

AGENDA

**INNOVATION
THROUGH
IMAGINATION**



**Global Spa &
Wellness Summit**
JOINING TOGETHER. SHAPING THE FUTURE.



2012 GLOBAL SPA & WELLNESS SUMMIT

AGENDA

INNOVATION THROUGH IMAGINATION

Sun. June 3

Pre-Summit Activities

9:00am – 7:00pm
Doerr-Hosier Center

Summit Concierge & Registration Desk
Sponsored by TAC

8:30am – 12:00pm
Meet at The Aspen Meadows
Reception Center

Optional Aspen Event: Body/Mind/Spirit Hike

Aspen Body/Mind/Spirit Hike is a 3.5-mile walk beginning at Maroon Lake at the foot of the iconic Maroon Bells, dramatic 14,000-foot peaks that are among the most photographed mountains in the world. The trail starts at 9,580 feet and is mostly downhill, following a rushing mountain stream through evergreen forests, aspen groves and wildflower meadows. This program is guided by Paul Andersen, Aspen author and naturalist, who draws from his book *Aspen: Body/Mind/Spirit* to provide insights into Aspen's culture and history. This hike is rated moderate. Hikers should bring rain jackets, comfortable walking shoes, water, sun block and brimmed hats. Daypacks are available upon request. Fee: \$50 per person. Space is limited to 30 participants. See the registration desk for sign-up details.

1:00pm – 2:30pm
Meet at The Aspen Meadows
Reception Center

Optional Aspen Event: A Walking Tour

"Aspen: A Walking Tour" introduces participants to the founding history, philosophical values and current trends of Aspen. The tour begins with a half-hour walk from The Aspen Meadows down the Rio Grande Trail and along the Roaring Fork River into Aspen. Learn about landmark buildings and Victorian city blocks, all artfully preserved under the city's historic preservation code. A stroll through Aspen's West End takes us back to the Meadows resort, past charming Victorian houses, restored miners' homes, and quaint pocket parks. The tour is guided by Paul Andersen, Aspen author and historian. Participants should bring rain jackets, water and comfortable walking shoes. Fee is \$20 per person. Space is limited to 30 participants. See the registration desk for sign-up details.

Optional Creativity Workshop

1:00pm – 4:00pm
Kauffman Room
Doerr-Hosier Center

We are all born creative but as adults we often let that gift get away from us. How do we keep our innate creativity alive and flourishing? This three-hour experiential workshop will help you find and expand your unique creative gifts. To help you access and express your creativity, workshop creators Shelley Berc and Alejandro Fogel have developed exercises using body relaxation, guided visualization, keen observation, creative writing, memoir, art and storytelling.

The Creativity Workshop techniques have been used to write books, start new businesses, change careers, transition to retirement and help with self-discovery and reducing stress. The workshop gives you effective tools to combat self-criticism and the fear of failure that lead to creative blocks. The class atmosphere is relaxing, inspiring and fun. The Workshop philosophy is that creativity is not just about making a beautiful product. Creativity is about the process of discovery. It is an open and receptive way of participating in the journey of life. Visit their official website for more information, www.creativityworkshop.com. There is no fee for this workshop. Space is limited to 30 participants. See the registration desk for sign-up details.

2:00pm – 2:30pm
Catto Board Room
Doerr-Hosier Center

Briefing for Press Delegates led by:

Beth McGroarty, Director, Public Relations, GSWS, U.S.

2:30pm – 3:30pm
McNulty Gathering Room
Doerr-Hosier Center

Student Staff Logistics Meeting led by:

Molly Southern, Logistics Coordinator, GSWS, U.S.

3:00pm – 4:30pm
Meet at The Aspen Meadows
Reception Center

Optional Aspen Event: A Walking Tour

“Aspen: A Walking Tour” introduces participants to the founding history, philosophical values and current trends of Aspen. The tour begins with a half-hour walk from The Aspen Meadows down the Rio Grande Trail and along the Roaring Fork River into Aspen. Learn about landmark buildings and Victorian city blocks, all artfully preserved under the city’s historic preservation code. A stroll through Aspen’s West End takes us back to the Meadows resort, past charming Victorian houses, restored miners’ homes, and quaint pocket parks. The tour is guided by Paul Andersen, Aspen author and historian. Participants should bring rain jackets, water and comfortable walking shoes. Fee is \$20 per person. Space is limited to 30 participants. See the registration desk for sign-up details.

3:30pm – 4:00pm
Catto Board Room
Doerr-Hosier Center

Student Challenge Teams Logistics Meeting led by:

Susan Harmsworth, Founder & CEO, ESPA International, U.K.

Mary Tabacchi, PhD, Professor, Cornell University, U.S.

Molly Southern, Logistics Coordinator, GSWS, U.S.

3:30pm – 4:00pm
Paepcke Auditorium
Walter Paepcke Memorial Building

Briefing Session: For First-time Summit Delegates

Newcomers and interested participants alike are welcome to a briefing on the GSWS strategic vision and latest initiatives. Come meet some of the board of directors.

4:00pm – 4:30pm
Paepcke Auditorium
Walter Paepcke Memorial Building

Speakers Logistics Meeting led by:

Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

Richard Dusseau, President, Trilogy Spa Ventures, U.S.

Susie Ellis, President, SpaFinder® Wellness, U.S.

4:30pm – 5:00pm

Paepcke Auditorium
Walter Paepcke Memorial Building

Panelist/Moderators Logistics Meeting led by:

Philippe Bourguignon, Vice Chairman, Revolution Places & CEO,
Exclusive Resorts, U.S. (France)

Richard Dusseau, President, Trilogy Spa Ventures, U.S.

Susie Ellis, President, SpaFinder Wellness, U.S.

5:15pm – 6:15pm

McNulty Gathering Room, Aspen
Meadows Resort OR
Astor I, St. Regis Aspen Resort

Speed Networking Sessions

A quick and fun way to meet new delegates and see old friends.

Speed Networking Sessions will take place at both The St. Regis and The Aspen
Meadows Resort. Feel free to join whichever group you would like.

6:30pm – 8:30pm

Fountain Courtyard at
The St. Regis Aspen Resort

Cocktail Reception at The St. Regis Aspen Resort

Sponsored by Babor

Join fellow delegates for cocktails and light hors d'oeuvres. Meet the Summit board of
directors and connect (or reconnect) with fellow delegates. Tour one of Aspen's finest
hotel spas, Remède at The St. Regis (tours available 6:30pm – 8:30pm). After the cocktail
party, enjoy dinner on your own at your leisure.

Round-trip shuttle service will be provided from The Aspen Meadows to The St. Regis,
beginning at 6:00pm.

Mon. June 4 Innovation

7:00am – 8:45am

McNulty Gathering Room
Doerr-Hosier Center

Networking Breakfast

7:00am – 6:00pm

Barksdale Lobby
Doerr-Hosier Center

Summit Concierge & Registration Desk
Sponsored by TAC

8:00am – 6:00pm

Murdoch Lounge
Doerr-Hosier Center

Global Spa & Wellness Summit Bookstore

Peruse publications and books authored by Summit speakers and the latest and greatest titles on innovation, imagination and creativity.

8:00am – 6:00pm

Doerr-Hosier Center
Walter Paepcke Memorial Building

Resource & Sponsor Tables

Check out or pick up spa and wellness magazines, books and information from our sponsors.

8:00am – 6:00pm

Doerr-Hosier Center
Walter Paepcke Memorial Building
& Koch Building

Internet Café Pit Stops

Sponsored by Universal Companies

Stop by for all of your “connectivity” needs. Complimentary WIFI & the Internet Café Pit Stops are available on campus thanks to Universal Companies.

9:00am – 9:25am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Welcome & Opening Remarks

Amy Margerum, EVP, Operations, The Aspen Institute, U.S.

Pete Ellis, Chairman & CEO, SpaFinder Wellness & Chairman of the Board, Global Spa & Wellness Summit, U.S.

Susie Ellis, President, SpaFinder Wellness & Board Member, Global Spa & Wellness Summit, U.S.

9:25am – 9:55am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Keynote Speaker

Understand the World or Imagine the World?

Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

9:55am – 10:30am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Keynote Speaker

Pursuit of Global Health and Wellness:

The Value Proposition of the Future

Dr. Richard Carmona, 17th Surgeon General, U.S. & Vice Chairman, Canyon Ranch, U.S.

Introduction by Dr. Kavita Patel, Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institute, U.S.

10:30am - 10:40am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: One-on-One with Dr. Carmona

Dr. Kavita Patel, Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institute, U.S.

<p>10:40am – 10:50am Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: Introducing 2012 Platinum & Gold Sponsors Platinum: SpaFinder Wellness and Thermarium Gold: Babor, Clarins and Universal Companies Introduction by Sallie Fraenkel, Director of Sponsorships and Strategic Partnerships, GSWS, U.S.</p>
<p>10:50am – 11:30am Koch & Mayer Courtyards</p>	<p>Networking Break Sponsored by Barr + Wray</p>
<p>11:30am - 12:30pm Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: Keynote Speaker Jamming: The Art of Getting Innovation Done (presented with music) John Kao, Innovation Activist & Author of <i>Jamming: The Art and Discipline of Business Creativity</i> and <i>Innovation Nation</i>, U.S. Introduction by Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)</p>
<p>12:30pm Paepcke Lobby Walter Paepcke Memorial Building</p>	<p>Book Signing: John Kao</p>
<p>12:30pm -2:00pm McNulty Gathering Room Doerr-Hosier Center</p>	<p>Interactive Lunch Sponsored by Clarins</p> <p>Table Topic Discussions (12:30pm – 1:15pm) Roundtable discussions with designated leaders. Pre-assigned seating only. Visit the registration desk on Sunday, June 3, and Monday, June 4 (until 11:00am) to sign-up for a table.</p> <ol style="list-style-type: none"> How to Attract Investment John Anderson, JH Anderson Holdings, Inc., U.S. Industry Standards and Practices Lucie Brosseau, Spas Relais Sante, Canada Global Distribution Trends Sean Butler, gloProfessional, U.S. Franchising in China Christy Cao, Powerhouse Gym, China Mobile Technology Lopo Champalimaud, Wahanda, U.K. Luxury Market Trends Sharon Codner, Peninsula Hotels, Hong Kong Detox: Innovation Opportunity? Dr. Marc Cohen, RMIT University, Australia Rapid Expansion Advice David Courteen, Imagine Spa, U.K. Restructuring for Performance Brenda Elliott, Universal Companies, U.S. Understanding Telomeres Dr. Elissa Epel, Telome Health & UCSF, U.S. How Our Industry Can Attain Climate Wealth Jose Maria Figueres, The Carbon War Room, Switzerland

12:30pm -2:00pm
McNulty Gathering Room
Doerr-Hosier Center

12. Corporate Wellness
Dr. Daniel Friedland, SuperSmartHealth, U.S.
13. The Unmet Needs of Today's Consumers
CG Funk, Massage Envy, U.S.
14. The Euro's Future and Our Industry
Sammy Gharieni, Gharieni Group, Germany
15. Why I Champion Wellness for Mental Health
Mariel Hemingway, Academy Award-Nominated Actress & Wellness Advocate, U.S.
16. Why Scandinavian Countries are Great Innovators
Jesper Hougaard, Serena Spa Ltd., India (Denmark)
17. What I have Learned about Overcoming Adversity
Geraldine Howard, Aromatherapy Associates, U.K.
18. Medical Doctors' Current Views on Spas
Dr. Joe Hutter, Intermountain Healthcare, U.S.
19. Obesity Solutions
Dr. Anjali Jain, The Lewin Group, U.S.
20. Nations and Innovation
John Kao, Institute for Large Scale Innovation, U.S.
21. Attaining an Innovation Mindset
JC Kapur, JCKRC Spa Destination Pvt. Ltd., India
22. How to Make Money with Fitness
Steve Kass, American Leisure, U.S.
23. Health Stewardship and Prevention
Franmarie Kennedy, PhD, The Aspen Institute, U.S.
24. Latest Trends in Spa Design
Jeanie Kluefer, Wimberley Allison Tong & Goo, U.S.
25. Naturopathic Physicians and Spas/Wellness
Hillary Lampers, ND, GFC, LLC, U.S.
26. All about The Aspen Institute
Amy Margerum, The Aspen Institute, U.S.
27. What's Working in Social Media Marketing?
Kim Marshall, The Marshall Plan, U.S.
28. Update on Business in the Middle East
Frank Mason, absolute-pools, United Arab Emirates
29. Newest Beauty Trends
Mark Moloney, Professional Beauty, U.K.
30. Innovation in Energy Conservation
Marti Morenings, Ecological Energy Systems, U.S.
31. Hot Spots for Spa Development Around the World
Elmar Nagele, Thermarium Bäder-Bau, GmbH, Austria

12:30pm -2:00pm

McNulty Gathering Room
Doerr-Hosier Center

32. **Lessons from Disney Imagineering**
Peter Rummell, Urban Land Institute & Rummell Company, U.S.
33. **What the Fashion Industry Teaches Us about Innovation**
Michael Schummert, Dr. Babor GmbH & Co. KG, Germany
34. **Energy Healing: The Future**
Dr. Gary Schwartz, Laboratory for Advances in Consciousness & Health, University of Arizona, U.S.
35. **Balancing Roles: Wife, Motherhood and Career**
Ella Stimpson, ISPA, U.S.
36. **Top 3 Secrets of Building Brands**
David Stoup, Trilogy Ventures LLC., U.S.
37. **Integrated Projects: Residences, Hotel, Spa, Wellness**
William Tamm, IMC Octave, China
38. **The Art of Repositioning a Brand**
Steve Van, Prism Hotels & Resorts, U.S.
39. **Latest Trends in Interior Design**
Matthias Voit, Dornbracht GmbH, Germany
40. **Why Beauty Makes Money**
Ghislain Waeyaert, Clarins, France
41. **What Key Financial Figures Should the Industry Track?**
Todd Walter, Red Door Spa Holdings, U.S.
42. **Nutrition for Peak Performance**
Bobby Williams, The Willing Way, U.S.
43. **Latest Health/Wellness Technology for Spa**
Jay Williams, PhD, Health Technology, Consultants, U.S.
44. **How to Make Money with Authenticity**
Mark Wuttke, Wuttke Group, LLC., U.S.
45. **Exploring Partnerships with the Health Insurance Industry**
Jason Daughn, Vice President, Cambia Health Solutions, U.S.

1:15pm – 1:45pm

McNulty Gathering Room
Doerr-Hosier Center

Lunch Keynote Speaker

Global Business at the Forefront of the Low Carbon Economy

Jose Maria Figueres-Olsen, President, Carbon War Room & Former President of Costa Rica, Spain

Introduction by **Philippe Bourguignon**, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

2:10pm - 3:00pm

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Aspen Institute Panel

The Aspen Health Innovation Project: Barriers to Innovation and Promoting Innovation

Moderator: Dr. Kavita Patel, Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institute, U.S.

Panelists: Dr. Joseph Hutter, Fellow, Institute for Health Care Delivery Research, Intermountain Healthcare, U.S.

Dr. Anjali Jain, Managing Consultant & Researcher, The Lewin Group, U.S.

Dr. Brent Parton, Director, Health Programs, SHOUTAmerica, U.S.

Introductions by **Franmarie Kennedy**, PhD, Deputy Director, Health, Biomedical Science & Society Policy Program, The Aspen Institute, U.S.

3:00pm - 3:30pm

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Keynote Speaker

Make Technology Work for You

Ted Souder, Head of Industry & Retail, Google, U.S.

Introduction by **Richard Dusseau**, President, Trilogy Spa Ventures, U.S.

3:30pm

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Announcements

We'll tell you where you're dining tonight!

3:30pm - 4:00pm

Koch & Mayer Courtyards

Networking Break

Sponsored by LivNordic by Raison d'Etre

4:15pm - 5:15pm

Concurrent Breakout Discussions

1. Let's Talk about Innovation

Kauffman Room

Moderator: **Anne McCall Wilson**, VP, Spas, Fairmont Raffles Hotels, Canada

Panelists: **Alejandro Bataller**, VP, Sha Wellness Clinic, Spain

Jason Daughn, VP, Cambia Health Solutions, U.S.

Gustavo Filgueiras, CEO, Emiliano Hotel, Brazil

Frank Sculli, Co-Founder, BioDigital, U.S.

Andrea Menotti, Student, Cornell University, U.S.

4:15pm - 5:15pm

2. Let's Talk about Innovation

Stranahan Seminar Room

Moderator: **Dr. Marc Cohen**, Professor, RMIT University, Australia

Panelists: **Belgin Aksoy**, President of the Board, Richmond Intl., Turkey

Sarah Livia Brightwood, President, Rancho La Puerta, Mexico

Nazir Sacoor, Chairman & CEO, Longevity Wellness Worldwide, Portugal

Armaghén Sadeghbeigi, Student, University of Houston, U.S.

4:15pm - 5:15pm

3. Let's Talk about Innovation

Clarke Library

Moderator: **Andrew Gibson**, Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong

Panelists: **Norm Cleland**, GM/Director, Peninsula Hot Springs, Australia

Aldina Duarte Ramos, Senior Brand Manager, Sofitel, France

Jane Iredale, President & CEO, Iredale Mineral Cosmetics, U.S.

Steven Yeh, Managing Director, IMC & EWLC China Region, China

Lydia Hanks, Student, Pennsylvania State University, U.S.

4:15pm - 5:15pm

4. Let's Talk about Innovation

Booz Allen Hamilton

Moderator: **Hugh Wilson**, Director of the Clarins Brand, Clarins, U.S.

Panelists: **Clodagh**, Owner & CEO, Clodagh Design Intl., U.S. (Ireland)

Alejandro Fogel, Founder, The Creativity Workshop, U.S. (Argentina)

Hediye Gural Gur, CEO, NG Hotels & Resorts, Turkey

Veer Singh, CEO Hospitality, Max Ventures Private Ltd., India

Na Zhang, Student, University of Houston, U.S. (China)

5. Let's Talk about Innovation

Hines Seminar Room

Moderator: **Sue Harmsworth**, Founder & CEO, ESPA International, U.K.

Panelists: **Jason A. Denby**, Senior Public Policy Specialist, Akin Gump Strauss Hauer & Feld, LLP, U.S.

Mehmet Kabas, President, Promet Spa Wellness, Turkey

Karina Stewart, Co-Founder & Brand Director, Kamalaya Wellness Sanctuary & Holistic Spa, Thailand

Andreas Wieser, President, Lans Institute, Austria

Lian Duan, Student, University of Denver, U.S.

4:15pm - 5:15pm

6. Let's Talk about Innovation

Paepcke Gallery

Moderator: **Richard Dusseau**, President, Trilogy Spa Ventures, U.S.

Panelists: **Anthony DiGuiseppe**, President/CEO, DiGuiseppe Architects, U.S.

Emmanuelle Linard, Executive Director, Edelkoort Inc., U.S. (France)

Ted Souder, Head of Industry & Retail, Google, U.S.

Martha Wiedemann, Wellness Advisor, Badrutt's Palace Hotel, Switzerland

Jing Wan, Student, University of Denver, U.S. (China)

4:15pm - 5:15pm

7. Let's Talk about Innovation

Catto Board Room

Moderator: **Jeff Matthews**, President & COO, Mandara Spa, Vice President, Elemis and Bliss, Hong Kong

Panelists: **Marshall Dahneke**, President, Performance Health, U.S.

Hirokazu Iida, President, Shuei UpGrades Co. Ltd., Japan

Nicolas Ronco, Founder & CEO, YeloSpa, U.S.

Sylvia Sepielli, Owner & President, Sylvia Planning and Design, U.S.

Emma Leach, Student, Pennsylvania State University, U.S.

4:15pm - 5:15pm

8. Let's Talk about Innovation

Lauder Seminar Room

Moderator: **John Kao**, Innovation Activist & Author of *Jamming: The Art and Discipline of Business Creativity* and *Innovation Nation*, U.S.

Panelists: **Shelley Berc**, Founder, The Creativity Workshop, U.S.

Glenn Bucksbaum, President, The Baum Foundation, U.S.

Gina Diez Barroso de Franklin, President & CEO, Grupo Diarq, Mexico

Neil Jacobs, President, Global Hotel Operations, Starwood Capital, U.S.

Hamid Pezeshkian, Student, Cornell University, U.S. (Iran)

4:15pm - 5:15pm

5:15pm - 7:30pm

Free Time

Optional Event: Art Galleries “Open House”

Come to town early to learn about the art and culture of Aspen.

Aspen Art Gallery

228 S. Mill St.

Aspen Trees and Mountain Scenes to Abstract and Mixed Media Art

Christopher Martin Gallery

525 E Cooper Ave.

Abstract Art

Forre & Co. Fine Art

426 East Hyman Ave.

19th & 20th Century European & Contemporary Collections

Galerie Maximillian

602 E Cooper Ave.

19th & 20th Century, Young British Artists and Contemporary Collections

5:15pm – 7:30pm

Evening Dine-around Aspen Event: International Scramble

At three different restaurants located next to each other in downtown Aspen,

Cache Cache, Campo di Fiori and **Jimmy’s**

Delegates will discover which restaurant they are going to on Monday afternoon.
We’re mixing it up!

7:30pm - 10:00pm

10:00pm - Whenever!

Hefner Lounge,
Aspen Meadows Resort OR
Shadow Mountain Lounge,
St. Regis Aspen Resort

After-Dinner Gathering

Let’s continue the conversation...

6:30am – 9:30am

Barksdale Lobby
Doerr-Hosier Center

Optional Participation in Cutting-Edge Telomere Research

Give a small blood sample to measure your Telomeres, a “changeable” part of the genome. Studies show that positive lifestyle choices may increase telomere length and promote individual wellness. (Please note, blood must be drawn in the a.m. before food or drink.)

7:00am – 8:45am

McNulty Gathering Room
Doerr-Hosier Center

Networking Breakfast

7:00am – 6:00pm

Barksdale Lobby
Doerr-Hosier Center

Summit Concierge & Registration Desk Sponsored by TAC

8:00am – 6:00pm

Murdoch Lounge
Doerr-Hosier Center

Global Spa & Wellness Summit Bookstore

Peruse publications and books authored by Summit speakers and the latest and greatest titles on innovation, imagination and creativity.

8:00am – 6:00pm

Doerr-Hosier Center
Walter Paepke Memorial Building

Resource & Sponsor Tables

Check out or pick up spa and wellness magazines, books and information from our sponsors.

8:00am – 6:00pm

Doerr-Hosier Center
Walter Paepke Memorial Building
& Koch Building

Internet Café Pit Stops Sponsored by Universal Companies

Stop by for all of your “connectivity” needs. Complimentary WIFI & the Internet Café Pit Stops are available on campus thanks to Universal Companies.

8:00am - 9:00am

Paepcke Auditorium
Walter Paepcke Memorial Building

4th Annual Student Challenge Competition: Part 1

Sponsored by Chiva-Som, Four Seasons Hotels & Resorts, Hyatt Hotels & Resorts, KLAFS and Orient Express.

Moderated by **Sue Harmsworth**, Founder & CEO, ESPA International, U.K., and **Mary Tabacchi, PhD**, Professor, Cornell University, U.S.

Student Challenge 2012: Showcase a Design and Concept for a Unique Spa of the Future That Will Be Profitable and Innovative!

Learn how this younger generation – our industry’s future leaders – looks at spa and wellness concepts and design. Each team was paired with a professional architect to help bring their ideas to life.

Competing Teams:

Cornell University

Mariko Fujio-White, Andrea Menotti and Hamid Peezeshkian with Hugo Gagnon, Founder, Hugo Gagnon Studio & Architect, DCYSA Architecture & Design, Canada

Pennsylvania State University

Ben Dillan, Lydia Hanks, Emma Leach and Marina Volpe with Anna Mattila, Professor, with Patrick Burke, Principal, Michael Graves & Associates, U.S.

University of Denver

Lian Duan, Molly Tompkins and Jing Wan, with Dr. Cherri Young, Professor, with Cameron Zentz, Director, HBA Architects, U.S.

8:00am - 9:00am

Paepcke Auditorium
Walter Paepcke Memorial Building

University of Houston

Andyshea Saberioon, Armaghan Sadegh Begi, Kate Sornson and Na Zhang with Su Gibson, Associate Professor, with Jenna Buell, Designer, HBA Architects, U.S.

Judging Panel:

Filip Boyen, COO, Orient Express, U.K.

Adrian Egger, Managing Director, Spa Division, KLAFS, Germany

Christopher Norton, Chair, Global Spa Task Force, Four Seasons Hotels & Resorts, France

Niamh O’Connell, VP, Spa Operations, Hyatt Hotels & Resorts, U.S.

Thanisr Chaturongkul, CFO, Chiva-Som, Thailand

9:00am - 9:05am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Introductory Remarks

Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

9:05am – 9:30am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Speaker

Let’s Neurovate: Know Your Brain to Imagine and Innovate

Dr. Daniel Friedland, Medical Director, Barney & Barney, and Founder & CEO, SuperSmartHealth, U.S. (South Africa)

9:30am – 10:15am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Speaker

Jump Start Your Creativity: An Experiential Presentation

Shelley Berc, U.S., and **Alejandro Fogel**, U.S. (Argentina), Founders, The Creativity Workshop, U.S.

10:15am – 10:45am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Speaker

Telomeres: The New Frontier?

Dr. Elissa Epel, Co-Founder (with Nobel Laureate in Medicine, Dr. Elizabeth Blackburn) of Telome Health, Inc & Associate Professor, UCSF, U.S.

10:45am – 10:50am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Introduction of Silver Sponsors

Barr + Wray, Dornbracht, SpaBooker by GramercyOne, SpaSoft, TAC and THALGO

Introduction **by Sallie Fraenkel**, Director of Sponsorships and Strategic Partnerships, GSWS, U.S.

10:50am - 11:20am

Koch & Mayer Courtyards

Networking Break

Sponsored by THALGO

11:20am – 11:50am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Discussion

Imagining the Healthy Town of the Future

Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

John Kao, Innovation Activist & Author of “Jamming: The Art and Discipline of Business Creativity” and “Innovation Nation,” U.S.

Peter Rummell, Chairman, Urban Land Institute & Former Chairman, Disney Imagineering, U.S.

11:50am - 12:30pm

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Keynote Speaker

Governor John Hickenlooper, the State of Colorado, U.S.

Introduction by **Amy Margerum**, EVP, Operations, The Aspen Institute, U.S.

12:30pm

Paepcke Auditorium
Walter Paepcke Memorial Building

Press Conference

12:30pm - 2:00pm

McNulty Gathering Room
Doerr-Hosier Center

Networking Lunch

Sponsored by SpaFinder Wellness

1:30pm - 2:00pm

McNulty Gathering Room
Doerr-Hosier Center

General Session: Lunch Keynote Speaker

Five Crucibles of Innovation

Elizabeth Stephenson, Principal, McKinsey & Company, U.S.

Introduction by **Philippe Bourguignon**, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

2:00pm - 2:30pm

McNulty Gathering Room
Doerr-Hosier Center

General Session: Keynote Speaker

Managing the Creative Process

Peter Rummell, Chairman, Urban Land Institute & Former Chairman, Disney Imagineering, U.S.

Introduction by **Philippe Bourguignon**, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)

Special Breakout Session: The Creativity Workshop

Shelley Berc, U.S., and **Alejandro Fogel**, U.S. (Argentina) Founders, The Creativity Workshop

We are all born creative but as adults we often let that gift get away from us. How do we keep our innate creativity alive and flourishing? This three-hour experiential workshop will help you find and expand your unique creative gifts. To help you access and express your creativity, workshop creators Shelley Berc and Alejandro Fogel have developed exercises using body relaxation, guided visualization, keen observation, creative writing, memoir, art and storytelling.

The Creativity Workshop techniques have been used to write books, start new businesses, change careers, transition to retirement and help with self-discovery and reducing stress. The workshop gives you effective tools to combat self-criticism and the fear of failure that lead to creative blocks. The class atmosphere is relaxing, inspiring and fun. The Workshop philosophy is that creativity is not just about making a beautiful product. Creativity is about the process of discovery. It is an open and receptive way of participating in the journey of life. Visit their official website for more information, www.creativityworkshop.com. There is no fee for this workshop. Space is limited to the first 30 participants.

2:00pm - 5:00pm

Kauffman Room
Doerr-Hosier Center

General Session: Presentation

Sanus Per Aquam...for All

Imagination is the Voice of the Daring

Charlene Florian, Vice President of Creative Development, Kerstin Florian International, U.S.

Sonu Shivdasani, CEO, Six Senses Resorts, Thailand

2:30-3:00pm

McNulty Gathering Room
Doerr-Hosier Center Building

3:00pm - 3:40pm

McNulty Gathering Room
Doerr-Hosier Center Building

General Session: Panel

Innovative Spa Marketing Campaign: Mexico

Moderator: Alfredo Carvajal, EVP, Universal Companies, U.S. (Chile)

Panelists: Pedro Aspe Armella, Senior Managing Director & Co-Chairman, Evercore Partners, Mexico

Gina Diez Barroso de Franklin, President & CEO, Grupo Diarq, Mexico

Diana Mestre, Owner, Mestre & Mestre Consulting, Mexico

3:40pm

McNulty Gathering Room
Doerr-Hosier Center Building

Announcements

3:40pm - 4:10pm

Koch & Mayer Courtyards

Networking Break

Sponsored by SpaSoft

4:15pm - 5:15pm

Concurrent Imagination Breakout Discussions

1. Panel: Crazy Thinking

Hines Seminar Room

Moderator: Pete Ellis, Chairman and CEO, SpaFinder Wellness, U.S.

Panelists: Gustavo Albanesi, Founder, Buddha Spa & President, Brazilian Spa Assoc., Brazil

Sue Harmsworth, Founder & CEO, EPSA International, U.K.

Alex Glasscock, Co-Founder, Ranch at Live Oak/Malibu, U.S.

Liz Terry, Managing Director, Leisure Media, U.K.

Yamuna Zake, Founder, Yamuna, U.S.

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2. Roundtable Discussion: Imagining the Future of Spas and Technology

Stranahan Seminar Room

Moderator: Josh McCarter, CEO, SpaBooker by GramercyOne, U.S.

Panelists: Michael Deres, Director of Major Accounts, SpaSoft, Canada

Hensley Evans, Chief Strategy Officer, imc2health and wellness, U.S.

Sujean Lee, Chief Business Development, BioDigital, U.S.

Thomas Roessler, Managing Director, TAC GmbH, Austria

Nicolas Ronco, Founder and CEO, YeloSpa, U.S.

Elizabeth Stephenson, Principal, McKinsey, U.S.

AndyShea Saberioon, Student, University of Houston, U.S.

Marina Volpe, Student, Pennsylvania State University, U.S.

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3. Roundtable Discussion: Imagining the Future of Corporate Wellness and Spas

Booz Allen Hamilton

Moderator: Mia Kyricos, Vice President & Consultant, Core Performance, U.S.

Panelists: Kris Abbey, Publishing Editor, *Spa Life* Magazine, Australia

Dr. Daniel Friedland, Founder & CEO, Super Smart Health & Medical Director, Barney & Barney, U.S. (South Africa)

Peter Smith, COO, Canyon Ranch, U.S.

Priti Odedra, President, EcoSpa360, U.S.

Betty Weinkle, VP Worklife Wellness, SpaFinder Wellness, U.S.

Molly Tompkins, Student, University of Denver, U.S.

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4:15pm - 5:15pm

4:15pm - 5:15pm

4:15pm - 5:15pm

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4. Presentation: Looking at Coaching, Gadgets & Gaming: Could These Be Real 21st Century Solutions to Long-Term Lifestyle Changes?

Clarke Library

Coaching: **Meg Jordan**, Professor & Department Chair, CA Institute of Integral Studies, U.S.

Gadgets & Gaming: **Jay Williams**, PhD, President, Health Technologies Consultant, U.S.

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4:15pm - 5:15pm

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5. Roundtable Discussion: Spa Management Workforce and Education: Addressing Marketing Gaps

Lauder Seminar Room

Moderator: **Anna Bjurstam**, Owner & CEO, Raison d'etre, Sweden

Joanne Berry, Director of Spa & Wellness, Bellus Academy, U.S.

Elena Bogacheva, President, Spa & Wellness Intl Council, Russia

Anne Bramham, President/Founder, ASTECC, U.S. (U.K.)

Jean-Guy De Gabriac, Owner, Tip Touch, France

Samantha Foster, Independent Consultant, Thailand

Su Gibson, Professor, CN Hilton College, University of Houston, U.S.

Nancy Griffin, Principal, Contento Marketing, U.S.

Lori Hutchinson, Founder & Co-Owner, Hutchinson Consulting, U.S.

Katherine Johnston, Senior Economist, Economics Program, SRI Intl., U.S.

Anna Mattila, Professor, Pennsylvania State University, U.S.

Lynne McNees, President, ISPA, U.S.

Deborah A. Smith, Principal, Smith Club & Spa Specialists, U.S.

Mary Tabacchi, PhD, Professor, Cornell University, U.S.

Mary Wisnom, Professor, Florida Gulf Coast University, U.S.

Cheri Young, Associate Professor, University of Denver, U.S.

Joanna Zhang, President of Beijing, China Spa Association, China

Alex Zotos, CEO/Principal, Ely Lukas, Australia

Ben Dillan, Student, Pennsylvania State University, U.S.

Mariko Fujio-White, Student, Cornell University, U.S.

Charlett Kohlwes, Student, Saxion University, Switzerland

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4:15pm - 5:15pm

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6. Roundtable Discussion: Imagining our Future with Private and Public Partnerships

Catto Board Room

Moderator: **Dr. Kavita Patel**, Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institute, U.S.

Panelists: **Emanuel Berger**, Managing Director, Berger Hospitality, Switzerland

Dr. Marc Cohen, Professor, RMIT University, Australia

Franmarie Kennedy, PhD, Deputy Director of the Health, Biomedical Science and Society Policy Program, The Aspen Institute, U.S.

Kate Sornson, Student, University of Houston, U.S.

5:15pm - 7:00pm

Free Time

7:00pm - 10:30pm

Aspen Mountain Club
& Sundeck atop Aspen Mountain

Gala Cocktail Reception & Dinner

Head to the top of Aspen Mountain via Gondola

Sponsored by Thermarium

Dancing & Entertainment by "He's My Brother, She's My Sister"

NOTE: Gondola opens for delegates at 6:30pm and will run continuously until 11:00pm.
(The ride up the mountain takes approximately 15 minutes.)

10:30pm - Whenever!

Montagna Bar
The Little Nell

After-Dinner Gathering

Let's continue the conversation...

6:30am – 9:30am

Barksdale Lobby
Doerr-Hosier Center

Optional Participation in Cutting-Edge Telomere Research

Give a small blood sample to measure your Telomeres, a “changeable” part of the genome. Studies show that positive lifestyle choices may increase telomere length and promote individual wellness. (Please note, blood must be drawn in the a.m. before food or drink.)

7:00am – 8:45am

McNulty Gathering Room
Doerr-Hosier Center

Networking Breakfast

7:00am – 5:00pm

Barksdale Lobby
Doerr-Hosier Center

Summit Concierge & Registration Desk Sponsored by TAC

8:00am – 5:00pm

Murdoch Lounge
Doerr-Hosier Center

Global Spa & Wellness Summit Bookstore

Peruse publications and books authored by Summit speakers and the latest and greatest titles on innovation, imagination and creativity.

8:00am – 5:00pm

Doerr-Hosier Center,
Walter Paepcke Memorial Building

Resource & Sponsor Tables

Check out or pick up spa and wellness magazines, books and information from our sponsors.

8:00am – 5:00pm

Doerr-Hosier Center,
Walter Paepcke Memorial Building
& Koch Building

Internet Café Pit Stops

Sponsored by Universal Companies

Stop by for all of your “connectivity” needs. Complimentary WIFI & the Internet Café Pit Stops are available on campus thanks to Universal Companies.

8:00am - 9:00am

Paepcke Auditorium
Walter Paepcke Memorial Building

4th Annual Student Challenge Competition: Part 2

Sponsored by Chiva-Som, Four Seasons Hotels & Resorts, Hyatt Hotels & Resorts, KLAFS and Orient Express

Moderated by **Sue Harmsworth**, CEO & Founder, ESPA International, U.K., and **Mary Tabacchi**, Professor, Cornell University, U.S.

9:00am - 9:05am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Introductory Remarks

Susie Ellis, President, SpaFinder Wellness, U.S.

9:05am - 9:25am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Research

Data, Dollars and Decisions

Jan Freitag, Senior VP of Operations, Smith Travel Research, U.S.

9:25am - 9:45am

Paepcke Auditorium
Walter Paepcke Memorial Building

General Session: Research

Our Traveler's Health: A Matter of Life and Death

Andrea Foster, Vice President, PKF Consulting, U.S.

9:45am - 10:15am

Paepcke Auditorium
Walter Paepcke Memorial

General Session: GSWS Research

Spa Management Workforce & Education: Addressing Marketing Gaps

Katherine Johnston, Senior Economist, SRI International, U.S.

<p>10:15am - 10:25am Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: Research Gaining a Competitive Advantage with a Treasure Trove of Data Anna Bjurstam, Owner & CEO, Raison d'Etre, Sweden</p>
<p>10:25am - 10:30am Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: Introducing 2012 Summit Industry Sponsors BioDigital, East West Learning Centre, EcoSpa 360, Fairmont Raffles Hotels International, Massage Envy, Precor, Red Door Spas, ResortSuite and SelfOptima Introduction by Sallie Fraenkel, Director of Sponsorships and Strategic Partnerships, GSWS, U.S.</p>
<p>10:30am - 11:00am Koch & Mayer Courtyards</p>	<p>Networking Break</p>
<p>11:00am - 11:45am Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: Keynote Speaker The Energy Healing Experiments: Embracing Controversy and Opportunity? Dr. Gary Schwartz, Professor, Psychology, Medicine, Neurology, Psychiatry, and Surgery; Director for the Laboratory for Advances in Consciousness & Health, University of Arizona, U.S.</p>
<p>11:45am - 12:05pm Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: One-on-One with Mariel Hemingway Mariel Hemingway, Academy Award-Nominated Actress & Wellness Advocate, U.S., with Susie Ellis, President, SpaFinder Wellness, U.S.</p>
<p>12:05pm - 12:15pm Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: Panel Tricks of the Trade: GSWS Website and SpaEvidence.com Dulcy Gregory, Associate Executive Director, Global Spa & Wellness Summit, U.S.</p>
<p>12:15pm - 12:30pm Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: Speaker Creating Intimacy with Technology Nader Vasseghi, CEO, Self-Optima, U.S.</p>
<p>12:30pm - 12:45pm Paepcke Auditorium Walter Paepcke Memorial Building</p>	<p>General Session: Student Challenge Announcing the Winners of the 4th Annual Student Challenge Competition Education Committee Chairs: Sue Harmsworth, CEO & Founder, ESPA International, U.K. Mary Tabacchi, PhD, Professor, Cornell University, U.S. Introducing the 2012 Student Challenge Sponsors & VIP Judging Panel Chiva-Som International Health Resort, Four Seasons Hotels & Resorts, Hyatt Hotels, KLAFS, Orient-Express</p>
<p>12:45pm Paepcke Lobby Walter Paepcke Memorial Building</p>	<p>Book Signing: Dr. Gary Schwartz & Mariel Hemingway</p>
<p>12:45pm - 2:00pm Marble Garden Park Aspen Meadows Resort</p>	<p>Outdoor Picnic Lunch (weather permitting) Accompanied by live music All delegates and students welcome</p>

<p>2:00pm - 2:30pm McNulty Gathering Room Doerr-Hosier Center</p>	<p>General Session: Speaker A Creative New Business Model ~ A Unique Facial Spa C.K. Low, Managing Director, Skin Essentials Sdn Bhd, Malaysia</p>
<p>2:30pm - 3:15pm McNulty Gathering Room Doerr-Hosier Center</p>	<p>General Session: Panel Will Power and the Pursuit of Happiness Moderated by Mary Tabacchi, PhD, Professor, Cornell University, U.S. <i>Overview (via video):</i> Dr. Andrew Weil, Best-Selling Author, Speaker and Integrative Medicine Thought-Leader, U.S. <i>Willpower:</i> Jessica Alquist, Researcher, Florida State University, U.S. (works with Dr. Roy Baumeister, Author of <i>Willpower</i>) <i>Happiness:</i> Jeremy McCarthy, Director of Global Spa Development and Operations, Starwood Hotels & Resorts, U.S.</p>
<p>3:15pm - 3:30pm McNulty Gathering Room Doerr-Hosier Center</p>	<p>General Session: Speaker If I Were 18 again... Deborah Szekely, Founder, Rancho La Puerta & The Golden Door, U.S. (now age 90)</p>
<p>3:30pm - 3:40pm McNulty Gathering Room Doerr-Hosier Center</p>	<p>General Session: Speaker Wrap-Up and Final Remarks Philippe Bourguignon, Vice Chairman, Revolution Places & CEO, Exclusive Resorts, U.S. (France)</p>
<p>3:40pm - 3:45pm McNulty Gathering Room Doerr-Hosier Center</p>	<p>General Session: Announcement of 2013 Summit Location GSWS Board Members: Emanuel Berger, Managing Director, Berger Hospitality, Switzerland, and Andrew Gibson, Group Director of Spa, Mandarin Oriental Hotel Group, Hong Kong</p>
<p>3:45pm - 3:55pm McNulty Gathering Room Doerr-Hosier Center</p>	<p>General Session: Speaker Presentation by 2013 Global Spa & Wellness Summit Host City</p>
<p>3:55pm - 4:00pm McNulty Gathering Room Doerr-Hosier Center</p>	<p>General Session: Champagne Toast Sponsored by Dornbracht By the Global Spa & Wellness Summit Board of Directors, The Aspen Institute Collaborators, 2012 Major Sponsors & GSWS Team</p>
<p>4:00pm - 4:30pm</p>	<p>Brief Cocktail Reception: See You in 2013! Sponsored by the 2013 Host City</p>
<p>4:30pm - 6:00pm Catto Board Room</p>	<p>Global Spa and Wellness Summit Wrap Up Board Meeting</p>

Thurs. June 7 Post-Summit Activities

GSWS Colorado Mineral Springs Tour

Led by **Deborah A. Smith**, Principal, Smith Club & Spa Specialists, U.S.

Join your fellow delegates on June 7 for a very special “relax and unwind” day at one of the most famous geothermal springs in Colorado – Glenwood Hot Springs. The day begins with a briefing by Professor Jonathan DeVerville on the unique and renowned features of these springs, followed by a tour of the magnificent red sandstone bathhouse (built in 1888) and the historic Hotel Colorado (built in 1893) – which during big game hunting season became “the Western White House” for Teddy Roosevelt. The rest of the day is for you to enjoy – a steam at the Yampah Vapor Caves (the only natural vapor caves in North America); a Mineral Massage at the Spa of the Rockies, situated in the historic bathhouse; a swim in the world’s largest mineral springs pool; and a soak in the 100’ x 40’ hot therapy pool. Bring some quarters for the bubble chairs in the hot therapy pool!

Fee is \$75 per person and includes*:

Background briefing on Colorado Mineral Springs by Professor Jonathan DeVerville

Admission to the Yampah Vapor Caves

Tour of Glenwood Hot Springs by the managing director

Tour of the historic Hotel Colorado

Admission to the Pool & Athletic Club

Round-trip transportation

Schedule:

9:00am: Colorado Mineral Springs presentation, Dr. J. Paul DeVerville, SpaCultures.com, U.S.

10:00am: Van transportation leaves The Aspen Meadows

11:00am - 11:30am: Tour of the historic Hotel Colorado

11:30am - 11:45am: Orientation/send-off

11:45am - 4:15pm: Free time to explore Glenwood Hot Springs, lunch, have a massage, etc.

4:30pm: Van transportation heads back to Aspen

5:20pm: Arrive back at The Aspen Meadows

*Lunch (not included) can be enjoyed at the Glenwood Hot Springs Grill or the Hotel Colorado. For June 7 only, delegates on this trip may pre-book a 50-minute Mineral Massage for \$75 (\$24 discount).

9:00am – 5:00pm

June 7 - 10 Post-Summit Activities

Optional Post-Summit Retreat at Miraval Destination Spa Tucson, Arizona

Tucson, Arizona

Miraval, known for its innovative programming, has created a unique three-night wellness retreat - at a very special price - for delegates looking to add a spa experience to their stay before - or after - the Global Spa & Wellness Summit. This program is specifically tailored for leaders and visionaries of the spa and wellness industry attending the Summit in Aspen, Colorado. Space is limited and available on a first-come, first-serve basis. Delegates must be registered for the 2012 Summit in order to make a reservation at Miraval at these rates.

Notes

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www.globalspaandwellnesssummit.org