

2009 SPAFINDER SPA PROFESSIONAL EDUCATIONAL EVENT

“Harnessing the Power of Change” - Red Mountain Spa, Ivins, Utah

EVENT AGENDA

Sunday, October 18th

7:00pm

Arrival day:
Check-in, late afternoon

Kick-off dinner

Welcome Address

Milana Knowles, VP, Day Spa Sales & Marketing, SpaFinder

8:00pm

Spiritual Introduction
Refill Your Energy Tank

Cindy Clemens, life coach, workshop facilitator, and motivational speaker

Every day we give out a lot of energy, but we often fail to replenish that energy supply or plug the energy drains. Listen as Cindy discusses key reenergizing skills, including how to: say YES and NO with more clarity and confidence; identify and eliminate energy vampires; and reduce the mental and physical clutter in our lives.

Monday, October 19th

6:30am- 9:00am

Healthy buffet-style breakfast

8:00am- 11:00am
(meet at 7:45am)

Inspirational guided morning hike

Take in the breathtakingly beautiful surroundings, while also getting re-energized, by hiking and exploring the red mountains.

9:00am-12pm

Free time
Pre-booked choice spa treatments*

12:00 pm

Lunch

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1:00pm- 1:45pm

Afternoon seminars:

Keynote Speech:

Changes

Joan Lunden, award-winning television journalist, longest-running host of ABC TV's *Good Morning America*, best-selling author, and entrepreneur

Join Joan Lunden as she discusses her rise to success and stardom. Learn how she utilizes change as a tool for opportunity.

2:00pm - 3:00pm

The Power of Relationships

Kristi Konieczny, Founder, The Spa Buzz

Learn how to network the right way, with a little help from Kristi Konieczny. With the Internet now integrated into nearly all aspects of everyday use, many business owners are recognizing the valuable role that social networking can play in conjunction with traditional face-to-face networking.

3:00pm - 4:00pm

Why You MUST Have Membership and Loyalty Programs at Your Spa

Dan Chandre, Vice President Operations, SpaBooker

Find out how to create a successful loyalty and rewards program that offers the opportunity to solidify existing relationships, initiate new ones and convert your one-time visitors, buyers and prospects into repeat business and long-term members.

4:00pm - 5:00pm

The Education Equations- Why client education & good marketing are one in the same

Brian Cunningham, CEO, SpaClique.com

This presentation will converge the understanding of the terms “Marketing” and “Education” into a single, interchangeable concept. Whether it is Rate Sheets, Blogs or Community Activities, good marketing is educational and good client education will promote your business objectives.

5:00pm-7:00pm

Free time

Self-booked activities

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5:30pm-7:00pm

Informal Dinner

8:00pm

Joan Lunden book signing

Tuesday, October 20th

6:30am- 9:00am

Healthy Buffet-style Breakfast

Morning Seminars:

9:00am- 10:00am

Heart Seeds for Personal Transformation

Rhana Pytell, Board Member of Green Spa Network, CEO at Amethyst Systems, and Executive Director at GAIA Spa LLC

Get inspired by Rhana Pytell, as she discusses how we can engage with our to-do -list, the basic principles of Feng Shui and Inner Bagua, along with differentiating between goals and harvests.

10:00am - 11:00am

Winning Revenue Strategies for Spas and Well-Being Centers

Kimberly Matheson Shedrick, President, Natural Resources Spa Consulting, Inc.

Spa consultant Kimberly Matheson Shedrick will share with you strategies for yield and revenue management, adding value without giving big discounts, and retail and e-commerce development.

11:00am - 12:00pm

How to Become PR Savvy

Christine King, President, TMG International

Learn from PR queen Christine King, as she discusses what you should be looking for in a PR firm. Learn the secrets to hiring a good PR firm, developing successful PR strategies, and how you can get the most for your money.

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12:30pm

Lunch and table top discussions and introduction of new [comfort zone] products by **Barry Mc Caffrey**, VP sales and marketing, [comfort zone]

Table top discussion topics include:

- ◆ Successful retail
- ◆ Strategic partnerships
- ◆ Hiring for life
- ◆ Organic Skincare

2:00pm-6:00pm

Free time

One-on-one sessions with speakers*

Pre-booked choice of spa treatments*

Our insightful industry experts will be giving you one-on-one time to assess any marketing, business, retail, or online material.

One-on-one sessions:

Sallie Fraenkel- marketing & collateral material

Dan Chandre- review of your website and online marketing strategies

Rhana Pytell- review of sustainability strategies

Milana Knowles- retail strategy

6:30pm

Farewell Dinner

8:30pm

Spiritual Fire Ceremony

Betina Lindsey, Shaman Healer

Listen as Betina passes on the old earth wisdom of intuitive healing transmitted to her by Andean, Mayan and Native American shamans, who have continued the ancient earth teachings.

*To reserve massage appointments please contact Red Mountain Spa directly at 800-690-9215.

**To book a one-on-one session with an event speaker please call Loreen at 212-716-1167.