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Oh man, what a Conference that was!

Are you still feeling the energy of this year's ISPA Conference & Expo? Well, you are not alone. In fact, weeks after we wrapped up the event, I am still seeing fun "throwbacks" on social media from attendees who were, simply put, blown away by the strong camaraderie and caliber of speakers we were fortunate to have this year. If you were unable to join us, be sure to read this issue's General Sessions In-Review (page 34) to gain life-changing lessons from inspiring keynote speakers such as Brené Brown, John Ondrasik and Simon Sinek. I also invite you to either peek into the highlights or relive the moments through the gallery of photos in this issue's recap feature (page 40).

What was your most memorable moment? Personally, since this was my first Conference as your ISPA chairman, there were far too many. For instance, how cool was it to share a light moment on stage with Immediate Past Chairman Michael Tompkins as we busted a move...oh no, I think that was caught on video! It was also most humbling to be able to welcome attendees at the General Sessions and extend a friendly handshake or a warm hug to colleagues and friends.

It was also very moving to hear ISPA Foundation Chairman Frank Pitsikalis honor on stage the life and contributions of spa veterans—Lori Hutchinson, Charlene Florian and this year's ISPA Visionary Award recipient Geraldine Howard—who may have lost their battle to cancer but left behind an inspiring legacy to those they touched with their light. Through ISPA's support to Stand Up to Cancer, we as a community showed solidarity in the fight against cancer.

ISPA Conference may be over, but it's only the beginning of exciting new things. I, for one, am taking on an adventure in my new role as spa director at The Peaks Resort & Spa in Telluride, Colorado. The ISPA Board and I are excited of what the future may hold for us as one community. Together, let us trust in the magic of new beginnings!

P.S. Find a way to get involved!

—TODD SHAW, CHAIRMAN

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PULSE

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TODAY, I WILL BE A GLADIATOR. I will wear courage on my sleeve even at the thought of failing or of being beaten by a better opponent because there is no real victory in fear.

TODAY, I WILL BE A CHAMPION. I will rise when I stumble because champions are measured not by the number of times they fall, but the number of times they are able to stand and dust themselves off, ready to face another strike of the blade.

Do you have what it takes to step into the arena?

This year's keynote speaker and *Daring Greatly* author Brené Brown (page 34) asked this powerful question during the opening General Session at the 2016 ISPA Conference & Expo. In reference to former U.S. President Theodore Roosevelt's famous "Citizenship in a Republic" speech, she spoke of how the credit belongs, not to the critic, but to the man who is actually in the arena, who greatly dares and strives valiantly because he believes he is fighting a worthy cause.

Nothing, indeed, inspires a man to fight and rise up after a fall than knowing one's purpose in life's everyday battle. Simon Sinek—who also spoke at this year's General Session (page 38)—offers a simple advice: Start with why. He said true leaders not only offer a circle of safety to those in their charge, but also makes them feel they are contributing to a bigger purpose beyond themselves.

It's not going to be an easy fight, even those with a heart of a hero would sometimes falter at the thought of defeat. But singer-songwriter and this year's closing General Session keynote speaker John Ondrasik (page 36) wrote in his hit song "Superman": "Even heroes have the right to bleed."

Yes, today I choose to no longer be a spectator. Will you do the same? Will you have the courage to step into the arena, even at the thought of having your face marred by blood and sweat?

Maë

—MAE MAÑACAP-JOHNSON, EDITOR
 @ISPAPULSEEDITOR



MARION PHOTOGRAPHY STUDIO



WE'RE STILL PUMPED

about this year's
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 pop a bottle of red wine and have
 a social chit-chat? Join the
 conversation on social media.

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2016 ISPA CONFERENCE & EXPO

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What happens when two “heroes” meet? One inspiring moment takes place. The cover captures this moment as the Godmother of Spa Deborah Szekely presented General Session keynote speaker John Ondrasik the 2016 ISPA Alex Szekely Humanitarian Award.

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JACOB KEPLER PHOTOGRAPHY

Study Suggests Selfies are Good for Your Well-Being

Selfies may have been getting a bad rap lately, with critics arguing that the habit of taking selfies helps feed a culture for narcissism. But one study entitled “Promoting Positive Affect Through Smartphone Photography,” which was conducted by computer scientists from the University of California Irvine’s (UCI) Donald Bren School of Information & Computer Sciences, reported that regularly snapping selfies with your smartphone and sharing photos with your friends can help make you a happier person.

According to lead author Yu Chen, a postdoctoral scholar in UCI’s Department of Informatics, the goal of the study is to help researchers understand the effects of photo-taking on well-being in three areas: self-perception, in which people manipulated positive facial expressions; self-efficacy, in which they did things to make themselves happy; and pro-social, in which people did

things to make others happy.

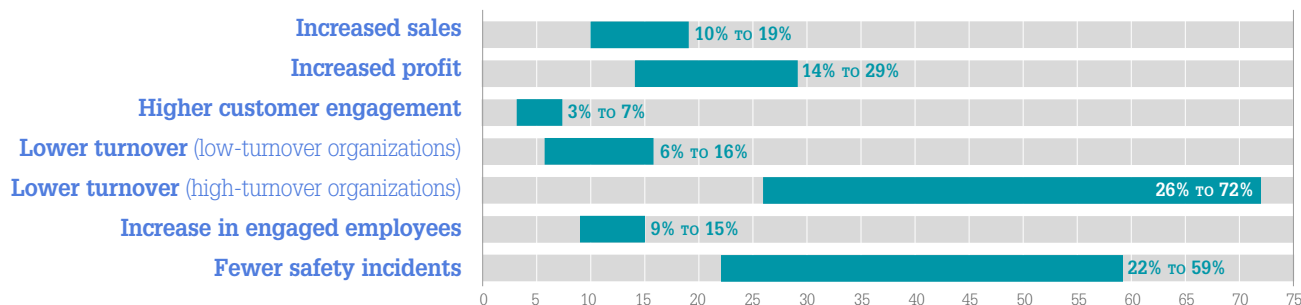
Researchers collected nearly 2,900 mood measurements during the four-week study and found that subjects in all three groups experienced increased positive moods. Some participants in the selfie group reported becoming more confident while those taking photos of objects that made them happy became more reflective and appreciative. Participants who took photos to make others happy became calmer and said the connection to their friends and family helped relieve stress.

Although most spas promote a “no phone” policy, there may still be a creative way to welcome technology into your spa. Have you considered designating a “phone-friendly” area, such as inside the waiting lobby to encourage guests to take selfies of their spa experience and share online? Have you thought about ways to incorporate photography as a way to help increase a sense of happiness and well-being among your guests?

Strengths-Based Leadership Shows Significant Performance Increases

Findings from Gallup's global study of companies that have implemented strengths-based leadership—a management practice that maximizes the efficiency and productivity of an organization by focusing on strengths of resources like people, tools and systems—indicated that 90 percent of survey respondents had performance increases at or above the ranges in the chart below. In Tom Rath's bestseller

Strengths-Based Leadership, the three keys to being a more effective leader include: knowing your strengths and investing in others' strengths, getting people with the right strengths on your team, and understanding and meeting the four basic needs of those who look to you for leadership. To read more about the strengths-based best practices of leaders and how you may implement the practice in your own business, visit pulse.experienceispa.com. ■



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SunWater Spa

Healing Through Water

BY MAE MAÑACAP-JOHNSON

The term “spa” comes from the Latin words “Sanus Per Aquam,” which means health from water. SunWater Spa embodies this very definition, offering treatments with a core focus on the healing powers of water.

SunWater Spa’s co-owners, Kat Tudor and Don Goede, were inspired to open a spa that utilizes the restorative properties of mineral springs after a spiritual journey to Rishikesh, a city in India located at the Himalayan foothills beside the Ganges River.





“The vast majority of our Facebook fans are in the Colorado Springs area, with a sizable percentage located here in Manitou Springs. This is logical given that we’ve only been open for a year and have focused on creating local awareness. In time, we’ll be branching out toward national and international markets but our main guests are locals or from surrounding towns in the Colorado Springs area.”

— KAT TUDOR ■ CO-OWNER ■ SUNWATER SPA ■ MANITOU SPRINGS, COLORADO

After a ceremonial cleansing of the spirit in the waters of the Ganges River, considered holy by many, Goede mentioned to Tudor that his hometown in Manitou Springs, Colorado, exudes similar spiritual energy as Rishikesh, minus the holy river. Tudor, in response, said that the mineral springs that flowed through the mountains of Colorado had the same healing properties as the Ganges River. Soon after this conversation, they launched a healing arts space called SunWater Spa, which revolved around the restorative waters of Manitou Springs.

Healing Traditions

Historically, Manitou Springs was considered sacred by the Cheyenne, Mountain Ute and Arapaho tribes. The early settlers believed that the eruption of bubbles in the mineral waters was the

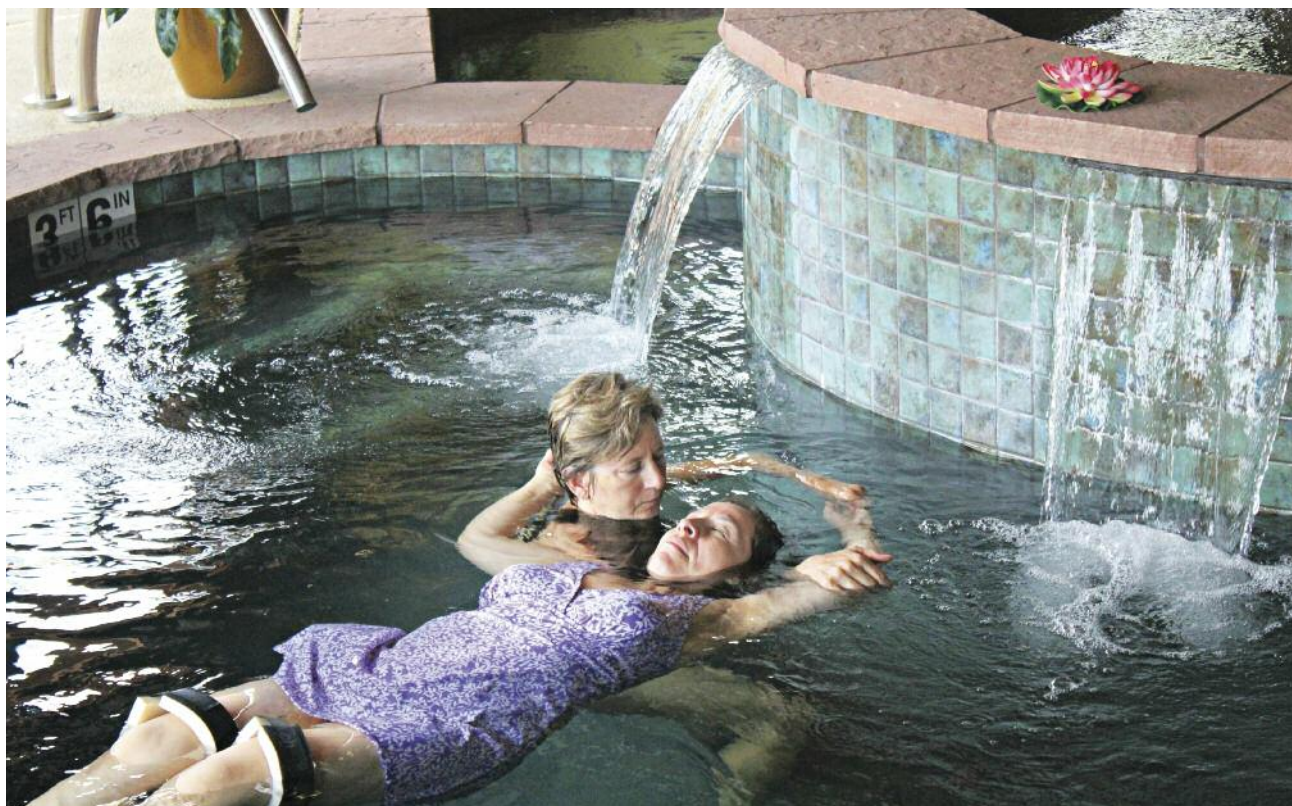
breath of the Great Spirit “Manitou.” To celebrate these native beliefs and local culture, SunWater Spa incorporates local healing traditions into its core services.

In fact, during its grand opening, which was named “Spring Awakening,” in August last year, the spa highlighted ceremonies, dance and music by the Ute Indians and the Mayans. The event was a major success in the local community, attracting more than 800 guests to the spa.

“Just one year after our opening, we now offer more than 25 weekly movement, yoga and meditation classes such as Aqua Yoga, the energy-infused MELT, Beginner’s Mind: Intro Meditation, Cosmic Yoga and Yoga for Healing,” says Tudor.

Aside from this, the spa also offers its popular indigenous and natural massage treatments, such as the

MEMBER PROFILE



SunWater Spa offers an extensive list of water-based treatments, including Watsu and Aqua Yoga.

Mountain Healer which uses lavender and sage. The Breath of Life massage treatment is designed to help those adjusting to altitude. “Our facial treatments are customized: Tea Tree treatment is purifying while Warrior is designed for the unique needs of men’s skin,” she says.

For body treatments, one of the spa’s most popular items on the menu is the Desert Glow Vichy treatment, which uses prickly pear cactus oil and includes a body polish of pure sugar cane.

Water Treatments

Among its water treatments, Watsu is one of its most popular aquatic therapies. “Soaking in the mineral pools is our most popular water offering. As far as a water class is concerned, the most popular is Aqua Yoga,” Tudor says.

In addition to the spa’s seven heated

natural mineral water cedar pools and three saline, multi-temperature pools, SunWater Spa has also opened an infrared sauna to enhance the relaxation process. “Our extended hours will please both the early bird and night-owl,” she says. The spa is open until 10 pm on weekdays and from 8 am to 11 pm on Fridays and Saturdays.

“We provide locals within Manitou Springs a half-priced rate for our soaking treatment on Mondays and Tuesdays. On Wednesdays, we have 10 percent off all services, exclusively to all Colorado residents. We also offer discounted class pricing and soaking options to students, teachers, military personnel and guests aged 55 and above,” she says.

Tudor has seen an increase in interest among locals to visit the spa in order to enjoy the mineral spring water in the cedar tubs and the spa’s water

treatments. “We are finding out more people are doing daily walk-ins than our monthly memberships,” she says. The spa offers a monthly (US\$108) or yearly (US\$1,190) membership package to guests, which provides them unlimited access to classes and members-only events, 10 percent off soaking treatments and workshops, a welcome gift and membership card as well as three complimentary guest passes.

“The vast majority of our Facebook fans are in the Colorado Springs area, with a sizable percentage located here in Manitou Springs,” she says. “This is logical given that we’ve only been open for a year and have focused on creating local awareness. In time, we’ll be branching out toward national and international markets but our main guests are locals or from surrounding towns in the Colorado Springs area.”

(CONTINUED ON PAGE 20)



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[High and low molecular
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MEMBER PROFILE

(CONTINUED FROM PAGE 18)



After marking its first-year anniversary, SunWater Spa continues to draw local guests to its wellness classes.

Incorporating Events

To help create brand distinction for the spa, Tudor and her team are working on strengthening the spa's retreat offerings. "We have been trying to be an event center as well as a spa. What we do differently are all our workshops, retreats and story projects. We have also held live music concerts," she says.

Since the spa has only been a year in operations, it continues to refine its services and address any challenges that may come its way. "Some of the challenges have been [on how to effectively] integrate retreats and workshops with day-to-day activities. There are also the challenges on how to use mineral water in tubs, how to use solar to heat the water, how to accommodate all ages and backgrounds into the spa, as well as how to provide both private and communal

experiences," she says.

"We also offer Women's Wellness Retreats and Thai yoga for couples," Tudor says. For its first-year anniversary, the spa held a "Become 'One' with Us" celebration, which kicked off with an "Open Door" event, comprised of complimentary soaking, popular service demonstrations, live-music and food samplings. "The celebration week continued with half-price hot mineral water soaks in our heated cedar pools, as well as half-price yoga classes throughout the week," she says.

Tudor is well-aware that a big part of the spa's success in marking its one-year anniversary is its skilled team members. "We not only look for people who are skilled in their professional careers but also possess a spiritual angle to their work and can embrace the spa's spiritual outlook," she says. ■

ABOUT THE SPA

Spa open date: August 14, 2015

Square footage: 6,000

Number of treatment rooms: 6 (soon to be 8) plus a pool for aquatic therapies

Facilities/amenities: Mineral tubs, massages, facials, waxing, infrared saunas, yoga, meditation, tai chi, dance classes, Vichy, Watsu water therapy, aqua cranial

Number of full-time spa staff: 15

Method of staff payment/compensation: Full employment and contractual

Percentage of male vs. female guests: 32% male vs. 68% female

Signature treatment: Mountain Healer

Product lines used: Body Bliss and SunWater Spa private label

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MEMBER NEWS

BY TARA SALAH ELDIN AND BRIANA LEE

THE SPA SHIFT *Announcements marking spa industry players on the move.*

- Robert Lowe has joined **Mandarin Oriental Miami** in Miami, Florida as General Manager.
- Salamander Hotels & Resorts appointed Kim DeOrsey as Spa Director for **Salamander Spa at Henderson Beach Resort** in Destin, Florida.
- Robert Hartman has been appointed Regional Head of Sales, Local West at **Travelzoo**.
- **Duval Collection** has named Alicia Howell as Director of Spas.
- **Bardessono Hotel & Spa** has named Jennifer Mayo as Spa and Shop Director.
- **ELEMIS** has announced the appointment of Annet King to the role of Vice President of Global Education based in the United States, and Lisa Heinemann as Director of Sales, East Coast.
- Sam Garcia has been appointed as Director of Event Planning at **JW Marriott Starr Pass Resort & Spa** in Tucson, Arizona.
- Michael Gordon has been named Vice President and General Manager at **Ponte Vedra Inn & Club** in Ponte Vedra Beach, Florida.
- Elsa Guttery has been promoted to Director of Sales at **Shutters on the Beach** in Santa Monica, California.
- **St. Kitts Marriott Resort** has named Francois Cimon-Kingsley as Director of Spa.
- **The Grand Velas Riviera Maya** in Playa del Carmen, Mexico has appointed Denys de Oca as Senior Director of Sales and Gina Jimenez as Director of Sales.
- Lisa Boyle has been promoted to General Manager at the **Cooper Spa** in Dallas, Texas.
- Jana Powers has been named Spa Director at **The Ballantyne, A Luxury Collection Hotel** in Charlotte, North Carolina.



Robert Lowe



Kim DeOrsey



Robert Hartman



Alicia Howell



Jennifer Mayo



Annet King



Lisa Heinemann



Sam Garcia



Michael Gordon



Elsa Guttery



Francois Cimon-Kingsley



Denys de Oca



Gina Gimenez



Lisa Boyle



Jana Powers

OPEN FOR BUSINESS

1. **Sandals Royal Bahamian Spa Resort** in Nassau, Bahamas reopened its doors in October, revealing major upgrades.
2. **Four Seasons Las Vegas** in Las Vegas, Nevada introduced a fully renovated spa in September, which includes new signature services using eco-friendly product lines such as **Naturopathica**, **Phytomer**, and **Pure Fiji**. Other enhancements include a Fitness Center which features equipment by **Matrix Fitness**.



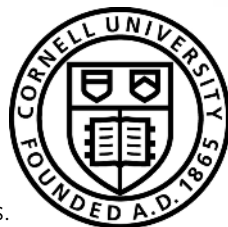
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MEMBER UPDATES

- 1. Massage Heights** has signed nine franchise agreements during the first half of 2016 to develop 35 locations across the U.S. over the next several years.
- 2. Hilton Head Health** on Hilton Head Island, South Carolina offered a Spa Getaway at the **Indigo Spa** in October. In partnership with **Skin Authority**, the getaway included custom spa services, nutritious cuisine, beach yoga and more.
- 3. Cornell University's School of Hotel Administration** has named Kelly McGuire as 2016 Cornell MMH Outstanding Alumnus.
- 4. Marriott International** has acquired **Starwood Hotels & Resorts Worldwide** after almost a year of negotiations. The US\$13.3 billion deal makes Marriott International the largest hotel company in the world. The two companies' loyalty programs will continue to operate but members can link the accounts and transfer balances at a ratio of 1 Starpoint to 3 Marriott Rewards points.



GIVING BACK

Elemis has announced the return of the limited-edition Hero Collection gift set which supported Breast Cancer Awareness Month in the U.K. in October. The company donated £10,000 from the sales of the collection to Breast Cancer Care. The collection had four products, including the new Pro-Collagen Neck and Décolleté Balm as well as three other existing products.

BRILLIANT IDEA

SiSpa at the Marriott Pompano Beach Resort & Spa has introduced a specialized spa menu called Comfort Care Classics designed exclusively for cancer survivors and guests fighting the disease. The menu includes services that promote relaxation and stress relief. An accompanying caregiver will receive a 20-percent discount on regularly priced services.



NEW ON THE MENU

- 1. Hyatt Regency Waikiki Resort and Spa** introduced a new bridal spa menu featuring its signature Lomilomi massage, body scrubs and wraps, facials and an aromatherapy treatment. The menu offers treatments for the wedding party, including a Parent Thank-You treatment which comes with a custom gift and sparkling wine.
- 2. Miraval Resort & Spa** has introduced several new health and wellness programs designed to reflect Miraval's core philosophy of living life in the moment. One of its new treatments is the Crystal Salt Serenity.



According to **Mary Wisnom**, professor and spa management coordinator at the School of Resort and Hospitality Management at Florida Gulf Coast University, leaders in the spa and wellness industry have repeatedly identified a need for comprehensive text resources to support education in the spa industry. In response, Wisnom and ISPA have partnered to develop the ISPA Academy, a searchable online library that will provide spa professionals a one-stop access to industry research, job descriptions, educational resources and glossary of terms.

To help gather information, spa professional volunteers were enlisted as authors. The Wikipedia-style website, set to launch in early 2017, will provide the spa community easy access to spa information to help broaden one's knowledge.

In this *Pulse* Conversation, Wisnom talks about the benefits of the resource and why the spa community should support the project by becoming an author and sharing their expertise and knowledge.

PULSE: What sparked the idea to develop the ISPA Academy?

Mary Wisnom: In 2013, 25 international spa leaders serving on a Spa Certification/Education Task Force worked to identify the critical industry "body of knowledge" and related spa management resources. At the conclusion of its charge, the task force identified a lack of an all-inclusive resource on spa services and treatments for spa managers. Presently, there are texts available that address certain spa offering segments, yet nothing comprehensive.

Both ISPA President Lynne McNeas and I served on the task force and our conversations about a missing spa offerings resource continued well after the task force ended. In 2014, I reached out to her to discuss how ISPA might tackle this challenge. I had the opportunity for a sabbatical in 2015 and wanted to know if they thought this might be an opportune time to take on the project. After several discussions and conversations with ISPA leaders and publishers, we came up with the idea and a framework to create the ISPA Academy.

P: Walk us through the steps you have taken to get the project off the ground?

W: I spent most of 2015 reviewing the existing literature, determining the elements essential toward developing a comprehensive spa offerings resource, and ultimately, developing the tools to collect the needed information and monitor the project. In early 2016, the ISPA team first reached out to the Volunteer Committee to recruit our initial group of entry authors, and as word spread, others joined the project.

P: How exactly are these volunteer authors involved?

W: Once an author shows interest, they select from our growing list of 185 spa offering topics. They are then provided with all the materials they will need to complete their entry. Authors then select a submission date and start their work. I serve as primary contact for each of the authors, encouraging, supplying support when needed, monitoring deadlines, editing the entry submissions, and preparing the final edited version for the website.

To date, 27 entry submissions have been reviewed, edited,

Become an Author!
Share your knowledge
and passion. Volunteer to be
an author of ISPA's online
library. To learn more on how
you can be involved,
email ispa@ispastaff.com

and are ready for the launch. Authors have selected 78 of the 185 spa offering topics. With more than 100 remaining spa offerings not selected, authors are still being recruited to help complete the project. ISPA is currently constructing the ISPA Academy. It is our goal to have all the entries completed by March 2017 and the resource launched shortly thereafter.

P: Who are a few of the authors of this project and what criteria have you considered in the selection process?

W: We currently have 46 authors working on encyclopedia submissions. They range from individuals with several years of education and experience on the selected topic, to individuals who have little experience with or education on the offering, but are passionate about the topic and project and willing to do the research needed to complete the entry.

P: What are some of the challenges of putting together this project and how are you able to handle them?

W: The one and only challenge I am facing with this project is author recruitment. Once the literature unveiled close to 200 spa offerings, I knew it would be tough to find that many authors to help with the project. I've been lucky, many of our initial authors have signed up for more than one topic, and that has helped considerably.

P: How do you think this project would benefit the ISPA community and the spa industry as a whole?

W: ISPA Academy will aid spa managers in gaining valuable and comprehensive details of the treatments and services offered in today's spas. It will provide a complete account of each spa service. The format will be an easy-to-use online searchable site, where visitors can look up spa offerings by name or by selecting from 10 different searchable elements. Spa managers considering a new service or developing a new menu will be able to discover and learn more about new menu options. Spa consumers will be able to review information about the offerings to better understand their spa experience. Spa management students will have an easy-to-access resource to help them broaden their knowledge about the wide array of spa offerings available. ■



FOR A SAMPLING of the topics included in the searchable online library, click here.

Why do you think it's important for spa industry experts like you to volunteer as an author?

"There is too much misinformation and/or sensationalized reports available not only to the spa professional but the spa consumer as well. Having a reliable source to learn more about new spa services, treatments and offerings will benefit all. I was surprised at the exhaustive list of spa offerings that will be added to the ISPA Academy. This isn't just a list of offerings and a brief description. It will include the history of each offering, how it is implemented in the spa and other very useful information."

— Jennifer Wayland-Smith

Account Management ■ Impact Cryotherapy ■ Atlanta, Georgia

"I feel being involved in such a project is a way of giving back. I remember 17 years ago when such resources did not exist so it is great for those just coming into the industry to have this sort of information. The ISPA Academy creates a repository that has been compiled by trusted sources so members can easily find information on existing modalities or search for new ones that they may want to include in their offerings. It can also assist them in educating those they report to or their investors."

— Shane Bird ■ Director of Spa Operations

Skana Spa at Turning Stone Resort ■ Verona, New York

"Doing the research for this project was really interesting. I learned a great deal more about spa services and certainly garnered more respect for those that created them. When spa professionals, especially therapists, learn the history and development of the services they perform, it gives them a new perspective on the value of our industry. We do have an amazing story to tell."

— Kate Mearns ■ Principal ■ S Spa Consulting LLC ■ Surry, Virginia

"I believe that collaboration and sharing is critical in every industry. The spa industry in particular includes professionals from many disciplines and educational backgrounds. Sharing of research, progress and goals allows future spa professionals to build a career on a foundation of repeatable successes, ensuring continued improvement and professionalism in our industry. This database provides immediate results whether in the development of a treatment menu or creation of a spa business plan."

— Lisa Capozio

Vice President ■ Sundari, LLC ■ Westminster, California



Social Media **Secrets** FOR ATTRACTING **Millennials**

BY
ERIN
GARGAN

For an industry obsessed with relaxation and bliss, marketing effectively to today's millennial consumers can be stressful. Many spa professionals struggle with how to best evolve communication strategies to resonate with the Uber-hailing, Postmate-using, Snapchatting spa guests of 2016.

DISCLAIMER: I was born in 1982, which means I am just barely a millennial. I also have a serious spa addiction and run a social media agency. These factors enable me to help you understand two things. Firstly, why are we millennials so challenging to communicate with? Secondly, how can the modern spa professional use social media to be more successful?

Missed Gargan's session this year? Click here to purchase the PDS Recordings.

Let's start with the facts.

In 2015, Nielsen ran a study that concluded 84 percent of millennials don't like, listen to, or trust traditional advertising. We are digital natives who long ago learned how to ignore interruptive advertising. From controlling how we engage to how we receive messaging from brands, we deal with every business as we see fit. The opt-out link, ignore button, and "go paperless" prompt are all highly utilized options. We just plain shut down when a brand tries to shout anything at us that we have not intentionally sought to learn about on our own. On the flip side, data from marketing research firm The McCarthy Group showed that 92 percent of us trust recommendations from friends and family over all other forms of advertising when making buying decisions. This matters because only 70 percent of baby boomers share the influencer sentiment.

According to research by Crowdtap, millennials spend 5.4 hours every day on social media. Guess how much time we spend on average with traditional outlets? Survey from marketingcharts.com showed that we spend less than two hours on TV, less than 24 minutes on radio, and less than six minutes reading print. We want to be inspired, heard, helped and valued—all at once. We are the You Only Live Once (YOLO) generation that values paying for experiences over things. We want to be friends with the brands we love. We expect frictionless, digital, intuitive experiences throughout our customer journeys. Facebook, Instagram and Snapchat are our top three most utilized social networks. Snapchat and Instagram are our favorites, but we have to use Facebook for Fear of Missing Out (FOMO). We also love acronyms!

Sharing what's happening to us with the world in real-time on social media is as natural to us as breathing. Understanding the psychology behind the share is critical to social media success. Perception is the most powerful force of all our share motivators. How will this make me appear to my trusted network? How will this impact how my friends and family view me and my life? We have to feel to share. Generic, safe, average content or experiences do not receive our personal endorsement with a social share. Content and experiences that make us feel delighted, joyful,

helpful, inspired, jealous, amused or excited do warrant a share every single time. Are you cultivating content and experiences with share-ability in mind?

So how can your spa business adapt to this reality and “earn” millennial attention and revenue more effectively using social media?

The obvious answer you already know is to provide them with a dynamic experience that vastly exceeds their expectations so they will naturally share it with friends and family. Ideally, they will take this action independent of you begging, bugging or incentivizing them. For viral share insurance, make sure you understand and implement these five cornerstones of social media success for marketing to millennials:

1. TECH YEAH! Experiment with every crazy new network out there to find what works for you. Yes! Snapchat! Even if you don't know what you are doing, it contributes to your first-mover brand persona, which impacts your technology, products and staff being perceived as the latest and the best in your field. The landscape in these new social channels is not crowded yet so you also gain an edge in the undersaturation from competitors.

According to data from Deloitte, we check our mobile phones 74 times a day on average. From on-demand transportation to taco delivery and money transfers, we are accustomed to frictionless, mobile experiences every day of our lives. Ensure that ordering your products, booking your treatments, and paying for transactions is simple, shareable and designed for mobile interaction. Also make sure that any visual content you create is optimized for consumption on a tiny five-inch screen. What looks stunning on television or desktop does not translate onto smaller viewing devices like tablets and smartphones.

The irony of living with our phones glued to our hands is that we hate actually talking on them. In today's world, calling your millennial customers and clients is viewed as intrusive, presumptuous and prioritizing your needs over ours. We don't want to call you because small talk is inefficient. We just want to browse, book and pay seamlessly using apps. The MindBody booking app might be the greatest app of all time. No, the DryBar's app is. Ah, actually I love them all! Calling a spa to make three appointments which takes an average of seven minutes on the phone? Grrrrr.

2. SHOW, DON'T TELL. The length of this sentence is 24 words, the average number of words a millennial can read during his or her eight-second-long attention span. With all of the notifications we get, we switch digital platforms an average of 27 times an hour. We are “lean forward, add, click-away-from-YouTube-videos-in-2.2 seconds and non-reading” moving targets. We are obsessed with videos more than any other



Millennials value companies that do social good.

media. Look at the rise of emoticons, GIFs, memes, infographics and video-streaming and sharing! We are circling back to the caveman or hieroglyphic days when pictures tell every story. It takes all of our brains much longer time to process texts over images, so keep this in mind the next time you are creating long brochures, pamphlets, postcards or text-heavy web pages. Whatever you are trying to communicate to us, remember to replace words with images whenever possible. Descriptions, processes and instructions should be short, simple, shareable and packed with visual imagery to educate us most effectively.

3. SOCIAL GOOD RULES. Recruit us to your purpose as an organization. Communicate your mission in an emotional way. As the “change the world” generation, we need to understand the “why” behind you and your cause. (Thank you, Simon Sinek!) We gravitate toward brands that are part of something bigger than themselves. Actions you'd like us to take should be simple and straightforward. TOMS, Warby Parker, Ethos Water—we cannot get enough of the idea that what we are purchasing and experiencing is helping someone less fortunate somewhere. Communicate your mission clearly, deliver on your promises authentically, and we will be your customers for life.

(CONTINUED ON PAGE 30)

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4. EMPOWER PERSONALIZATION. Entitle us to our personal style. We all think we are different, unique, one-of-a-kind. Blame it on the everyone-gets-a-trophy disaster of the 80s and 90s. Regardless, ask us to co-create with you. We like to feel that we play a leading role in our own experiences. Even if we can add our own flavors, ingredients or names in a small way, it helps the moment to resonate deeper with us. We love the sound of our own names. I'll never forget checking into the Montage Beverly Hills for a spa weekend and my pillows had "G" on them for Gargan. They let me choose from five different essential oils to complement my massage, and allowed me to choose whatever ingredients I wanted for my facial. It was so unique, of course I posted it on Instagram and tagged Montage in a matter of minutes! Even if you can't have monogrammed robes, towels or pillowcases with all 26 letters of the alphabet, integrating some kind of personalized touch or allowing us to be a part of the creative process works wonders to organically incentivize the social share.

5. AMPLIFY INFLUENCERS. Tastemakers and trend-setters—every business has at least a handful of these "cool kid" customers. Shower them with unforgettable experiences. Change their lives in your own special way. Capture them (with hyper-flattering creative polish) enjoying those moments and make it turnkey for them to share with their followers and friends. Sometimes your influencers are unexpected—the book club mom, the college athlete, the executive—all of these types of buyers have a multitude of connections on social media that follow their every move. Equip them with powerful stories to tell about you and your business. Degrees of separation have rapidly shrunk in today's digital networks, so you never know who knows who. Research your buyers' social footprints to ensure you never miss a golden opportunity for brand endorsements. Use them to put a microphone and a spotlight around all the magic your business is

churning out every single day.

Social media is very time-consuming and takes immense effort and energy to properly harness and convert into revenue. Unfortunately (or fortunately), what are your other options? Today's digital buyer does not respond to interruptive advertising, prefers exclusive quality over a deal, and values opinions of friends and even online strangers over anything a business ever says about itself. Today's shift from the power of paid media to the power of earned media is called "earned" for a reason. Like improving your health or developing friendships, it takes time. Focus on aligning your strategy to deliver against these key foundational social success secrets and watch your business grow faster than you could ever imagine. ■

Millennials, who are social media savvy, can help amplify your brand through their online influence.



ERIN GARGAN is a national speaker, author and Founder of Socialite Agency (socialite.agency), a social media marketing firm that provides consulting, training and support for various industries. Erin's clients include The Oscars, VISA, Mercedes-Benz Fashion Week, Nelson Mandela's Legacy of Hope Foundation, wedding.com and others. She was named one of *Orange County Business Journal's* "Women in Business" and has been featured in *Forbes Magazine*.



TO DOWNLOAD a PDF of Gargan's Professional Development Session presentation at this year's ISPA Conference & Expo, click [here](#). Plus, to know more about millennial preferences, download the seventh volume of the *Consumer Snapshot Initiative Research*, launched at this year's ISPA Conference. The report is available at experienceispa.com.

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SEE + BE SEEN



BOOT CAMP. CND Education Ambassadors attended the internationally based CND Boot Camp, an intense seven-day advanced training program in Amsterdam, Netherlands.

ON THE PANEL. President of **Elemis** Sean Harrington, Director of Global Spa for **Starwood Hotels & Resorts Worldwide** Amanda Al-Masri, **Canyon Ranch SpaClub** at the **Venetian Hotel** Spa Director Deirdre Strunk, and ISPA's Immediate Past Chairman **Michael Tompkins** participated in a panel discussion led by **American Spa's** Editor-in-Chief **Julie Keller Callaghan** at Cosmoprof Las Vegas.



AWARD WINNER. Massage therapist **Benny Vaughn** was presented with the Florida Chiropractor's Association (FCA) 2016 LMT of the Year award at the FCA National Convention & Expo held in Orlando, Florida.



MICHAEL SQUARED. ISPA's Immediate Past Chairman **Michael Tompkins** visited **Color Club** CEO **Michael Rose** in his booth at Cosmoprof Las Vegas.



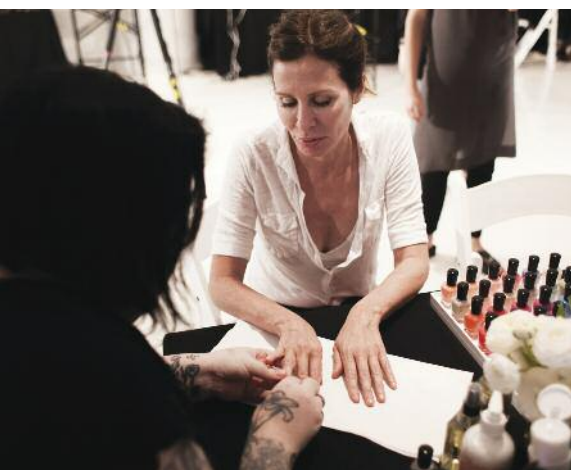
WANT TO BE SEEN? Email

allie.martin@ispastaff.com
to submit post-event press releases and photos for potential inclusion in SEE+BE SEEN.



ROLLER DISCO FEVER.

The **Éminence Organic Skin Care** team pulled out the Éminence selfie stick included in the ISPA Conference General Session's welcome bags in order to capture a night of retro fun during the 70s Roller Disco Night event!



FASHION WEEK. FarmHouse Fresh participated in the Next Artists Beauty Lounge, which took place at 404 NYC in partnership with FTL Moda and Fashion Week Online.



HALL OF FAME. Performance Health's CEO Marshall Dahneke and Vice President, International Commercial Operations Bob Poirier, along with **Bon Vital'** Founder Guenter Heidenberger, were inducted into the World Massage Festival's Hall of Fame.



Dahneke (left) and Poirier (right) were joined by Performance Health's Vice President of Massage & Spa Lynda Solien-Wolfe (center).

GENERAL SESSIONS IN-REVIEW



BY MAE
MAÑACAP-
JOHNSON

WOW, TALK ABOUT POWERFUL TAKEAWAYS! There was no shortage of thought-provoking insights at this year's General Sessions. In case you missed the 2016 ISPA Conference & Expo, here's a highlight of some of the inspiring lessons. If you were fortunate enough to join us this year, can we agree on one thing? There's only one word to describe the General Sessions: #mindblown.

4 THOUGHT-PROVOKING QUESTIONS BY BRENÉ BROWN

When *Daring Greatly* best-selling author Brené Brown made a brave decision to talk about her own struggle with shame and vulnerability at a TEDx Talk, she had no idea her life was about to change. Not only did her talk go viral, an incident she calls "happy accident," but being thrown into the spotlight has also made her realize that the only way to live is to live bravely.



[CLICK HERE](#) to read President Theodore Roosevelt's "A Man in the Arena" speech.



JACOB KEPLER PHOTOGRAPHY

1. Will I choose courage or will I choose comfort?

For many, vulnerability is not a comfortable subject to discuss. Many shun the idea of feeling vulnerable because it's often seen as a sign of weakness. On the contrary, Brown argues that vulnerability is not weakness, but the most accurate measure of courage. Courage, by definition, is being extremely uncomfortable and vulnerable.

Brown herself displayed vulnerability when she shared her story on TEDx Talk. She talked about how she loves certainty and how she hates ambiguity, and that the only reason why she was trying vulnerability was because, at that time, about 70,000 pieces of data indicated that the one thing men and women who live wholeheartedly share in common is their willingness to be vulnerable.

Brown admits that the idea of vulnerability freaked her out so she decided to see a therapist to help her grapple her own fear of it. "I kid you not, I went to my therapist with an Excel spreadsheet of all the things I want to talk about and the time I will allot on each topic. I also wrote on this spreadsheet: No childhood bullshit," she says, laughing. But despite being uncomfortable with vulnerability, she decided to embrace it and, in the process, chose courage.

2. Will you show up and be seen even when you cannot control the outcome?

When her TEDx Talk became viral, Brown suddenly found herself the subject of vicious online attacks. Reading through online reviews about her physical appearance, she was hit hard by shame. "Shame is how we see ourselves through other people's eyes," she says. "The only people not capable of shame are those without capacity of empathy or connection."

For years, she avoided harsh criticism

by staying small. "I have always chosen to not venture out completely into my power because that would be too much exposure and would create opportunity for criticism," she says. "The problem when you stay small and engineer a little bit of smallness is that it's always served up with resentment because you are always looking at other people and thinking: 'The only thing standing between me and trying something like that is my own courage.'"

It was during this moment of shame that she stumbled upon former U.S. President Theodore Roosevelt's "The Man in the Arena" speech. "That speech changed me. I've decided to live my life in the arena. To live a brave life. The two values I hold closest in my life are faith and courage," she says.

According to Brown, if you are brave in your life or business, there's one thing certain: You will get your ass kicked. "It's just the physics of courage that if you put yourself out there and try new things, it's not going to work out every time. But here's the question: Will you show up and be seen even when you cannot control the outcome?" she asks.

The answer, Brown says, is "yes." In today's world, you have to be courageous in your business and in yourself because the world is changing too fast. "You have to be willing to fall and fail, and you have to have a culture that can survive that," she says. "You have a call to courage to set up environments where your employees stay out of shame and the people who see you stay out of shame."

3. How do you let in what's constructive and not let in criticism that keeps you from trying to be brave?

"If you are not in the arena getting your ass kicked, I am not interested in your feedback. Period. Why? There are a million cheap seats today full of people

who will hurl mean-spiritedness, judgment, advice and criticism, but never once stepped foot in that arena. You can't afford to listen to them," Brown cautions.

She says, if criticism no longer hurt or you've developed an "I don't give a shit what others think" attitude, you have a bigger problem than the criticism. "This is because there is no mastery without feedback so you have to let some feedback in, but the trick is in allowing only what's constructive from the people whose opinion matters most to you. She suggests writing down on a one-inch by one-inch piece of paper the names of people whose opinions matter. "If you need more space than that, you need to edit because the only names that need to go in that piece of paper are the people who love you and care about you, not despite your imperfection or vulnerability, but because of it. That piece of paper should be sacred to you," she says.

4. Why do we dress-rehearse tragedy in the middle of great things?

According to Brown, there are four pieces of courage: vulnerability, clarity of values, trust and rising skills or the ability to rise back up after a fall. "Some rise up and become more tenacious as a result of that fall. The only way we find our way back after a fall is through vulnerability," she says. Vulnerability, after all, is the birthplace of love, belonging, joy and innovation.

Many times, however, we find ourselves mentally "dress-rehearsing" tragedy in the middle of great things. Why? "The reason why we dress-rehearse tragedy and great moments is because the most vulnerable emotion people feel is joy. Men or women with the highest capacity of joy are those who actively practice gratitude," she says. In other words, to have courage is to also have a heart full of gratitude. ■



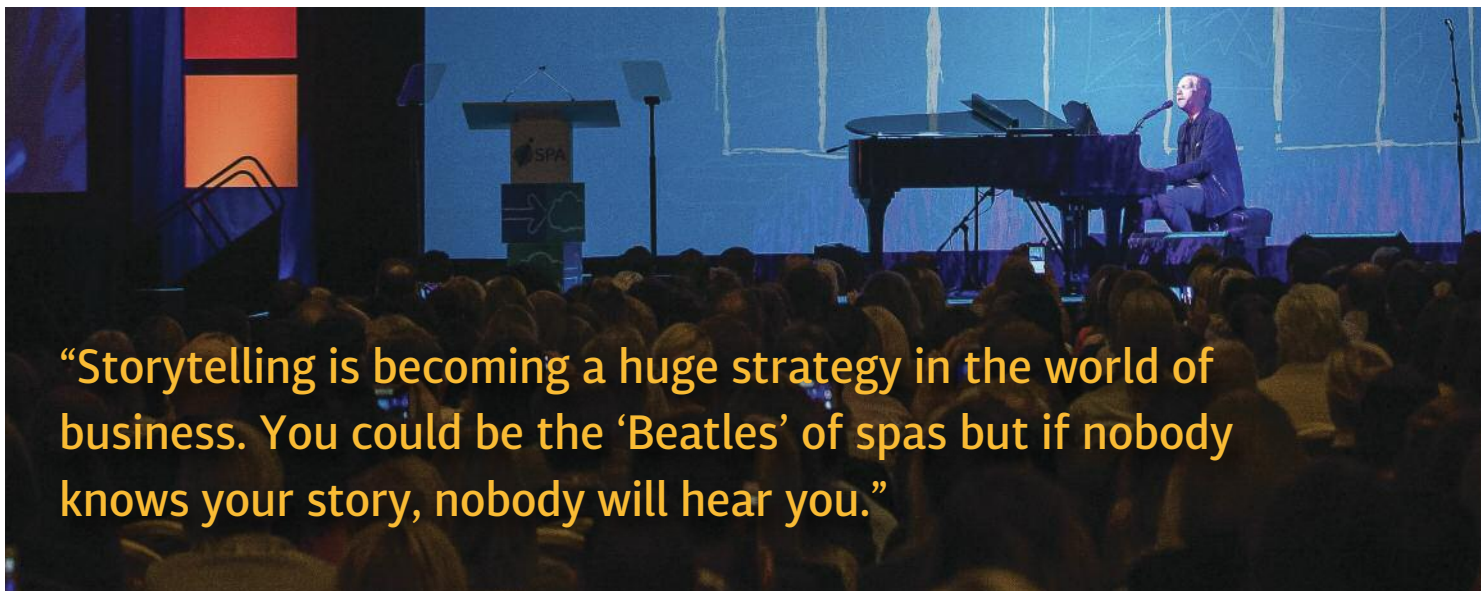
4 INSPIRING INSIGHTS FROM JOHN ONDRASIK

Singer-songwriter and 2016 ISPA Alex Szekely Humanitarian Award recipient John Ondrasik closed this year's General Session with one thought-provoking question: "What kind of world do you want?"

The Grammy-nominated artist came into fame when his song "Superman" became a global hit. "I think the reason why the song resonated with so many people is because it talks about how we can't be everything to everyone. In the song, Superman doesn't want to be Superman. He wants to be human, to be able to bleed, not be a superhero."

Here, Ondrasik shares his personal journey as a creative artist, how he inspires through his music and the lessons he learned about living in the moment.

JACOB KEPLER PHOTOGRAPHY



"Storytelling is becoming a huge strategy in the world of business. You could be the 'Beatles' of spas but if nobody knows your story, nobody will hear you."

1. In business and in life, little things matter.

When Ondrasik wrote his first hit song “Superman” 15 years ago, he wrote it in 45 minutes. “It was a gift,” he says. “The song ‘Superman’ has taught me that, sometimes, little things become big things.”

Before he wrote the hit song, Ondrasik said he first fancied himself as a rocker. “So when I ended up writing this ballad, my first thought was: ‘This isn’t for me.’ I almost didn’t put it in my record, but I wouldn’t be standing here had I not put it in. Certainly, little things matter—the extra hour of brainstorming with your team, the high-five to a client or a smile to an employee.”

This idea of giving a little bit more is most crucial in creative endeavors, where innovation is needed. “Writing the song ‘Superman’ has taught me the power of work ethic and the value of a concept,” he says. “While it seems romantic to say I wrote the song in 45 minutes, what many don’t know is that I had to write a thousand songs before I got there. It’s simply part of the process of creation.”

2. There’s a great song in every room—if you just learn to listen.

According to Ondrasik, listening is often a skill that’s overlooked when it comes to innovation. He says many executives are good at listening to themselves, but not to others. “The best executives are those who listen well to their team. There’s a reason why the Beatles are the Beatles. Collaboration raises the dynamics,” he says.

So how does he cut through the noise? “Change your environment,” he advises. Everything starts with a blank

slate, but to get that flicker of inspiration, environment matters. “Sometimes I go on trips or lock myself in a cabin to write a song,” he says. “A lot of my ideas come when I’m not actually doing the craft, like when I’m doing physical activities like hiking. I also think it’s important to value the subconscious, which is why I tend to play the piano immediately after waking up in the morning because I believe the subconscious is hard at work at that time.”

3. If you can’t win the game because the rules have changed, change the field of play.

Given the tremendous success of his first hit song, Ondrasik eventually faced a dilemma: How do you follow something as big as ‘Superman’? It took him several years to produce another hit through his song “100 Years.” The reason why the song resonated to his audience, he thinks, is because it offered a simple sentiment: To live in the moment.

“How do I get better and remain current but stay true to who I am?” he asks. His advice is to tell your story but stay authentic to your brand. Storytelling, he said, is becoming a huge strategy in the world of business. “You could be the ‘Beatles’ of spas but if nobody knows your story, nobody will hear you.”

With the world of business changing fast, he says evolution is crucial. Ondrasik himself had to reinvent after he realized that radio stations would no longer play his songs. “Radio was deserting me. Radio stations no longer want to play songs from 50-something music artists. Many other artists struggle with this,” he says.

Instead of fighting the new rule, he had an epiphany: “If you can’t win the

game because the rules have changed, change the field of play.” To do this, Ondrasik started writing musicals, creating a TV show in which he could use his songs, hitting speaking circuits to share his story and even doing symphony shows. “I started to feel young and found my new energy,” he says.

4. Take swings even at the prospect of failing.

If there’s a major failure in Ondrasik’s career, it must be the branding failure of his name “Five for Fighting.” Despite his success, only a few know that Five for Fighting is a one-man band named John Ondrasik. “Five for Fighting is a colossal marketing failure,” he says. “But sometimes, within these failures lie the opportunities.”

As a sports fan, he brought up the idea with his record label to pitch Five for Fighting to sporting events, which turned out to be a smart move. “John Ondrasik doesn’t play in those gigs, Five for Fighting does,” he says. The biggest opportunity, he thought came when producers of a little independent film approached him to include his song entitled “Chances” among its soundtrack. There was a slight problem, the song was supposed to already be included in another big-production holiday movie. “But something in my gut tells me this song was made for this movie, so I pulled it from the other film. That small independent film that many thought nobody was going to see was ‘Blindside’ which turned out to be one of the biggest sports movies of all time,” he says. This experience taught him to trust in one’s instincts. “It’s about taking swings or risks. When you go against your gut, that’s what keeps you up at night.” ■



5 POWERFUL TAKEAWAYS FROM SIMON SINEK

Leadership expert Simon Sinek closed this year's General Session with a compelling challenge to the ISPA community: "Every single person in this room has the opportunity to be the leader you wished you had. So make a choice. Be the leader you wished you had."

Author of *Start With Why* and *Leaders Eat Last*, Sinek highlighted how leadership is not for the faint of heart as it required tremendous personal sacrifice, one that only those with the capacity for genuine selflessness are capable of giving. Here are five takeaways to awaken the great leader in you.

"When there is a circle of safety, the natural human reaction is trust and cooperation. When we do not feel safe in our own environment, the natural human reaction is cynicism, paranoia, mistrust and self-interest."



1. The true definition of leadership is taking care of those in our charge.

What does it take to be a leader? According to Sinek, the problem with leadership is that there is no standard definition of what it means to be a leader. "Some think leadership means being in charge. Others think leadership is being the most senior person. But here's the good news, there's actually an objective definition of what leadership is, and it's based on the fact that we are human beings and social animals," he says. He points back to our instinctive desire to feel safe. In fact, this is true even as far back as in the "cave man" days when we rely on others for our survival to help us identify or avoid danger. "Our very survival depends on our ability to live in communities wherein we can trust and cooperate with each other in order to feel safe," he says.

2. Great leaders offer those in their charge a safe environment.

What separates a good leader from a boss is that great leaders create a circle of safety. "When there is a circle of safety, the natural human reaction is trust and cooperation. When we do not feel safe in our own environment, the natural human reaction is cynicism, paranoia, mistrust and self-interest," Sinek says. He stressed how we, as social beings, respond to the environment we are in. Put a good person in a bad environment, and he or she tends to perform poorly, and vice versa. "This is why we have leaders because leaders are responsible for setting the conditions to create a safe environment."

What is often a sign that people do not feel safe in their own work environment? "If you work in a company where it's standard practice for people to feel the need to send a 'cover your ass'

email after every decision they make, that is a sign that people are taking time and energy out of their day away from their job in order to protect themselves from their own company. When staff members do not feel safe at work, the ones who suffer the most are the customer and the company," he says.

3. To inspire action in others, good leaders offer a purpose or a cause.

In creating a circle of safety, Sinek says it's important that leaders give those in their charge a sense of destination so they feel and know the work they do is contributing to something bigger than their own selves. "This is what gives our lives and work a sense of value," he says.

But to do this, one must first have a vision. A vision, he says, needs to be concrete, like having mile markers in a marathon. "The reason why it is called a vision is because you have to be able to see it," he says. "The difference between a goal and a vision is the finish line. A goal is 26.2 miles, I don't know what it looks like but I know how far it is. A vision, on the other hand, is a crystal clear sense of what the future state looks like but I don't have an idea how far it is. In reality, every goal takes us closer to that vision."

4. Being a leader is similar to being a parent, it comes with great personal sacrifice.

Leadership, according to Sinek, is a choice and a daily practice. "Like becoming a parent, everyone, has the capacity to be a leader. It doesn't mean everyone should be a leader nor everyone wants to be a leader," he says.

So how do you become a good leader? According to Sinek, leadership is a balance of intensity and consistency. As an example, he says practicing little

things that display selflessness, like opening the elevator when someone is rushing toward it even if you are running late to a meeting or refilling the coffee maker at work when nobody is looking, will help develop leadership traits that will eventually become a natural habit when bigger decisions are required at work. But if leadership is difficult and requires a lot of sacrifice, is it worth it to strive to become a leader? "We persist to become a leader for the unpredictable glimmers, such as seeing your team members solve a problem without your help, or a staff member accomplish more than he thinks he is capable of, or seeing someone's confidence grow at work—these are the things that make all the sacrifices worth it," he says.

5. True leaders take risks of trusting others first.

Leadership is hard because there are risks involved, especially in giving trust to others. "At some point, a leader cannot do the work, they have to trust their people to do the work. A leader is not responsible of the result, a leader is responsible of the people responsible of the result. Unfortunately, there are many of those in top positions who don't make this transition," Sinek says.

I've never heard of great leaders who would say: "Prove to me why I should trust you with more responsibility." What great leaders do, like a parent, is they assess the skills of those in their team and sometimes offer them more responsibility even before that person thinks he or she is ready for it. That's one of the risks of leadership—sometimes you get it wrong. When they fail, we sometimes had to go to them and say, "I'm sorry, I put this all on you too soon." This is one of the reasons why we call them leaders, because they chose to go first. They chose to take the risk. ■

2016 ISPA CONFERENCE & EXPO

Did You Take the Scenic Route?



ADVENTURES, THEY SAY, ARE NOT MEASURED BY MILES, BUT BY MOMENTS.

If you joined us at the 2016 ISPA Conference & Expo, we hope you took the scenic route and made all sorts of daring adventures. After all, among the many takeaways at this year's ISPA Conference & Expo is finding courage to explore the unexplored.

Can you recall the many adventures you had during the three-day event? From the thrill of making new friends and reconnecting with peers, to the spark of an inventive idea, this year's Conference was one adventure-filled ride.

Did you not laugh with General Session opening keynote speaker Brené Brown as she courageously told personal struggles of vulnerability, which she shared

with her own brand of tough-girl, Texan humor? Were you not moved by John Ondrasik's music as he bared his soul in every melody or song he wrote? Were you not challenged by Simon Sinek to create a circle of safety, because real leaders put people first?

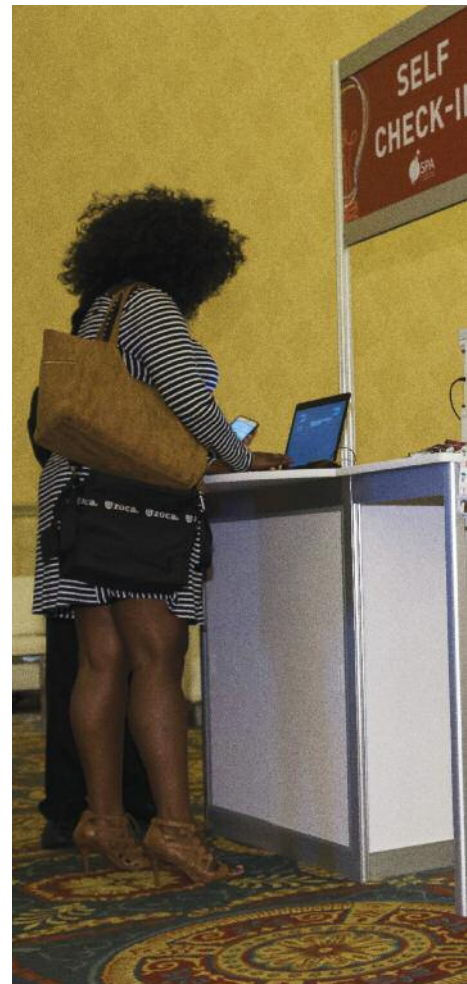
Whatever adventure you had or stops you made along your ISPA Conference journey, we hope you took the time to savor every moment, be grateful for every friendship and take to heart every lesson. We may have wrapped up the ISPA Conference, but the road of opportunities ahead is wide open: **Go on, be bold and dare to innovate!**

BY MAE
MAÑACAP-
JOHNSON

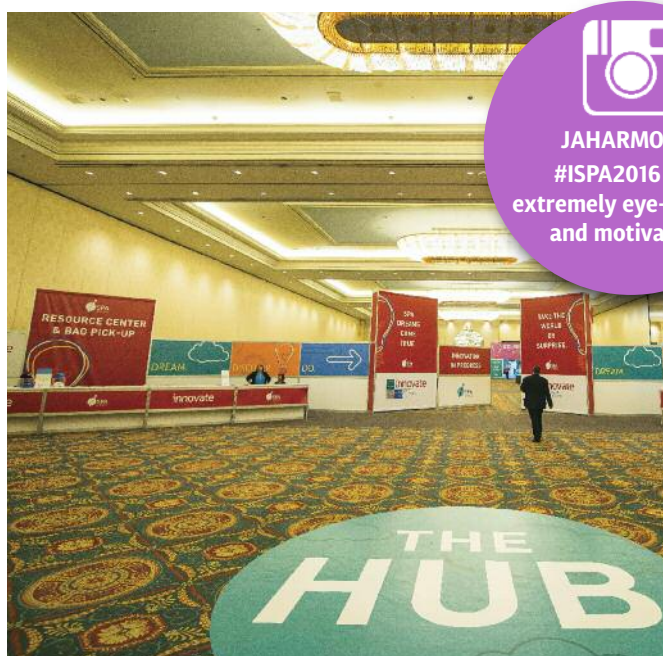
PHOTOS BY
JACOB KEPLER
PHOTOGRAPHY

Welcome, Guests.

Attendees were greeted with welcoming smiles as they headed out to the Registration Area to kick off their ISPA Conference & Expo experience. Not a fan of long queues? Self check-in kiosks enabled attendees to skip the long lines as they personally registered and printed out their own Conference badges.



One-Stop Hub. New this year, The Hub was the central location of all things Conference. From checking out the ISPA educational resources at the Resource Center, staying connected at the Technology Center, browsing through donations at the ISPA Foundation Live and Silent Auctions to exploring the latest products on the Expo floor, attendees did it all in The Hub.



JAHARMONY:
#ISPA2016 was
extremely eye-opening
and motivating.





@jamuspa:

"This is a call to courage
to set up environments
that say NO to shame."

@BreneBrown



SPAMANNERS: So happy to
have had the opportunity to
see @BreneBrown today
during the #ISPA2016
keynote. She was, of
course, amazing.



@JessWadley:

Quote: Will I choose
courage or will I
choose comfort?

@BreneBrown



SPAJEREMY:

@brenebrown inspiring
at #ISPA2016.

#courageovercomfort

Chill Out, Bro!

Immediate
Past Chairman Michael Tompkins and
incumbent ISPA Chairman Todd Shaw kept things cool at
the opening General Session as they officially welcomed
the 2016 ISPA Conference & Expo attendees.



@MaryFBemis:

@tddshw, can't wait to
see you and give you a
congratulatory hug
in person!



Hey, Stranger! ISPA Conference & Expo is about turning strangers into friends. Attendees shared hugs, smiles and handshakes throughout the three-day event to build bridges and create networking opportunities.



GWENNSHIMI:
Still riding the
#ISPA2016 tribe vibe.



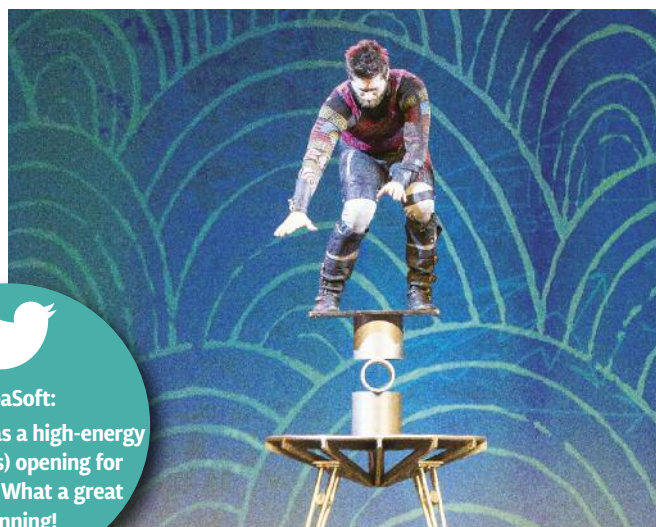
All in the Bag. Attendees loved their Conference bags, sponsored by ResortSuite. The bag design included a Stand Up to Cancer logo to help raise awareness to cancer.



Balancing Act. The opening act at the General Session left the audience in full suspense, thanks to a daredevil performer's electrifying juggling and balancing act.



@SpaSoft:
Wow! This was a high-energy
(high-stress) opening for
#ISPA2016. What a great
beginning!





Opening Toast. Attendees shared a glass of champagne as they gathered for an opportunity to share a friendly conversation and network with other industry leaders during the grand opening of the ISPA Expo.



@cattha:

So much to see and do at #ISPA2016 in Las Vegas! Learning about the newest innovations in skin care!



Expo Connections. The Expo was abuzz with positivity as attendees walked the floor with a mission to find new product launches, innovative technologies and solutions as well as connect with top resource partners.



@MilanoSoftware:
Thank you @ISPADOYou for an exhilarating exhibition! Until next year.



SKINCARE BUTIK:
Learning a lot at #ISPA2016 in Vegas! So much to see and do and will be returning with lots of new ideas and products!



FRESHENDS:
Another incredible time at the ISPA Conference.



Water is Life. Inspired by last year's General Session with charity: water founder Scott Harrison, HydroPeptide partnered with the nonprofit organization to help bring clean water to communities that need it. At this year's ISPA Conference, the HydroPeptide team were all smiles as they continued to raise awareness for the initiative.



Big Ideas. With several concurrent sessions to choose from, attendees had every opportunity to pick the educational sessions that best addressed their most pressing business needs.



f
SARAH VLASBLOM - Eminence
Organic Skin Care Eastern
Canada: Loved seeing
Boldijarre speak about how
to bring happiness to
your business!
#inspiring

t
@angelacortright:
 Learning all about
 marketing to millennials
 with @eringargan
 at #ISPA2016.



Experts at Work. Professional Development Session speakers kept the audience engaged with interactive sessions that offered clear-cut takeaways.

Bite-Sized Takeaways. Attendees gathered at the Second Stage in The Hub to hear bite-sized talks of experts, guest speakers and industry peers on various business topics.



Leaving Footprints. Well by Choice Founder Jean Kolb accepted the 2016 ISPA Dedicated Contributor Award with a grateful heart, looking back at her journey and inspiring others to give back so they leave meaningful marks in the lives of others along the way.



@Mersberger:
Congrats to Jean Kolb on the 2016 ISPA Dedicated Contributor Award! Amazing friend, mentor and woman!

Stand Up to Cancer. Due to the tremendous loss in the ISPA community, ISPA partnered with Stand Up to Cancer to honor all those who have lost their lives to cancer and the lives whom they touched.

LORI HUTCHINSON



CHARLENE FLORIAN



GERALDINE HOWARD



Inspiring Excellence. Dr. Bryan K. Williams brought the message home as he inspired the audience to honor one's work, honor the guest and finally, honor the brand.



@BW Enterprise:
I had such an amazing time with everyone at the ISPA Conference in Las Vegas!

Coffee Chat. When it was time to recharge and take a break, attendees huddled with peers over a cup of coffee or tea offered during the daily morning and afternoon breaks.



Good Branding. Attendees took advantage of the complimentary Headshot Station. New this year, the Personal Brand Center gave attendees the opportunity to connect with industry experts who offered branding-building insights.

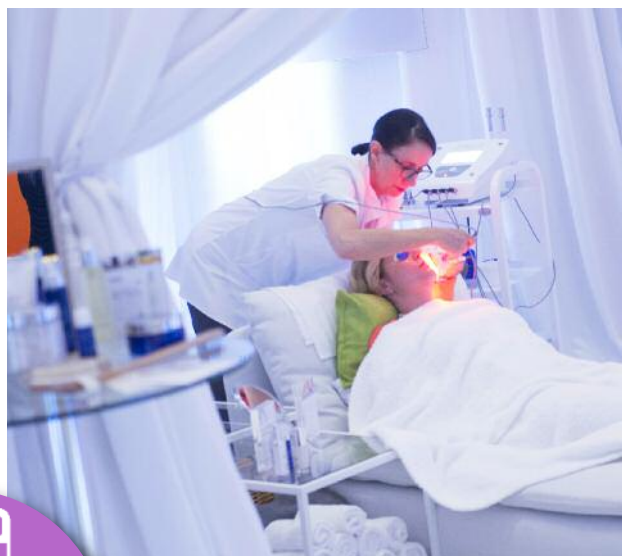


Deep Breaths. Attendees learned about new trends and experienced new products and treatments at the Relaxation Area as they momentarily stepped into their own “private mini spas” away from the hustle and bustle of Conference.

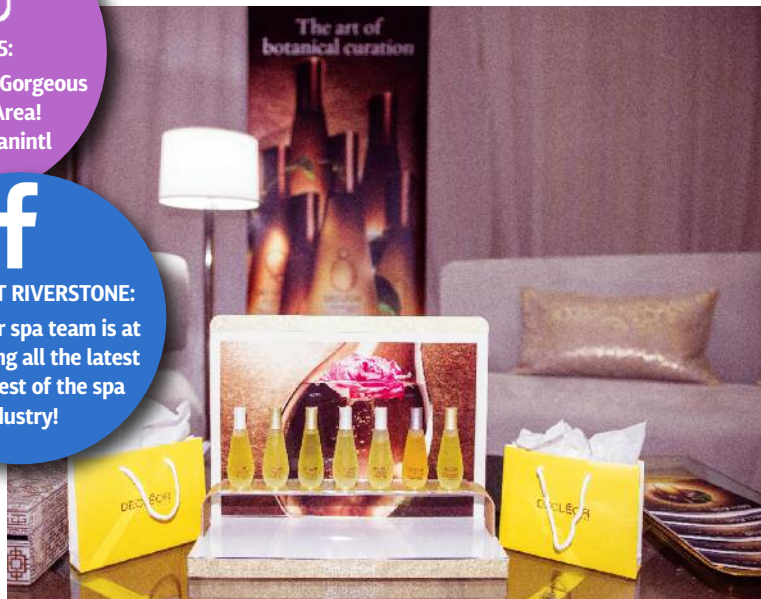


COC06555:

Just like heaven. Gorgeous Relaxation Area!
@kerstinflorianintl



THE SPA AT RIVERSTONE:
Some of our spa team is at ISPA learning all the latest and greatest of the spa industry!





Raise the Stakes! Returning as auctioneer, Lawrence Biscontini got attendees tangled in a friendly bidding war at this year's ISPA Foundation Live & Silent Auctions as he motivated them during the Live Auction to outbid peers for a chance to win exciting products, one-of-a-kind collectibles and Great Escapes, all generously donated by the ISPA community.

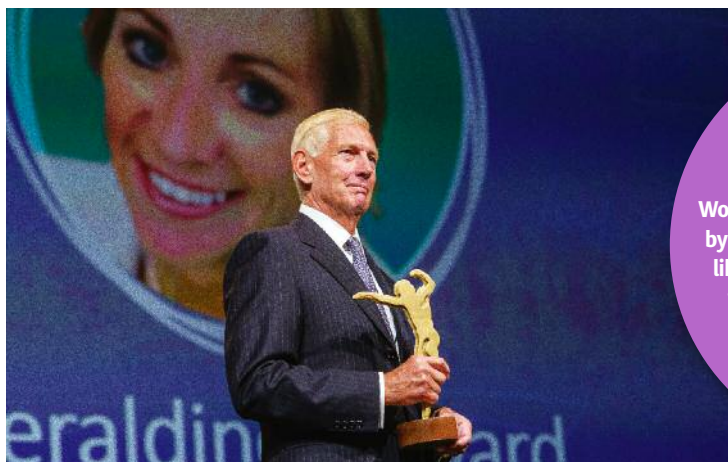
f
LIVING EARTH CRAFTS:
#ISPA2016 auction is
getting very
interesting!



Runway Report. Daily lunches at this year's ISPA Conference featured mini fashion shows so attendees had the chance to preview the latest collections from sponsors while sharing a lovely meal with industry friends and peers.



Future Leaders. ISPA Foundation Chairman Frank Pitsikalis gave the spa community an update on how their support to the Foundation is helping to create meaningful initiatives for the industry, including research and scholarship grants to future leaders like this year's ISPA Foundation Mary Tabacchi Scholarship recipients Kelsey Brink and Margot Mangiarotti. Professor Mary Tabacchi was on stage to help recognize both deserving award recipients.



TRACEYWOODWARD:
Wonderful to see Geraldine recognized by the industry she loved. They were like her family, so much emotion in the room. The honor focused on her legacy to deny no one the power of aromatherapy. Her husband did her proud. Thank you.

ISPA Visionary Award. Captain Peter Redman accepted the ISPA Visionary Award, which honored the life and legacy of his late wife, Aromatherapy Associates co-founder Geraldine Howard.

Godmother of Spa.

Deborah Szekely showed the audience that age is but a number. The Wellness Warrior founder, who remains young at heart, ignited the audience's passion to promote the spa lifestyle to guests and make an impact where it mattered most. She presented the ISPA Alex Szekely Humanitarian Award to singer-songwriter and General Session speaker John Ondrasik.



@Wellness_Org:
"The world is falling in love with wellness!"
@DeborahSzekely



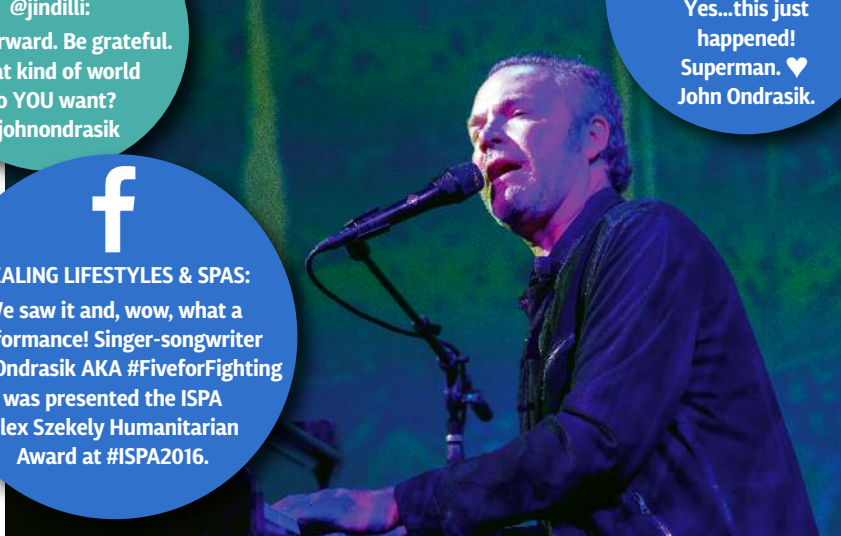
TRACEY PHILLIPS HARPER:
Yes...this just happened!
Superman. ♥
John Ondrasik.



@jindilli:
Look forward. Be grateful.
What kind of world do YOU want?
@johnondrasik



HEALING LIFESTYLES & SPAS:
We saw it and, wow, what a performance! Singer-songwriter John Ondrasik AKA #FiveforFighting was presented the ISPA Alex Szekely Humanitarian Award at #ISPA2016.



Piano Man. Grammy-nominated singer-songwriter John Ondrasik tugged hearts as he told tales about his journey as an artist, the lessons from the sudden fame that his hit song "Superman" has taught him as well as the personal challenges and experiences that inspire his music. Attendees later got the chance to meet the artist up close on Second Stage.



Choose Gratitude. Leigh Weinraub, founder of Mind in Motion, reinforced the power of gratitude through her powerful message of recognizing the light and positivity in others.



@jenniferws1 :
"Work life balance =
circle of safety."
@simonsinek



@ToGoSpa:
#Gratitude
getyourmindinmotion.



STONE CREEK CLUB AND SPA:
Such a great day at #ISPA2016
Conference and the keynote was
so inspirational! Thank you
@simonsinek. We will strive
to "inspire someone every single
day," just as you have
inspired us today!



@annetking.
Say what? @simonsinek on
leadership. WOW! What a
way to end an incredible
few days.



Milestone Revenue. PwC Global Research Director Colin McIlheney announced a milestone for the spa industry, as latest findings from the 2016 ISPA U.S. Spa Industry Study reported a US\$16.3 billion record-setting revenue mark.

(CONTINUED ON PAGE 52)



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2016 ISPA CONFERENCE & EXPO

(CONTINUED FROM PAGE 50)

Moves Like Jagger. What better way to wrap up three full days of Conference? With a party, of course! ISPA attendees put on their party shoes and danced the night away during the Farewell Party at TAO Las Vegas.



OH GOODNESS, Can't Get Enough of ISPA Conference? Here's to Next Year Then!

2017 ISPA CONFERENCE & EXPO ■ Oct. 16 – 18 ■ Mandalay Bay ■ Las Vegas, Nevada

2018 ISPA CONFERENCE & EXPO ■ Sept. 24 – 26 ■ Phoenix Convention Center ■ Phoenix, Arizona





Thank You!

Thank you to all ISPA members who voted Éminence to receive the Innovate Award and to all our spa partners who have helped us plant **6 million trees** worldwide.

As a sign of gratitude and appreciation, we have planted a tree for each ISPA attendee!

Buy a product.
Plant a tree.



=



Éminence's Forests For The Future initiative plants a tree for every product sold - this program supports local communities by empowering local people in developing countries to restore their environment, grow their own food and build a sustainable income for their families. In 2016, we surpassed planting six million trees.



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INCREASE YOUR SPA “Sales Appeal” TO DRIVE YOUR PROFITS

As a business owner or spa director, you know that a high percentage of retail sales is vital to generate more profit for your business. It's statistically proven to create greater client loyalty, improve perception of value as well as help to position your brand as an expert, thus, increasing guest referrals for your spa.

It's no secret that equipping your guests with the right home-care program prolongs results, gives them more self-confidence and makes them feel they are getting the full value from each spa service.

So why do most spas achieve less than 30 percent of revenue in retail sales? As a matter of fact, in general, most businesses hover between seven to 17 percent in retail sales and find every sale to be a struggle. This is because, all this time, most spas have been relying heavily on the *people* in their business to drive the sales.

BY
TANYA
CHERNOVA

**Missed
Chernova's
session?** Click here
to purchase
the PDS
Recordings.





Do you find yourself saying any of the statements below?

- I have to constantly remind my staff to discuss home care—I feel like I'm nagging.
- We are always bringing in educators. The team is motivated for a few weeks and then sales die down.
- Unless we run a contest, they don't try.
- It's always the same people winning the contests.
- I don't think money motivates them. They are more afraid of rejection than the possibility of a few extra dollars.
- They sell what they like and the rest of the products just sit there.
- They roll their eyes and show resistance every time they need to learn about new products.
- They chat about everyday life to their clients and say they have no time to retail.

No matter where you operate in the world, your team members are only human. Like every human being, they are subject to the roller coaster of emotions that could make them inconsistent, exert low energy, feel overwhelmed and, ultimately, disengage from the sales conversation. Relying on your team not only puts a lot of pressure on them and risks depleting their creative or healing passion, but it is no different from operating your business

with only 50 percent of your assets. Just like a restaurant that relies on ambiance to create a mood to encourage guests to drink and eat, your spa can use strategic subconscious cues to stimulate buying desires in order to engage your guests and drive their buying cycle—all without being too salesy.

Imagine walking into Starbucks or your local food hotspot and relying solely on the staff to stimulate your appetite and help you make a purchase

decision. Regardless of what you think of our popular modern-day franchises, you can agree that without the mouth-watering images and seasonal offers, people just wouldn't be tempted to line up and buy something new, much less be motivated to get a combo or upgrade to supersize.

And what about travel destinations? Without the dreamy images of romantic escapes, people just wouldn't be as motivated to spend on premium travel.



PSYCHOLOGY OF THE BUYING MIND

BUYING STAGE	YOUR ACTION
1. Not Interested (Unaware)	Create Awareness (question, fact, image)
2. Thinking	Push a “Button” (need, want, fear, dream etc)
3. Looking	Explain, Demonstrate, Discover (give it a shot)
4. Buying	Invite to Buy (state price and call to action)

Having products on your shelf without the secret sales appeal is like advertising the airplane but not the destination people dream of seeing. Why can't spa owners utilize with strategic sophistication other industry best practices in their own spa environments? What if I tell you there is a formula to guest engagement? It is possible for your guests to be excited by your retail products and service offerings or even be inspired to start the conversation with their massage therapists or estheticians.

Spas that complain or wish they had more retail sales often fall into one of three categories:

1. Reluctant Retailer. Reluctant Retailers are afraid of being perceived as salesy,

pushy, tacky or commercial and are totally devoid of any cues that create the “buying desire.” They don't hang their brand's posters. They don't advertise specials or promos. They don't even display their own styling work or service offers. They create either a “cozy environment that helps guests feel at home” or one that is modern and sophisticated like a luxury hotel or an art gallery where everything is beautiful, but not directly related to the services or products they sell.

This puts 100 percent of the pressure and responsibility on the team to promote to a guest who is often unreceptive because his or her “subconscious buying mind” has not been engaged to think beyond the current service or treatment. Products are often on discreet shelves as an afterthought, creating zero client engagement in the process.

2. Rush Retailer. The total opposite of the Reluctant Retailer, the Rush Retailer creates retail areas overrun with options that are stacked convenience-store style for self-serve opportunities without any reflection on the result that each product may offer. Although Rush Retailers' sales are often higher because they have more options to offer, guest engagement is largely discount-driven or appealing only to an established market for certain products.

3. Random Retailer. The Random Retailer may have monthly promotions and advertise throughout the store, but often employs a direct-marketing style that produces random sales (i.e. clearance or 50 percent off signs). There is no specific guest engagement or discovery,

once again relying on the service provider or front desk to make the sale.

What if you can have your spa environment engage your guest to discover and buy? There is a way to strategically place subconscious buying cues to open and close the sale along the guest's service experience. Why should your guests buy from people who don't even know their needs? It's time to reclaim your profits, increase your spa's sales appeal



Returning this year as one of the expert speakers at the Professional Development Sessions, **TANYA CHERNOVA** was listed as top 10 industry speakers by *Professional Magazine, South Africa*. In 2003, Chernova focused on her passion for education and business success with North America's largest corporate training company, SkillPath Seminars. For three years, she taught 30 soft-skill topics on leadership, management, communication, sales and more. In 2007, she launched her own training company, educating organizations to build the power of their brand. She is a co-founder of the global women's personal development organization, Courageous Living. In 2016, she was given the Iconic Women Leaders of the Decade Envisioning a United World Award by the Women's Global Economic Forum.

and generate higher spend from every guest visit.

To help you increase your retail area's "sales appeal," understand first the psychology of the buying mind. This is the first step of a four-step formula to drive your sales and profits. To access the complete four-step formula, download the "Buying Desire Spa Worksheet."

Set your team up for success. Imagine if your team had the support they needed

to get guests to make the first move and express interest in the right home care for them. By helping your team gain more confidence with less fear of failure and rejection, they will no longer have to be afraid to start the retail conversation with guests and the consultation would be backed by the credibility of the entire spa environment. ■



TO DOWNLOAD

The Buying Desire Spa Worksheet, click here. Plus, to receive a free survey to assess your spa's sales appeal, email Chernova at ask@tanyachernova.com with "Free Survey" in the subject line.

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How does your company create a culture of innovation? Esthechoc was launched by Cambridge Chocolate Technologies out of Cambridge, U.K. The brand is just one of many in a pipeline of products that will address health concerns using chocolate as a functional food.

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What makes your brand unique and innovative? The 6-in-1 IN-SKIN Beauty System is the first of its kind to offer immediate results using brand-new to the U.S. technology. IN-SKIN By Global Skin is the only authorized user of such technology! Engineered in Germany and produced in Milan of the highest quality, IN-SKIN By Global Skin combines science and beauty like never before!

What exciting new product or service did your company showcase at the 2016 ISPA Conference & Expo? The 6-in-1 IN-SKIN Beauty System is available pay per use without any investment. There is no risk to you. If you do not use the machine, you do not pay. The more you use the machine, the less you pay. We are here in partnership to help you expand your business

How does your company create a culture of innovation? Our company is the leader in a culture of innovation. Our 6-in-1 award-winning machine is known as the best worldwide.

PRAI Beauty

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What makes your brand unique and innovative? PRAI Beauty provides luxury, high-performance skincare products that are both affordable and accessible to women worldwide. PRAI's unique ingredients and innovative technologies, deliver instant and long-term results, fast - generating awards across the globe!

PRAI's philanthropic initiative, 'The Cathy Kangas Foundation for Animals', dedicates a portion of PRAI's sales to animal welfare organizations. Additionally, Cathy proudly serves on the board of directors for *The Humane Society of the United States*.

What exciting new product or service did your company showcase at the 2016 ISPA Conference & Expo? PRAI Beauty is proud to be presenting our VOGUE approved AGELESS Ionic System, new 24K GOLD Precious Oil Drops and crystal encrusted line, developed exclusively for *The Dorchester London* - alongside additional hero products from several of our collections.

How does your company create a culture of innovation? PRAI is always on the cutting-edge of technological advances and breakthroughs, delivering outstanding products and results to our customers. We believe in Real Results. Real Women. Real Fast.



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The Madison Collection
VAST Spa Solutions
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Do you know your profit potential? **Heather Lemere**, one of this year's Professional Development Sessions (PDS) speakers, helped attendees unlock growth areas that are often overlooked by spas and small business owners. Founder, CEO and marketing director of Salon Success Strategies, a marketing agency for the beauty industry, Lemere understands the key factors that could lead to growth because she herself was once an owner of a successful salon and day spa.

Fresh off the ISPA Conference, the marketing expert shares tips and expert ideas on how to tap your spa's hidden potential.

Pulse: *In the spa or salon setting, what are some of the areas often overlooked that may result to missed revenue opportunities?*

Heather Lemere: The two most overlooked areas of growth are frequency of visit and average ticket increases. Most businesses will review what appointments they have on the book for today, this week and this month, but will fail to look at the bigger picture, which is how many times per year is (or isn't) this client visiting the business. This is such a critical number that could actually double the business revenue without spending money to bring on even one new client.

For example, if a client is visiting once every four months, spending US\$100 per visit, then that client's annual value is US\$300. If that same client increases his or her visit to once every three months, then the same client's annual value increases to US\$400. This missed opportunity can be overcome through systems within the business, but can also be strengthened through targeted marketing campaigns designed to increase areas of growth.

P: *What do you see as a major retail problem that needs to be addressed in the spa industry?*

L: When a staff member does not recommend to a client everything he or she needs because they don't want to "sell," this is a big problem in our industry and one that does a huge disservice to the client. Fear of selling means completely missing the reason why clients come for a service in the first place.

I have seen staff turn away a sale because of this fear. The client will be asking questions about what to use, how to use it and what to buy and the service provider will actually redirect the subject matter to a topic that is less intimidating, which leaves the client to figure out what to do on his or her own. This is often the

reason why the client will leave and buy a product somewhere else within the next 24 hours of a service. Not only is this missed revenue for the business, but it also greatly devalues the service.

P: *Can you share some tips on how to maximize add-on services as a way to increase value and profitability?*

L: Add-on services are the epitome of increasing average ticket price but often, this strategy fails because of the delivery of the offer. Simply asking "would you like fries with that?" is going to gain a big "no" from your client. Add-on services need to be presented in a way that the client understands the benefit and reward for experiencing the additional service.

If you are trying to shift the needle, bundle your add-on treatment with a popular service and then combine this new package with product or enhancement to create an exclusive package. If priced correctly, it will give the illusion of value to the client while exposing them to the additional service. To strengthen this strategy within your marketing, incorporate a credit voucher applicable toward the same add-on service that can be redeemed on the next visit. This is important because you need to create a habit out of booking with the additional service. Not all clients will rebook with the add-on service; however, a percentage of them will, which is what we want to see happen in this type of strategy.

P: *Once a loyal guest is lost, what are the best steps to take in order to win them back?*

L: Chase your lost clients, relentlessly. Business owners today think that a single reactivation email is enough to win a client back, but in reality, the lack of proper marketing is likely the very reason that a client left in the first place. Reactivation is not a "set and forget" strategy with a one-trigger email. Email open rates are

at an all-time low, which means that this method alone is not going to be enough to win back a lost client. I recommend combining the power of Facebook advertising along with SMS and email marketing to display a series of come-back offers that will entice clients to return to the business.

P: What must be done if client retention is low?

L: If client retention is low, I recommend surveying the client base to understand what might be driving them away and, as you make correction, you will need to repeat this survey every six months to ensure continued forward movement. However, reactivation doesn't end with getting a lost client back for one more visit. Businesses will need to treat this person as a brand-new client and have a system to indoctrinate the client into the business to get back on a regular rebooking and purchasing schedule. If not, the reactivation process is just training the client to wait just long enough so they will receive that reactivation offer, and the cycle continues.

P: Can you share proven-and-tested strategies that may drive guests to return to the spa more frequently?

L: Frequency of visit is one of the most overlooked areas of growth in a business and usually, it suffers because the business simply fails to ask for the rebook. Marketing can play an integral role in this number by removing the objections from the client as well as the resistance from the staff members.

To achieve success with increasing this number, you must layer consistent frequency of visit strategies within your overall company marketing strategy. Loyalty rewards for pre-booking is an example of a top layer within a frequency of visit strategy. Without another more enticing layer, loyalty rewards will not be enough to meet a goal to increase this number.

The next layer is a six-week pre-book contest wherein all clients who pre-book and return within a specific time frame are entered to win a prize. This would then be followed up with a cross-promotional campaign that would incorporate a new service category and give the client a voucher to use on the next appointment within the desired time frame. The secret to increase frequency is to understand that it will take multiple marketing efforts to train your clients to visit on the optimal schedule. ■



HOW CAN SPAS LEVERAGE the power of word-of-mouth marketing? Click here to read more expert insights.

Tips for Building a Stronger Loyalty Program

According to Lemere, so many loyalty programs are built to benefit the business and don't really benefit the client. Don't make the same mistake.

TIP 1: Survey the client base to find out what they would really value in the program—this will help to avoid guessing.

TIP 2: Design the program so it is simple to understand. Clients do not want to do the math, figure out conversions or think too hard about the reward. Put the benefits in simple terms.

TIP 3: Regularly inform clients about the program. One of the biggest complaints from clients is that they don't know about the program. This should be an ongoing focal point in the monthly marketing campaigns.

If points are offered on behaviors such as online booking, make sure this benefit is reiterated in the call-to-actions within your marketing campaigns, for example “book online and receive 100 points.” This will continue to remind the client and connect them to the perception of value in your business.

Conference Moments

P: What was the experience like for you speaking at this year's ISPA Conference & Expo?

L: It was very enlightening. I spend a lot of my time researching, testing and measuring the strategies that we use at Salon Success Strategies and this year's ISPA Conference was the first time I have shared some of my insights with a fresh audience. The audience was very engaged in the content and I am glad that I was able to share our progress and help others understand the better ways to market their businesses.

P: If you could emphasize only one takeaway from your session, what would this be?

L: Quit being afraid of technology when it comes to your marketing. Embrace the new state of marketing and figure out how to leverage it for your business because it is not going away.

SUCCESS STORIES

INSPIRING TALES OF STARTUPS, GROWTH AND OVERCOMING HARDSHIPS

Spa Vision *Marking a Decade of Helping Spas Succeed*

BY MAE MAÑACAP-JOHNSON



Some paths are meant to collide. This was the case for Spa Vision directors Neil Owen and Susan Auld who, while working on earning their graduate degree in Masters of Business Administration (MBA) at The University of Bath, were introduced by a mutual acquaintance who thought they would make good business partners. “And here we are 10 years [since that introduction]!” says Owen.

Owen and Auld founded Spa Vision—a supply, procurement and consulting company—in 2006 near the city of Bath in the United Kingdom. “We were both experienced operators within the hotel, spa and leisure industry and felt there was a gap in the market for our services and business approach,” Auld says.

Initially, Spa Vision’s core business focused solely on supplying premium equipment and furniture solutions to the spa, wellness and beauty industry, primarily to luxury hotels and day spas. It wasn’t until this year that the company added consultancy to its list of core services.

“Earlier this year, we acquired Spa Developments Consultancy. Its proprietor, Colin Cameron, is now a director of Spa Vision. Our consultancy offering allows us to provide a turn-key solution for our new and existing clients,” Owen says. “The beauty for clients is that they can tap into the consultancy and the equipment offerings or cherry-pick the services they require. This is another factor, we believe, differentiates us from other organizations in the market.”

Facing Challenges

In the early years of its founding, the company had to weather one of the biggest challenges any startup business may come across: a global economic downturn.

“The company was set up just before the global financial crisis hit and the usual challenges of starting a new business along with operating in these extreme conditions was a tough start.



**NEIL OWEN, COLIN CAMERON
AND SUSAN AULD**

Directors, Spa Vision, Bath Rd, Box United Kingdom

However, starting a new business in difficult market conditions and getting through the other end have given us a solid foundation,” Owen says.

An important business lesson the partners have learned along the way is to find the right people and say “no” to those who may not fit in the company mission, culture and values. “As a growing firm, it is more difficult to say ‘no’ to businesses when they are not quite the right fit. This has rarely been the case. However, as you grow, you can be more selective with the partners you work with—hindsight is a wonderful thing!” he says.

Auld adds that, to find the right partners, they invest in nurturing relationships. “It takes time to build a good business relationship—Rome wasn’t built in a day!” she says.

In fact, Owen says building long-term relationships with the right people has been the company’s most important strategy. “This involves an investment of time with our new and existing

About ISPA Membership

Joined ISPA: This year. “We saw ISPA becoming more global and, as we grow globally, we wanted to be part of the growing family!”

Top ISPA Resource Used: Industry-related news. “ISPA offers great global industry news.”

Auld agrees. “We truly believe that our experience as operators with both large corporate as well as privately run hotels has helped us understand what our clients really need. But delivering on your promise and supporting your client’s needs throughout the process is essential—and we believe we do this better than most,” she says.

The partners continue to see growth in Spa Vision's future, as evident by its international expansion. "As part of our 10th anniversary, we are expanding by opening a new office in Australia as demand for our products in Asia Pacific increases," Owen says. "The company has grown year-on-year in sales and profitability, and although the number of people over the past five years working in the business hasn't changed considerably, the level of expertise of those working within the organization has. It's all about industry-specific knowledge and this, I think, is what sets us apart."

whole project needs. Why have five suppliers when one can take care of all your requirements and save you time? Saving pennies by using multiple suppliers is often proven to be a false economy as time is money. Plus, generally, companies in the service sector don't have the time to spare as this is best spent operating their own businesses and with their clients," he says.

The company places topmost importance on offering its clients some of the most innovative products in the industry. “We have exciting new projects in development and innovation is at its core. However, our innovation comes from collaborating with our clients to deliver what they need for their business and their own guests. One example is a ‘snow storm’ experience that we are developing with a client for a project launching in early 2017. It is a totally bespoke thermal experience combining snow and wind, which provides both a refreshing and cooling experience for the guest and also acts as a visual centerpiece within the spa,” he says.

As someone who keeps himself update-to-date with trends, Owen says wellness remains a focus among its clients. “Traditional wellness experiences with a twist that gives the end-user the results they demand while allowing clients to differentiate themselves from the competition will continue to be a top trend. Our portfolio and experience is wellness-centric. We believe this is the future,” he says. ■

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A Day in the Life!

BY MAE MAÑACAP-JOHNSON

What's it like to be an ISPA Foundation Mary Tabacchi Scholarship recipient? Margot Mangiarotti, one of this year's scholarship recipients, takes *Pulse* back to the journey she has taken which eventually culminated with her acceptance of the award on the General Session stage at this year's ISPA Conference & Expo.



MARGOT MANGIAROTTI
ISPA Foundation Mary Tabacchi
Scholarship Recipient

Margot Mangiarotti, along with Kelsey Brink, accepted her ISPA Foundation Mary Tabacchi Scholarship award from ISPA Foundation Chairman Frank Pitsikalis and Cornell University Professor Mary Tabacchi.

Margot Mangiarotti, will earn her degree in Hotel Administration at New York-based Cornell University in May next year. She was a freshman when she first heard about Cornell University Spa Association President Kendra Kobler being awarded the ISPA Foundation Mary Tabacchi Scholarship.

Spark of Inspiration

"I wanted to follow in Kendra's footsteps. Professor Mary Tabacchi also encouraged me to apply," Mangiarotti says. She recalled the application process to be detailed as there were numerous require-

ments to be compiled, including recommendation letters from professors, which is why she advises other hopeful applicants to start preparing early for their application.

"I wrote my essays and proofread them multiple times before submitting. For the interview process, I reviewed my work and school experiences to find key examples that represented who I am and showed my interests," she says.

Apart from receiving an academic financial assistance amounting to US\$5,000, Mangiarotti and her co-recipient, Kelsey Brink, were also given the opportunity to attend the 2016 ISPA Conference & Expo, a one-year ISPA

student membership, and a one-year mentorship to help and inspire them to achieve their professional goals.

She is grateful to have Director of Operations, Residences at the St. Regis Aspen Julie Oliff as her assigned mentor. "She has been so helpful and has so much experience. We are setting up regular calls so we will keep in touch throughout the year," she says.

Conference Experience

On the day she received the award, she recalled a deep sense of accomplishment. "It was so cool!" she says. "Backstage at the General Session, I was getting my makeup done next to the 'godmother of spa' Deborah Szekeley. Then, on stage, I was in front of all these admirable industry professionals. It was surreal."

While the financial reward is valuable in order to help offset her school expenses, Mangiarotti says being able to connect with different spa industry leaders at ISPA Conference was priceless. "Many of them gave me helpful advice," she says. "Everyone was incredibly kind and inspirational, but it was my first time to meet Szekeley who is such an inspiration. She spoke about the changes we need to make in our communities and for our environment. What she spoke about was moving and so true!"

If there's one takeaway that stood out for Mangiarotti, it's that one has to be fearless to innovate. "Innovate was the main theme of this year's Conference and it was exciting to see the direction ISPA and the spa industry as a whole is taking as it moves toward the future," she says. ■



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We Rocked the ISPA Foundation Auctions, Thanks to You!

As your ISPA Foundation chairman, I can't thank you enough for the generous support you've extended to the ISPA Foundation Live & Silent Auctions through your donations and bids. If you had the pleasure of joining us at the ISPA Conference & Expo this year, you are well-aware of how spirited the Live Auction was (thanks to auctioneer Lawrence Biscontini!). You may even have seen my dance showdown with Mary Tabacchi at the Auction Area and my attempt to give Billy Joel a run for his money behind the piano during Wednesday's General Session.

If you weren't able to join us at the Auctions this year, let me be the first to say you've missed out on a lot of great moments, including a chance to bid and win great items. But don't take my word for it, let these high-bidders tell you why participating in the ISPA Foundation Live & Silent Auctions is worth it. I hope to see you at next year's ISPA Conference & Expo at Mandalay Bay!



—FRANK PITSIKALIS, ISPA FOUNDATION CHAIRMAN

Colin McIlheney • Global Research Director

PwC • New York, New York

Items Won: Great Escapes to Four Seasons Maui, Four Seasons Dubai and Shangri-La Hotel Mongolia

"My motivation for participating in the yearly ISPA Foundation Auctions is to help the Foundation as well as give my wife and I the chance to explore places off the beaten path. Last year, we were high-bidders on a stay at the Four Seasons Beirut and had the trip of a lifetime. This year, we won the bid to stay at the Shangri-La Hotel in Mongolia."

Noel Asmar • President, CEO • Noel Asmar Group, Inc. • British Columbia, Canada

Item Won: Two-Night Stay for Two at The Spa at Terranea Resort

"As an ISPA Board member, I have a deep appreciation for the way the ISPA Foundation funds are used to do important work for the spa industry. One of my most memorable moments at the Live Auction was when I won access to Fashion Week in New York with accommodations at Mandarin Oriental Hotel. As the bid went higher, Andrew Gibson, then group director

for Mandarin Oriental Hotels Group, kept throwing in more to sweeten the deal—I ended up bidding more than US\$8,500!"

Lynelle Lynch • President • Bellus Academy • Poway, California

Item Won: Matrix Fitness Elliptical

"One of our core values at the Bellus Academy is humanitarian and we always love to support philanthropy that is making a difference. The Auction has a great cause—so I always look forward to supporting the ISPA Foundation. To meet [Mary Tabacchi] and the young ladies who won the scholarship was amazing as it illustrated the great work the Foundation is doing to change lives!"

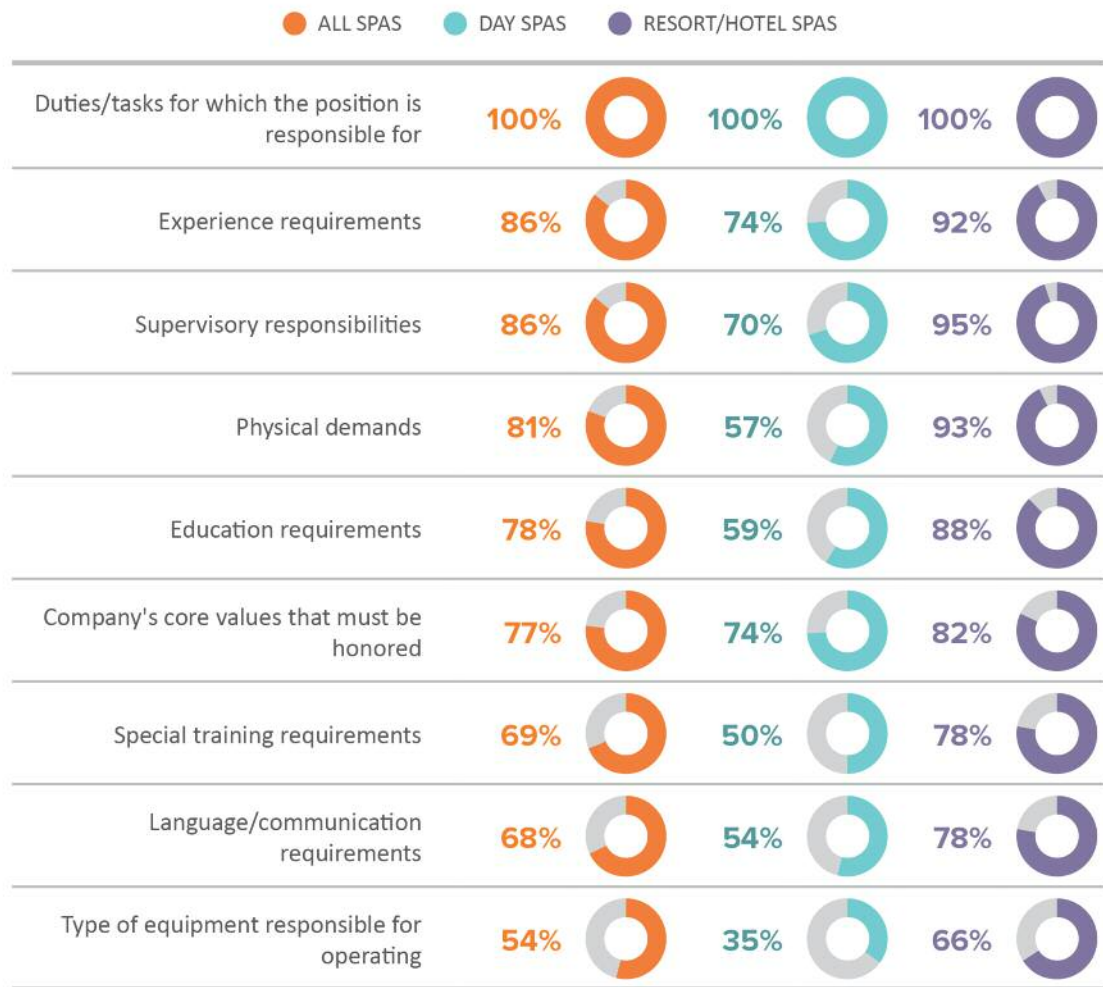
Annette O'Banion • CEO • Scarlett's Retreat Day Spa • McDonough, Georgia

Item Won: COOLA Bike

"We are avid COOLA lovers and couldn't imagine anything more fun than sharing this one-of-a-kind piece from COOLA with the staff and our guests. This is my second year to attend the ISPA Conference. Last year, I won a trip to Mii Amo and an Apple Watch."

The August ISPA Snapshot Survey covered information centered on the topic of job descriptions. Questions in this month's survey ranged from which positions came with written job descriptions to how often companies update job descriptions. The survey also touched on which companies have internal human resources departments and/or a dedicated human resource employee.

One question, in particular, asked respondents to share which areas are included within their company's job descriptions. The chart below depicts the answers that were received.



While this is just a snippet of what was covered in the August report, there are more available information! Be sure to complete each month's survey to receive the full report, or keep an eye out on the ISPA website as new Snapshot Survey results are added to the Research section frequently.

Have an idea for a Snapshot Survey topic? Email ispa@ispastaff.com for topic suggestions and you might see it covered in an upcoming Snapshot Survey!

ISPA Research Reports Available

Have you explored the newest assets in the ISPA Research Library? At the recent ISPA Conference & Expo, the seventh volume of the *Consumer Snapshot Initiative* and the *2016 ISPA U.S. Spa Industry Study* were both unveiled and are available to ISPA members on experienceispa.com. Don't miss out on all of the great insights that are offered inside the pages of these latest reports.



Don't miss out on all of the great insights!

Share Your Story on the ISPA Blog

The ISPA blog has covered a variety of issues and topics, featured several guest bloggers and shared lots of fun photos, but it is nowhere near its last post. Contributing to the ISPA blog is a wonderful way to share your story and raise awareness about what's happening in and around your business and the spa industry as a whole. If you'd like to contribute to the blog or have a suggestion for a blog post topic, email ispa@ispastaff.com. We look forward to hearing from you!

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- National Diabetes Awareness Month (U.S.)
- National Sleep Comfort Month
- National Caregivers Appreciation Month
- National Healthy Skin Month
- Chronic Obstructive Pulmonary Disease (COPD) Awareness Month

1 World Vegan Day

11 Veteran's Day (U.S.)

ISPA Snapshot Survey opens

13 World Kindness Day

15 National Philanthropy Day



18 ISPA Snapshot Survey closes

19 International Men's Day

24 Thanksgiving (U.S.)

PRODUCT SPOTLIGHT

1



2



3



4



1. BABOR introduces a sleeping beauty—the new **Active Night Ampoule**. Ingredients found in this ampoule work on your skin while you sleep to regenerate and intensively nourish it.

BABOR.COM | 1.561.802.6160

2. Featured on *TODAY* with Kathie Lee and Hoda as Kathie Lee's favorite thing, one of **Luzern Laboratories, Inc.** top products is **R29 Serum Absolut Firming Collagen Booster** which is formulated with marine algae to smooth away fine lines. LUZERNLABS.COM | 1.888.591.7800

3. **emerginC Vitamin C Serum** is a stable, high-concentration vitamin C gel that fights free-radical damage, increases production of collagen, improves skin tone and texture, prevents sun damage and corrects pigmentation problems. EMERGINC.COM | 1.800.257.9597

4. Handmade in Los Angeles, **Sundriven's** luxurious, scientifically advanced **Prioritec fabric** is UPF 50+ and blocks 98 percent of UVA/UVB rays. Dermatologist-tested and recommended by the Skin Cancer Foundation. Sundriven uses no polyester and chemicals.

SUNDRIVEN.COM | 1.877.888.7286

5. **UV Skinz's** is versatile **UPF 50+ Hooded Beach Cover-up** is perfect to throw in your beach bag for a shade on the go. Features feminine soft-belled sleeves, front-laced neckline, protective oversized hood and a breezy pique knit fabric. UVSKINZ.COM | 1.877.UV.SKINZ

6. In time for the cold season, **Kerstin Florian International** launches the new **Neroli Collection**, which includes the **Neroli Blossom Bath and Body Oil**, a light and uplifting essential oil with Neroli essential and a blend of certified organic coconut, jojoba, meadowfoam and sunflower oils. KERSTINFLORIAN.COM | 1.888.537.7846

7. Available in time for the cold weather months, **Dr. Hauschka Skin Care's** newly reformulated **Hydrating Cream Mask** is infused with a blend of botanicals that soothe and revitalize skin, while also retaining moisture. DRHAUSCHKA.COM | 1.800.247.9907

8. **Salt Chamber** founder and CEO Leo Tonkin and Robert Henry, founder of Robert D. Henry Architects, have partnered to design the **S.A.L.T. Booth Spa**. It is about the size of a standard shower with a tempered glass door, two side-light glass panels and a built-in iPod docking station. SALTCHAMBERINC.COM | 1.561.244.9914

9. **MaeMae Jewelry** Simple. Powerful. Meaningful. **Inspirational jewelry** that comes on affirmation cards. Its Go With Flow, Confidence and Purpose Over Popularity bracelets make the best gifts for you or a loved one. MAEMAEJEWELRY.COM | 1.323.205.5390

10. Like a shot of adrenaline, **Omorovicza Cosmetic's** **Oxygen Booster** uses a patented Hydro Mineral Transference delivery system that leaves skin firmer, feeling more supple and younger-looking. It is formulated with oxygen, which is delivered into the skin to activate cell respiration and resurface wrinkles. OMOROVICZA.COM | 1.207.938.3701

BEAUTY PERFECT

Whether in search for an age-defying serum, sun-shielding apparel or a salt chamber for inside-out detoxification, there's always the perfect beauty-inspired product for your guests.

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ISPA Welcomes New Members to the ISPA Community

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EDITOR'S NOTE: This includes new members from August 30 – October 12, 2016. You can access the online membership directory at experienceispa.com.

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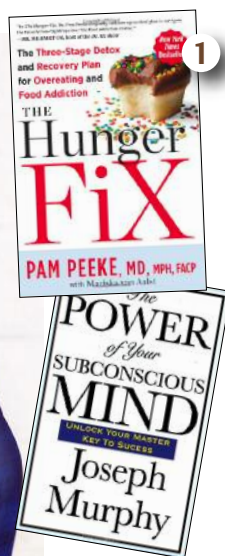
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SOCIAL

CONNECTIONS

For a decade now, Tricia Behmardi has served as makeup artist at the ISPA Conference General Sessions. This year, she shares some of her personal favorites as well as her best Conference memories, including an insider's scoop on what it was like to do Brené Brown's makeup.



Tricia Behmardi DIRECTOR OF EDUCATION ■ jane iredale ■ GREAT BARRINGTON, MASSACHUSETTS

1. BOOK CURRENTLY READING: *The Hunger Fix* by Dr. Pamela Peeke and *The Power of Your Subconscious Mind* by Joseph Murphy

2. MOST USED APP(S): Email, American Airlines and Hay Day!

3. MAKEUP TECHNIQUE YOU DO ON YOURSELF ALL THE TIME: I love wearing red lipstick every day. The *jane iredale* PlayOn Lip Crayon in Naughty and PureMoist Lipstick in Cindy are my two favorite red lipsticks.

4. ALL-TIME FAVORITE BEAUTY ICON: Audrey Hepburn—she had a beautiful, classic look and style.

5. TOP OF YOUR BUCKET LIST: I'd love to visit Australia and the Vatican City in Rome, Italy.

FAVORITE CHARITY/CAUSE TO SUPPORT: I'm a 10-year thyroid cancer survivor so I'm adamant about supporting any organization that supports cancer research. Living Beyond Breast Cancer (this year, *jane iredale* will be donating 100 percent of the profits of the Lemongrass Love Hydration Spray to the organization) and St. Jude are a few of the organizations I support.

HOTEL AMENITY YOU CAN'T LIVE WITHOUT: The coffee maker is definitely my must-have amenity. I have to have my black tea in the morning in order to function properly.

BEST PIECE OF BEAUTY ADVICE YOU'VE RECEIVED: When I was 12 years old, my mother would tell me to never go to bed with makeup on. To this day, I have to wash my face before bed.

YOUR OWN ADVICE TO YOUR 20-SOMETHING SELF: Be kind to yourself, because there will always be bumps in the road.

FAVORITE INSPIRATIONAL QUOTE: The Serenity Prayer is my screen saver which I read every morning. "God grant me the serenity to accept the things I cannot change; courage to change the things I can; and the wisdom to know the difference." —Reinhold Niebuhr

ONE SUPERPOWER YOU'D LOVE TO HAVE: I would want Wonder Twin Powers! I'm not a twin, but this would allow me to give someone superpowers too. ■

ALL ABOUT ISPA CONFERENCE

Best part about doing Brené Brown's makeup: My goal is to always make someone look and feel their best. Brené asked me to not make her look "crazy." She just wanted a little touch up so that's what I did. She also asked me to give Simon Sinek, who also spoke at this year's Conference, a kiss on his cheek from her!

Number of times you've attended the ISPA Conference: I've had the honor and privilege of attending ISPA and doing makeup for the General Session speakers for the past 10 years.

Most memorable ISPA Conference moment: My most memorable moment was when Jane Iredale received the ISPA Visionary Award in 2014. This was the first time I had the privilege of doing Jane's makeup.

SOCIAL CONNECTIONS:



janeiredale.com



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jane iredale (Iredale Mineral Cosmetics)

ENDNOTES



“Your sacred space is where you can find yourself again and again.”

— JOSEPH CAMPBELL

HOME IS MY SACRED PLACE—wherever my cute husband, our little doggies and our family is—that is home, that is SACRED. Those of you who were at the 2016 ISPA Conference & Expo will remember the manifesto Bryan Williams wrote for ISPA. He shared this during the General Session right before keynote speaker Brené Brown’s presentation. I love it and Brené loved it, too! It was too good not to share with those in the ISPA community that were missed—here ‘ya go...



STYLING & PHOTO BY ECHOSTARMAKER.COM

Sacred Ground

This is where healing takes place,

This is where caring takes place.

This is where the ultimate expression of hospitality takes place.

*Everything I say and do should declare that “I see you...
I honor you...and you have unconditional worthiness.”*

Let there be no gossip.

Let there be no negativity.

Let us only lift each other up, as we lift up those we take care of.

Let us be grateful that there are people who entrust us with their health;

People who rely on us and our gifts.

May we never take that for granted or grow complacent.

This ground is not sacred because of my degrees, or certifications, or expertise.

It is sacred because “caring” happens here. Healing happens here. Love happens here.

*From this day forward, I will consistently care for my guests,
care for my colleagues, and care for myself.*

As long as I have breath, I will do everything I can to keep this ground sacred.



—LYNNE MCNEES, ISPA PRESIDENT



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jane iredale

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