

DAY SPA EXPO DIRECTORY ADDENDUM

February 27-28, 2011 - The Mirage - Las Vegas

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RELAX Far Infrared Medical Portable Saunas, Acu-masseur Neck and Shoulder Massagers, Quantum Age Stirwands, Color Therapy Glasses

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Resources and Development - Booth 324

Phone: 702-436-0371

www.resourcesanddevelopment.com

The leading spa consulting, coaching and support services for the spa and hotel industry.

Press / Media Location - Booth 138

Business Forum - Room Jamaica A

Sunday, February 27, 2011

9 AM – 10:30 AM - Practical Green and Sustainability Initiatives.

Presented by Blake Feeney - This session will provide an overview of some of the more practical green practices and initiatives that are being utilized throughout all Canyon Ranch properties on a daily basis. Topics will include many projects that spas of any size can emulate and include: Sustainable Spa Operations, Food and Beverage, Design and Development strategies, Facilities and Physical Plant

10:45 AM – 12 PM - Invigorate Your Business with a Strategic Alliance.

Presented by Nina Howard & Kathy Meyer - Many inspired Spa Owners come through the service provider doorway and envision a successful business for themselves. What they learn is that it often takes a different skill set that they possess to take their business to the second stage and beyond. Veteran Spa owner, Nina Howard, shares the process of evolving her business and hitting a ceiling with her skills. She delivers a frank discussion about how she chooses a strategic partner to re-invigorate her spa and spa educational business. She is joined by her new partner, Kathy Meyers. Kathy will share what she looked for in a business opportunity and how you can prepare your business for greater growth.

2 PM – 3:15 PM - How Labor Utilization Affects Profit and Your Bottom

Line. Presented by Skip Williams - Once we understand that commission based compensation needs to be changed we can begin to regain control over our business and our bottom line. So what is the next step in enhancing our profitability? Learn how to increase labor utilization in order to dictate how profitable you want to be. Simply changing to hourly based pay is only the beginning, we must schedule more intelligently and carefully watch how our labor is utilized. Skip Williams will teach us how to make small changes that will dramatically affect the bottom line of your business. If you've heard him speak on compensation switch over in the past this lecture will take the concept to the next level.

3:30 PM – 4:45 PM- Unlimited Referral Secrets Revealed. Presented by Lyn Ross - The most powerful way to attract new clients and build your spa business is by creating a systematic approach to making referrals happen on a consistent and abundant basis. Learn how to successfully build a referral based business and immediately reduce your dependence on outside advertising.

5 PM – 6:15 PM - Catapult Your Sales with CUSTOMer Service. Presented by Scott Vazinski - This presentation will discuss ways to position your spa as offering the best customer experience using very simple, but often overlooked techniques that make certain hospitality businesses thrive. We will analyze different scenarios, discuss how to impress clients, what consumers are looking for in a spa experience and discuss success stories. Other things that will be briefly discussed will be how to align a company's brand, vision and mission statement with the customer experience, devices that can be used to measure the success of customer service protocols and how to position the company as a unique experience that no one else can offer in their marketplace.

Monday, February 28, 2011

9 AM – 10:30 AM - REGENERATE your BUSINESS with an INNOVATE

CARE program. Presented by Dr. Reinhard R. Bergel - This FINANCIAL BUSINESS MODULE PRESENTATION includes business planning, expense and revenue projections, return of investment projected P&L, revenue expectations, set up costs, service profitability comparison. How to set up a profitable ph-ALKALINE Body Care Program in a Medical-Day-Resort-Health Spa and Fitness Center that can feed your other services.

10:45 AM – 12 PM - So you think you have Independent Contractors.

Presented by Ken Cassidy - This session will clarify how the IRS, your state department of labor and Judges look at our industry when it comes to having a legal structure for employment and labor. Mr. Cassidy commitment as a management consultant company is simple; it's keeping Manufacturers, Distributors, Salons, Spa and Barbering owners, in business, in the three areas that all businesses struggle with. "The Lack of a Legal Structure", "The Lack of a Profitable Structure", "The Lack of a Management Structure"

2 PM – 3:15 PM - "It's Just Business" Presented by Jon Gonzales Jon shares his 40 years of real world salon/spa ownership helping his colleagues meet the heavy challenges of business with confidence. Jon will present business ideas on staff building marketing and promotions and leadership qualities needed to improve staff performance and productivity.

3:30 PM – 4:45 PM - 5 Marketing Systems You Should Implement Immediately to Thrive in This Economy. Presented by Chris Brazy - Could You Use MORE Clients? Whether you're in desperate need of more clients immediately, or happy with your numbers but would like them to be higher, Chris can help. Instead of theory, as a fellow spa owner I will show you what I use in my own salon spa to get more clients. The goal is to have you up and running with your own Low-Cost, High-Return Marketing Systems immediately. Action today = money in your pocket tomorrow.



Day Spa Expo

Produced by Bentley International Group