies	114	Night Grey Enterprise, LLC	325	Jen Morgan Co.	527
Secret Nail & Beauty Supply	115	Prescriptive Music	327	Pure Inventions	500
Max Pack	118	Pure Fruit Technologies	330	MindBody Online	531
Caro' Skin Care Solutions	119	SunFX	331	Herbal Works Inc.	537
Fitness and Wellness Insurance	121	SpaBoom	332	Infinity Sun	600
Body Crystal	123	Muse Massage	335	Candela	602
A Major Difference	125	PLH Products / Health Mate	336	Wellness Capital Management	604
Cosmopro West Inc.	126	Fleurs De France	337	Sobagara Enterprises	605
LaFleur Skin Care	127	Ready Care Industries	400	Spa Source International	606
Ventura Tan	131	Qosmedix	401	Universal Companies, Inc.	607
Gio Pelle Inc.	132	PMT® / Permark®	404	Power Plate/LK Enterprises	610
Bella Spa Skin & Nail	137	Spa De Soleil Private Label	405	Crystal Clear USA	612
Light Impact (USA) LLC	201	Bellaire Industry	406	Soylicious Candles	613
Tracy Naturals Nail Care	204	Youthful Light, LLC	407	Micro Touch, Inc.	614
Xela Aromasticks	205	Emu Dundee	408	Magazine Service Outlet	618
Karmen Products Company	206	Iredale Mineral Cosmetics	409	Aqua Massage International	619
Niko Cosmetics Inc.	207	CureLight	410	Zeno by Tyrell, Inc.	620
XanGo	208	Exotic Recovery Fragrances	413	Arrowhead Healthworks	621
Well-In-Hand Vegan Herbal Care	209	Ree've Lab	414	Japonesque Professional Makeup Supplies	622
The Comphy Co.	210	Nordic Care	418	Rightway Enterprises LLC	623
Derma LT®	211	Hay House Lifestyles	419	Phoenix Photonix	624
Institute for Skin Sciences, Edimi	212	Marine Agency Insurance	420	Colorevolution	625
Everything Fragrant	213	TerraNova/Nectarine	422	B & S Beauty Supply (CA) Inc.	626
Nicer	214	Dropwise Essentials	423	AquaPulse	630
Rena Levi Skin Care	218	Soulage Therapy Solutions, Inc.	424	Spa Revolutions	631
Synergie by Dynatronics	219	Edge Systems Corporation	425	Beauties City Supplies Inc.	700
TanTowel, Inc.	220	H20 Massage Systems	426	Sun Laboratories	704
NewApeel Skin Care Co.	221	ProSolutions Software, Inc.	430	Pivotal Payments	706
Issimo International	223	Spa-Addicts.Com	431	Spa® Management	708
Neaclear	225	AromaVera	432	DTech POS Software	710
Home Spa Organics	226	Oxygen Experience	433	Aromaland, Inc.	712
TH.Stone	231	Liability Insurance Solutions, Inc.	434	Salon Solatte C/O Chase Products Co.	718
LPG One, Inc.	233	VitaMedica, Inc.	435	The Knot/The Nest	719
Wellbox	237	Anew International	436	Associated Bodywork & Massage Professiona	
Dynaflex International	300	Soliton Lasers	437	Nayer Kazemi Water Art	722
Rene Furterer	301	Platinum Health Products	501	Tropical Sun International	724
M'Lis Company	303	Cardservice International	503	Aquarius Water Company	730
Dermocell USA, Inc	304	Millennium by Harms Software	504	Myotonology Inc.	P1
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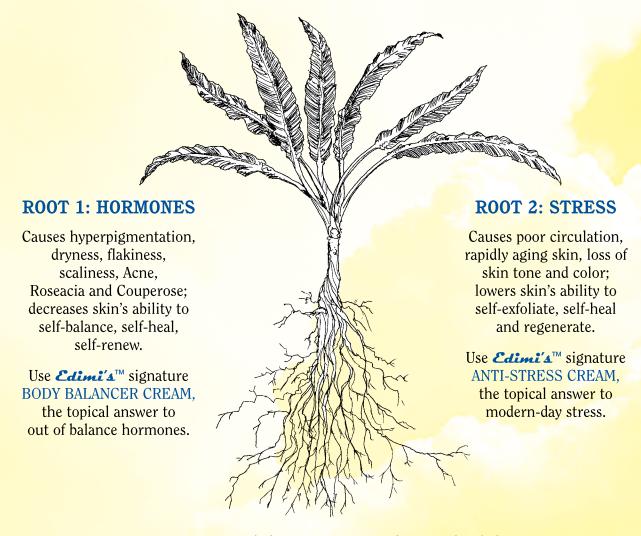
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#### www.edimi.com

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#### www.nectarine.biz

TerraNova branded bath, body and fragrance products with 14 collections. Nectarine private label bath, body and fragrance products for the spa, resort, retail and backbar.

#### **TH.Stone** - (Booth 231)

4521 N. Dixie Hwy. - Boca Raton, FL 33431 561-361-3966 • Fax: 561-361-3965

#### www.thstone.com

TH.Stone is a leader in providing high-quality, natural stones and related products for use in stone massage.

#### **Tracy Naturals Nail Care** - (Booth 204)

25876 The Old Road #296 - Valencia, CA 91381

800-862-7984 • Fax: 800-862-7985

#### www.tracynaturals.com

Nourishing Natural 3-Step Manicure increases the flexibility and strength of natural nails. The result is stronger, longer lasting nails with a natural, clean and soft white free edge!

#### Tropical Sun International - (Booth 724)

815 Laurel Ave. - Adel, GA 31620 229-896-4142 • Fax: 229-896-2054

www.cellulitebike.com

#### **Universal Companies, Inc**. - (Booth 607)

18260 Oak Park Dr. - Abingdon, VA 24210 800-558-5571 • Fax: 800-273-7199

www.universalcompanies.com Established in 1982, Universal Companies, Inc. is a leading international distributor of products, equipment, and supplies to spas and skincare professionals. In recent years, our focus has expanded to include the medical spa and medical industries.

#### **US BioTek Laboratories** - (Booth 308)

13500 Linden Ave. North - Seattle, WA 98133 877-318-8728 • Fax: 206-363-8790

#### www.usbiotek.com

US BioTek Laboratories is a fully licensed medical laboratory now making Food Sensitivity Testing accessible, affordable, and reliable for you and your Day Spa clientele.

#### VitaMedica Inc. - (Booth 435)

1140 Highland Ave., Suite 196 - Manhattan Beach, CA 90266 888-367-8605 • Fax: 310-374-2128

#### www.vitamedica.com

Since 1997, VitaMedica has been the leading provider of pharmaceutical-grade nutraceuticals to health care professionals, providing natural solutions for healing, wellness, age management and specific health conditions.

#### Well-In-Hand Vegan Herbal Care - (Booth 209)

PO Box 1200 - Forest, VA 24551-1200 434-534-6050 • Fax: 434-534-6040

#### www.wellinhand.com

Natural, certified vegan medicinals applied topically for acne, bleeding, warts, yeast, insomnia, pain, itching, inflammation, fungal nails, deodorants and bath products.

#### Wellbox - (Booth 237)

801 Brickell Ave., Suite 850 - Miami, FL 33131 305-379-8800 • Fax: 305-375-0903

#### www.wellbox.com

Wellbox. The Body Optimizer, the first in-home, anti-cellulite technology that increases microcirculation, improves muscle relaxation, and with regular use gives one a feeling of wellbeing from head to toe.

#### Wellness Capital Management - (Booth 604)

16500 NE 28th St. - Bellevue, WA 98008 888-727-5489 • Fax: 425-867-3274

#### www.wellnesscapital.com

Wellness Capital Management provides comprehensive cash flow, financial strategies and capital funding services to Day Spa and Medical Spa owners, and all businesses in the wellness industry.

#### Wendy Cosmetics - (Booth 506)

PO Box 668 - North Olmsted, OH 44070 440-935-0536 • Fax: 440-756-0149

#### www.wendycosmetics.com

Cosmetic line utilizing a beautiful neutral color pallet, designed specifically for the maturing woman. Packaged for resale by day spas and salons. Training / Consulting services available.

XanGo - (Booth 208)

21163 Newport Coast Dr. #117 - Newport Coast, CA 92657 949-644-4772 • Fax: 949-644-1622

www.spajuice.com/jason.htm

XanGo is the most incredible tasting health and wellness drink ever created. XanGo is a patented one-of-a-kind product that is now the #1 selling health and wellness product in the world today. The exclusive Peninsula Hotel & Beverly Hills Spa has been offering XanGo to their clients with HUGE success.

#### Xela Aromasticks - (Booth 205)

4645 N. Central Expressway, Suite 300 - Dallas, TX 75205 718-840-9949 • Fax: 214-220-2770

www.xelaaromasticks.com

Xela Aromasticks reed diffusers are the fresh alternative to candles, incense or chemical air fresheners.

#### Youthful Light, LLC - (Booth 407)

5570 3rd Ave. - Key West, FL 33040 877-443-4496 • Fax: 305-294-7207

www.youthfullight.com

The first at home skin care system with exclusively enhanced laser technology. The Nulase skin care system is a dynamic combination for beautiful skin.

#### **Zeno by Tyrell, Inc.** - (Booth 620)

515 West Greens Rd., Suite 725 - Houston, TX 77067 281-453-1406 • Fax: 281-880-6702

www.myzeno.com

Zeno is a clinically proven, FDA cleared OTC Class II medical device developed to reduce and resolve 86% of acne lesions within 24 hours.



"We would like to thank you for attending the Day Spa Expo & Business Forum. We are committed to bringing you the most comprehensive and vital business information and educational tools to assist you in your business."

Please look for a post show survey where you will be able to give us your input on what topics are the most important to you and your business so we can address those at upcoming events.



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#### **Charles Marotto**

Director, Sales

www.pivotalpayments.com













February 20 - 22, 2007

Mandalay Bay Convention Center Las Vegas, Nevada

The 2 Annual Day Spa Expo is scheduled for February 20-22, 2007 at the Mandalay Bay Convention Center in Las Vegas Nevada. Whether you are looking for FOH retail products & vendors for every category of goods, BOH supplies & vendors, equipment, or business services, youwill find it all at *Day Spa Expo*.

Running concurrently is a dynamic Day Spa Business Forum presented by the Day Spa Association This Business Forum will cover important topics such as revenue and profit strategies, expert marketing ideas and employee compensation programs. Whether you're currently looking to expand and build your business or looking for quality sources for your Day Spa, don't miss this unique opportunity to be a part of this exciting event.

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