



851 west genesee street  
skaneateles, ny 13152  
315.217.4130

# The 6<sup>th</sup> New York Spa Alliance Symposium

## The Debate: Wellness vs. Indulgence & the Bottom Line

### 2010 AGENDA

**Sunday, May 9<sup>th</sup>**

7:00 – 9:00pm **Opening Reception**

**Monday, May 10<sup>th</sup>**

7:00 – 7:45am **Breakfast**

7:45 – 7:55am **Welcome to The Debate: Wellness and the Bottom Line**

**Alon Ben-Gurion**, GM, The Hilton at Rye Town

**Gary Dower**, Chairman of NYSPA, Found, Mirbeau Inn & Spa

**Mia Kyricos**, Vice Chairman of NYSPA, Director, Global Spa Development & Programming, Starwood Hotels & Resorts Worldwide

7:55 – 8:45am **Why Wellness Resorts Thrive – KEY NOTE**

**Deborah Szekely**, Founder Rancho La Puerta and The Golden Door, Industry Pioneer and Founder of the Modern Spa Movement

8:45 – 9:25am **Health of the Hospitality Industry: Where New York State Stands**

**Anne R. Lloyd-Jones**, CRE, Senior Vice President, HVS, New York

9:25 – 10:10am **Healthy Success in a Down Economy**

**Gretchen Hudgens**, Spa Director, Turningstone Resort and Casino, Verona, NY

**Steve Kass**, Founder and CEO, American Leisure, New York

**Bruce Schoenberg**, Owner, Oasis Day Spa, New York

**Denise Vitiello**, Spa Director, Mandarin Oriental, New York

10:10 – 10:25am **Break**

10:25 – 11:10am **Building New York Spas from the Ground Up**

**Kristen Haines**, Owner, Euphoria Spa, New York, NY

**Rachel Hogancamp**, Owner, Rasa Spa, Ithaca, NY

**Leslie Leonard**, GM, August Moon Spa, Ithaca NY

**Elizabeth Winograd**, Owner, Copperhood Spa, Shandaken, NY

11:10 – 11:55am **Legal Aspects of CAM in Spas**

**Michael Taromina, Esq.**, Legal Counsel to American Association of Acupuncture & Oriental Medicine, New York State Acupuncture Coalition, TCM World Foundation, Acupuncture Society of New York and Chinese Medical Science Foundation, New York

11:55am – 1:10pm **Lunch**

1:10 – 2:00pm **Why Wellness Pays – KEY NOTE**

**Dr. Mark Liponis, MD**, Corporate Medical Director, Canyon Ranch, Author, *Ultra-Prevention and Ultra-Longevity*



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- 2:00 – 2:40pm**      **The Message of Health and Wellness in Spas**  
**Jim Cox**, Founder, The Jim Cox Company, New York  
**Mary Gendron**, President, Middleton & Gendron, New York  
**Nina Smiley**, Director of Marketing, Owner, Mohonk Mountain House, New Paltz, NY  
**Molly Southern**, SpaBooker, New York
- 2:40 – 2:55pm**      **Break**
- 2:55 – 3:35pm**      **Living Life to its Fullest**  
**Dr. Dale Atkins**, PhD, (“Dr. Dale”) Noted Psychologist, Author, Speaker Television Personality, New York
- 3:35 – 4:15pm**      **Using all Senses in the Wellness Mindset**  
**Yael Alkalay**, Owner Red Flower, New York  
**Judith Jackson**, Judith Jackson’s Alchemy, New York  
**Jennifer Okun**, Aromatherapy Associates, New York  
**Ellie Whalen**, Owner, Sprayology
- 4:15 – 4:35pm**      **The New York Spa Alliance (NYSPA)**  
**Gary L. Dower**, Chairman NYSPA, Founder, Mirbeau Inn & Spa, Skaneateles, NY  
**Mia Kyricos**, Vice Chairman NYSPA, Director Spa Brands & Programming, Starwood Hotels and Resorts World Wide, White Plains, NY
- 4:35 – 5:25pm**      **NYSPA Business Meeting for All Present**
- 6:30 – 7:15pm**      **Wine Reception**
- 7:15 – 9:45pm**      **Dinner**



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**Tuesday, May 11<sup>th</sup>**

**7:00 – 7:40am Breakfast**

**7:40 – 8:35am Healthcare Reform: What Might this Mean to Spas**  
**Susie Ellis**, President, Spa Finder, New York  
**Dr. Mark Liponis**, Corporate Medical Director, Canyon Ranch  
**Deborah Szekely**, Founder Rancho La Puerta and Golden Door  
**Dr. Belisa Vranich**, PhD, Author, "Get a Grip", TV Personality, New York

**8:35 – 9:05am Inspiration for Wellness with Technology**  
**Cornelia Zicu**, Creative Director, Red Door Spas, New York

**9:05 – 9:45am The New Sustainability: Spa Working with Local and Regional Communities in New York**  
**Kristen Haines**, Owner Euphoria Spa, New York  
**Kristiana Tchir**, City Chicks for Charity, Spa Magazine, New York  
**Scott Wiggins**, Owner, August Moon Spa, Ithaca, New York

**9:45 – 10:00am Coffee and Tea Break**

**10:00 – 10:35am What Spa Data Show and What Managers Should Do About It**  
**John Fox**, Senior VP, PKF New York

**10:35 – 11:10am What Memberships Mean to a Successful Spa Resort**  
**Chris Pulito**, General Manager, Mirbeau Inn & Spa, NY

**11:10 – 11:45am The STAR Report**  
**Jan Freitag**, VP Smith Travel Research

**11:45am – 12:25pm Building Guest Loyalty in Challenging Times**  
**Tanuj Puri**, Financial Analyst, Red Door Spas  
**Teresa McKee**, COO Red Door Spas

**12:25 – 1:35pm Lunch**

**1:35 – 2:10pm In Defense of Pampering**  
**Jeremy McCarthy**, Director Global Spa Development & Operations, Starwood Hotels and Resorts World Wide

**2:15 – 2:45pm How to Banish Guilt While Making More Money**  
**Clodagh**

**2:35 – 3:25pm What the Future Holds for Spas in Wellness and Sustainability**  
**Susie Ellis**, President Spa Finder  
**Jim Cox**, Founder, The Jim Cox Company  
**Neil Jacobs**, President, Hotel Group, Starwood Capital  
**Steve Kass**, Founder, American Leisure  
**Denise Vitiello**, Spa Director, Mandarin Oriental, NYC