



851 west genesee street
skaneateles, ny 13152
315.217.4130

The 5th New York Spa Alliance Symposium

"Developing Into the Next Decade" Symposium Schedule

2009 AGENDA

Thursday, May 7th

6:30-8:30pm **Opening Reception**

Friday, May 8th

6:45-7:50am **Breakfast**

7:50-8:25am **Welcome to "Developing Into the Next Decade"**

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

Gary Dower: Chairman, *New York Spa Alliance*

Deniz Omurgonulson: President, *New York Hotel Society*; Director
Membership Development, *Leading Spas of the World*

8:25-8:55am **"The Global Hotel Development Outlook"**

Simon Turner: President, *Global Development, Starwood Hotels and Resorts*

8:55-9:35am **"Hospitality for the Decade, The Outlook"**

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

9:35-9:50am **Break**

9:50-11:05am **"The Evolving Spa Consumer"**

Carolee Friedlander: Founder and CEO, *Access Circles*

Wolf Hengst: Chairman, *Wahanda*

Nancy Novogrod: Senior Vice President, Editorial Director, *American Express
Publishing*; Editor In-Chief, *Travel + Leisure*

Barbara Talbott: Founder and CEO, *GlenLarkin Advisors, LLC*

11:05-11:45am **"The Success of Cornelia's Development & Its Future"**

Rick Aidekman: Co-Founder, *Cornelia Day Resort*

Ellen Sackoff: Co-Founder, *Cornelia Day Resort*

11:35-1:05pm **Lunch**

1:05-1:50pm **"Entrepreneurial New York Developers"**

Yael Alkalay: Owner, *Red Flower*

Gary Dower: Chairman, *NYSPA*; Co-Founder, *Mirbeau*

Annbeth Eschbach: Founder & CEO, *Exhale*

Rachel Hogancamp: Founder, Owner, *Rasa Spa*

1:50-2:30pm **"Development for the Management Company - How Goes It?"**

Greg Miller: CEO and President, *PM Hospitality Company*



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- 2:30-3:25pm** **"Creative Marketing & Generation of Income for Spas into the New Decade"**
Jim Cox: Founder, *The Jim Cox Company*
Leslie Leonard: GM, *La Tourelle and August Moon*
Nicole Lingos: Director of Marketing, *Leading Hotels of the World & Leading Spas of the World*
Chris Pulito: GM, *Mirbeau Inn & Spa*
- 3:25-3:40pm** **Afternoon Coffee Break**
- 3:40-4:20pm** **"Profitable Multiunit Spa and Fitness Development"**
Steve Kass: CEO, *American Leisure*
Teresa McKee: Chief Operating Officer, *Red Door Spas*
- 4:20-6:20pm** **"Developing a Spa Alliance in New York State"**
Gary Dower: Chairman, *NYSPA*; Co-Founder, *Mirbeau Inn & Spa*
Mary Gendron: Board Member, *NYSPA*; President, *Middleton & Gendron*
Karen Watson: Board Member, *NYSPA*; Spa Director, *The Sagamore*
Charlotte Wytias: Secretary, *NYSPA*
- 6:45-7:20pm** **Wine and Networking**
- 7:20-9:45pm** **Dinner: Sponsored by Precor**

Saturday, May 9th

- 7:30-8:30am** **Breakfast**
- 8:30-9:15am** **"Hotel Spa Profitability, Will It Continue? The Latest Hotel, Spa & Salon Data"**
John A. Fox: Senior Vice President, *PKF*
- 9:15-10:00** **"SpaSTAR - Spa Performance Metrics"**
Jan Frietag: Vice President, *STR*
- 10:00-10:15am** **Coffee/Tea Break**
- 10:15-10:55am** **"Development Criteria for Leading Spas of the World"**
Deniz Ormurgonulsen: President, *New York Hotel Society*; Director, Membership Development, *Leading Hotels of the World*
- 10:55-11:45am** **"Sustainable Spa Design and Development"**
Clodagh
- 11:45-1:00pm** **Networking Lunch - Meet NYSPA Board Members**
- 1:00-1:50pm** **"How Brand Influences Spa Design"**
Elizabeth Pizzinato: Vice President, *Brand Communications Four Seasons Hotels and Resorts*
Jeanie Kleuter: Architect, Director of Spa and Wellness Design, *WATG*



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1:50-2:30pm

"Spa Branding"

Mia Kyricos: Director of Spa Development, Operations & Marketing, *Starwood Hotels and Resorts World Wide*

Jeremy McCarthy: Director of Spa Development, Operations & Marketing, *Starwood Hotels and Resorts World Wide*

2:30-3:15pm

"Starwood Capital's New Brands"

Neil Jacobs: President Global Hotel Operations, *Starwood Capital Group*