


Logistics and Agenda

 Global Spa Summit 2008 - Agenda

Anne McCall Wilson, Vice President Spas, Fairmont Raffles Hotels International Inc., Canada

Format: A variety of interactive sessions are on the Summit agenda. They include Panel-led Discussions, All-Delegate General Sessions, Small Group Breakout Sessions and Hosted Dining Conversations. Efforts are made to assure that all attendees participate at whatever level they choose: observer, speaker, panelist, contributor, questioner or table host.

Interpretation Services: Interpreters will be made available for groups upon request. Please notify us of your specific language request in your online registration questionnaire.

Dress code: International Standard Business Attire is recommended for all Summit sessions. For social events and dining in New York, delegates may dress in Business Casual.

Sunday, May 18th

3:00pm - 6:00pm

Hotel Check-in

1:00pm - 6:00pm

Conference Check-in & Registration

3:00pm - 4:00pm

Logistics and Audio/Visual Meeting

Speakers, Panel Leaders, Panelists and Contributors

5:30pm - 6:45pm

Networking Cocktail Reception

6:45pm - 7:00pm

Welcome

7:00pm - 8:00pm

Get acquainted Dinner with all delegates

With sincere thanks to our cocktail reception and welcome dinner sponsor: TECHNOGYM Please thank them for their invaluable partnership with the Global Spa Summit

8:00pm - 8:10pm

At a Glance

Sneak Peek at the first ever Global Spa Economy Report

Ophelia Yeung, Director, Economics Program and **Katherine L. Johnston**, Senior Economist, Economics Program; SRI International (founded as the Stanford Research Institute), Washington DC

8:15pm - 9:00pm

General Session

Getting to know one another

One Big Mistake I've made... and What I've learned

Panel Leader: **Pete Ellis**, Chairman & CEO, SpaFinder, Inc., New York

Panelists: **Global Spa Summit Board Members**

9:00pm - 11:00pm

Continue the conversation

Join fellow delegates for no-host cocktails following dinner

Monday, May 19th

6:30am - 8:00am

Breakfast

8:00am - 8:30am

Welcome

READY, SET, VOTE! TAKING THE INDUSTRY'S PULSE IN REAL TIME MEET MONDAY'S
SPEAKERS AND MODERATORS

8:30am - 9:15am

GENERAL SESSION

THE GLOBAL SPA ECONOMY REPORT: GROUNDBREAKING RESEARCH FINDINGS

Ophelia Yeung, Director, Economics Program and **Katherine L. Johnston**, Senior Economist, Economics Program; SRI International, Washington DC

With sincere thanks to our research report sponsors: FAIRMONT RAFFLES HOTELS INTERNATIONAL, MURAD, RAISON D'ETRE, SPAFINDER, SPATILITY, STEINER LEISURE
Please thank them for their invaluable support in making this research possible

9:15am - 9:30am

Q&A

9:30am - 10:15am

General Session: FOCUS ON THE FUTURE

NEXT GENERATION TECHNOLOGY MEETS THE SPA AND WELLNESS INDUSTRY

Panel Leader: **Philip Wolf**, CEO, PhoCusWright, Inc., Connecticut

Panelists:

1. **Dr. Marc Cohen**, Professor of Complementary Medicine, RMIT University, Australia
2. **Dr. Dan Cosgrove**, Medical Doctor, Wellmax Center for Preventive Medicine, California
3. **Doug Chambers**, Principal, Blu Spas Inc., California
4. **Larry Donahue**, COO & Corporate Counsel, SpaBoom, New Mexico
5. **Phil Terry**, CEO, Creative Good, New York

10:15am - 10:45am

Networking Break

10:45am - 11:30am

General Session

ASIA PACIFIC ROARS! THE LATEST SPA RESEARCH DATA AND PREDICTIONS FOR AUSTRALIA, CHINA, INDIA, INDONESIA, JAPAN, MALAYSIA, **PHILIPPINES** AND THAILAND

Panel Leader: **Ingo Schweder**, Managing Director, Spatality Inc., Colorado, Germany and Thailand

Panelists:

1. **Jeff Matthews**, President & COO, Mandara Spa, Indonesia
2. **Joy Menzies**, Managing Director, Chiva-Som, Thailand
3. **Shirin Navab**, Regional Director Japan, Spatality, Japan/Germany
4. **Samir Patel**, Vice President - Spa Operations & Development, Taj Hotels and Resorts, India

Contributors:

1. **Yoriko Soma**, Director, SpaFinder Japan, Japan
2. **Mark Wuttke**, Principal, the Wuttke Group, Georgia

11:30am - 12:15am

General Session

EUROPE AT THE CROSSROADS: NEED-TO-KNOW SPA TRENDS IN FRANCE, GERMANY, ITALY, SPAIN AND THE UNITED KINGDOM

Panel Leader: **Victoria Fuller**, Founder and Director, Travel PRCo, United Kingdom

Panelists:

1. **Barbara Gavazzoli**, International Director of Marketing & Education, [comfort Zone], Italy
2. **Geraldine Howard**, President, Aromatherapy Associates, United Kingdom
3. **Alain Masazza**, Director of Operations, LeSpa International, Accor Thalassa, France
4. **Dagmar Rizzato**, CEO, Rizzato Spa Consulting, Germany
5. **Egli Stamatiou**, Corporate Spa Manager, Hospes Hotels & Moments, Spain
6. **Kevin Turnbull**, Chief Executive, SpaFinder Europe, United Kingdom

12:15pm - 1:00pm

General Session

THE INVESTMENT POTENTIAL: WHERE ARE THE RISKS AND REWARDS?

Panel Leader: **Richard Dusseau**, CEO, Spatality, Colorado

Panelists:

1. **Byron Carlock**, President & CEO, CNL Income Corp., Texas
2. **Neil Jacobs**, President, Starwood Capital, Connecticut
3. **Manav Thadani**, Managing Director, HVS Hospitality Services, India

1:00pm - 2:10pm

LUNCH

With sincere thanks to our lunch sponsor: PEVONIA INTERNATIONAL Please thank them for their invaluable support of the Global Spa Summit

2:15pm - 2:45pm

KEYNOTE SPEAKER: IAN SCHRAGER
SETTING TRENDS - WHAT'S NEXT FOR SPAS?

[Ian Schrage](#), Chairman and Chief Executive Officer, Ian Schrage Company, New York

2:45pm - 2:55pm

Q&A

3:00pm - 3:20pm

General Session
THE WELLNESS LIFESTYLE AND OUR SHARED SOCIAL RESPONSIBILITY

Nerio Alessandri, President and Founder, Technogym, Italy

3:20pm - 3:45pm

Networking Break

3:45pm - 5:00pm

Session 1

Concurrent Breakout Session: Panel and Discussion
THE DEMAND FOR TALENT: NAVIGATING THIS CHALLENGE!

Panel Leader: **Kenneth Greger**, CEO and Managing Director, Greger/Peterson Associates, Inc., Oregon
Panelists:

1. **Mary-Elizabeth Gifford**, Creative Director and VP Global Brand Communications, Jurlique, Washington DC
2. **Wolf Hengst**, President & CEO, Amala Consulting and Holdings, New York

3. **Christopher Norton**, Director of Marketing and Communications, Ecole Hoteliere De Lausanne, Switzerland
4. **Vanessa Stoessel**, Student, Ecole hôtelière Lausanne (EHL), Switzerland

Contributors:

1. **Catherine Brilliantes-Turvill**, President, Spa Professionals International Development Center, Philippines
2. **Neil Jacobs**, President, Starwood Capital Hotel Group, Connecticut
3. **Angela Jeantet**, Associate Director - Business & Management Department, UC Irvine Extension, California
4. **Jack Morrison, Managing Director**, Elmcrest College, Canada
5. **Professor Mary Tabacchi**, Associate Professor, Cornell University, New York

Session 2

Concurrent Breakout Session: Panel and Discussion

DESIGNING, CREATING AND MAINTAINING A ♦SOULFUL♦ SPA

Panel Leader: **Robert Henry**, Principal, Robert D. Henry Architects, New York

Panelists:

1. **Roberto Arjona**, General Manager, Rancho La Puerta, Mexico
2. **Kirk Pederson**, VP of Hospitality Asset Management, Morgan Stanley, California
3. **Ellen Sackoff**, Principal, Cornelia, New York
4. **Judith Wendell**, Founder, Sacred Currents, New York

Contributors:

1. **Clodagh**, Chief Executive Officer, Clodagh Design, New York
2. **Allan and Tanya Whewey**, Co-Chairmen, Whewey Lifestyle International, United Kingdom

Session 3

BOARDROOM ROUNDTABLE DISCUSSION

Spa and real Estate Trends

Discussion Leader: **John Vanderslice**, CEO, Miraval, Arizona

5:00pm - 7:00pm

Free Time

7:00pm - 8:00pm

Cocktail Reception at Remi Restaurant, on W. 53rd Street

With sincere thanks to our cocktail party sponsor: CNL LIFESTYLE COMPANY, LLC. Please thank

them for their invaluable support of the Global Spa Summit

8:00pm

NEW YORK DINE-OUT WITH DELEGATES AND SPOUSES AT REMI

Lauded ♦ Best Italian Restaurant ♦ by New York Magazine Food Critic, Gael Greene

Tuesday, May 20th

7:00am - 8:00am

Breakfast

8:00am - 8:15am

Ready, set, vote!

MEET TUESDAY ♦ S SPEAKERS AND MODERATORS

8:15am - 9:00am

General Session

NORTH AMERICAN SPAs: MAKING SENSE OF THE DATA
CANADA AND THE UNITED STATES

Panel Leader: **Mia Kyricos**, Director, Spa Development, Operations & Marketing; Starwood Hotels & Resorts, New York

Panelists:

1. **Sharilyn Abbajay**, Treasurer, ISPA, Kentucky
2. **John Fox**, Senior Vice President, PKF Consulting, New York
3. **Donna Holtom**, President, Leading Spas of Canada, Canada

9:00am - 9:45am

General Session

RICH MOSAIC OF THE LATIN AMERICAN SPA INDUSTRY ARGENTINA, BRAZIL, CENTRAL AMERICA, CHILE, AND MEXICO

Panel Leader: **Alfredo A. Carvajal (Chile)**, Vice President, Spa & Hospitality Development, Sanijet Corporation, Florida

Panelists:

1. **Carlos Gosselin**, Owner, Paraiso de la Bonita Resort & Thalasso, Mexico
2. **Diane Mestre**, Owner, Mestre & Mestre Spa Development, Mexico
3. **Paula Rey**, Principal, PR Spa Consulting, Argentina
4. **Isabel Santandreu**, Spa Director and Consultant, Excellence Luxury Resorts, Spain/Latin America
5. **Egli Stamatiou**, Corporate Spa Manager, Hospes Hotels & Moments, Spain

9:45am - 10:15am

KEYNOTE SPEAKER: RICHARD CARMONA, M.D., M.P.H., FACS 17th U.S SURGEON GENERAL (2002-2006)

PREVENTION AND GLOBAL HEALTH - THE VITAL ROLE OF SPAS

[Dr. Richard Carmona](#), 17th U.S. Surgeon General (2002-2006) and Vice Chairman, Canyon Ranch, Arizona

10:15am - 10:25am

Q&A

10:25am - 11:10am

General Session

THE BENCHMARKING DEBATE ♦ REACHING AN INDUSTRY CONSENSUS

Moderator: **Anne McCall Wilson**, Vice President Spas, Fairmont Raffles Hotels International, Inc., Canada
Panelists:

1. **Jan Freitag**, Vice President, Global Development; Smith Travel Research, Tennessee
2. **Andrew Gibson**, Group Director of Spa, the Mandarin Oriental Hotel Group, Hong Kong
3. **Neil Jacobs**, President, Starwood Capital Hotel Group, Connecticut
4. **Judy Singer**, President & Co-Owner, Health Fitness Dynamics, Inc., Florida

11.15am - 11:45am

Networking Break

11:45am - 1:00pm

Session 1

Concurrent Breakout Session: Panel and Discussion

DEAL MAKERS SHARE THEIR STORIES AND GIVE ADVICE ON RAISING CAPITAL

Panel Leader: **Pete Ellis**, Chairman & CEO, SpaFinder, Inc., New York

Panelists:

1. **John Buckingham**, Founder and President, Solana Med Spas, California
2. **Tom Gottleib**, Managing Partner, Geolo Capital, California
3. **Susan Harmsworth**, Founder, ESPA International, United Kingdom
4. **Leonard Fluxman**, President and CEO, Steiner Leisure, Florida
5. **Philippe Hennessy**, President and CEO, Pevonia Botanica, Florida

Session 2

Concurrent Breakout Session: Panel and Discussion

REMARKABLE IDEAS TO MEET THE DEMAND FOR SUSTAINABILITY

Panel Leader: **Dr. Marc Cohen**, Professor of Complementary Medicine, RMIT University and President, Australian Integrative Medicine Association, Australia

Panelists:

1. **Ute Luebe**, Co-Founder, Primavera Life, Germany
2. **Ted Ning**, Director, LOHAS, Colorado
3. **Sonu Shivdasani**, Chairman and CEO, Six Senses, Thailand

Contributors:

1. **Marci Zaroff**, President, Under the Canopy, Florida
2. **Mark Wuttke**, Principal, the Wuttke Group and Board Member, Green Spa Network, United

States/Australia

Session 3

BOARDROOM ROUNDTABLE DISCUSSION

SEEING AN HONEST REFLECTION OF MY BRAND (Guts required)

Session 4

GLOBAL SPA ECONOMY REPORT

Ophelia Yeung, Director, Economics Program and **Katherine L. Johnston**, Senior Economist, Economics Program; SRI International (founded as the Stanford Research Institute), Washington DC

1:00pm - 2:00pm

Lunch

2:00pm - 2:30pm

General Session

Global Trends in Wellness

Professor Gerry Bodeker, Editor-in-Chief, WHO Global Atlas on Traditional, Complementary & Alternative Medicine; University of Oxford Medical School, United Kingdom; and School of Public Health, Columbia University, New York

2:30pm - 2:40pm

Discussion

2:40pm - 3:25pm

General Session

NEWER SPA MARKETS WITH UNIQUE FEATURES YOU SHOULD KNOW: EASTERN EUROPE, RUSSIA, SCANDANIVIA AND AFRICA

Moderator: **Anna Bjurstam**, Managing Director, Raison d'Etre, Sweden

Panelists:

1. **Welf Ebeling**, Executive VP & COO, the Leading Hotels of the World, New York
2. **Kerstin Florian**, President, Kerstin Florian International, United States/Sweden
3. **Geraldine Mitton**, Corporate Spa Director, San Aquam Holdings, South Africa
4. **Stanimir Stankov**, Chairman, National Association for Spa & Wellness Tourism, Bulgaria
5. **Nina Tsymbal**, Spa Consultant, Russia

Contributors:

1. **Jean-Paul Blissett**, Managing Director, Syntax, United Kingdom

3:25pm - 4:10pm

General Session

THE MIDDLE EASTERN SPA INDUSTRY: ON THE THRESHOLD OF CHANGE BAHRAIN, OMAN, SAUDI ARABIA AND THE UNITED ARAB EMIRATES (UAE)

Panel Leader: **Anni Hood**, Group Director of Spa, Jumeirah Group, UAE

Panelists:

1. **Dr. Fatma Abdulla**, Managing Partner, Global Consulting, Inc., UAE
2. **Paul Macpherson**, Chief Officer of Development, Jumeirah, UAE
3. **John Patience**, Principal, Georgeson Group, Scotland
4. **Daniella Russell**, Director, Wafi Health and Leisure, UAE

4:10pm - 4:25pm

Wrap-Up Session

READY, SET, VOTE! DECIDING TOP OUTCOMES

4:25pm - 4:30pm

GLOBAL SPA SUMMIT 2009: May 17th - 19th, 2009
Going Overseas: Location Announced!

5:00pm - 5:30 pm

FAREWELL CHAMPAGNE TOAST

Wednesday, May 21st

POST SUMMIT ACTIVITIES AND SPA VISITS

View the [2007 Agenda](#) here.