



**11TH ANNUAL NYSPA SYMPOSIUM – MAY 12, Cornell Club, NYC**

**THE EVOLUTION & FUTURE OF SPA/RESORT MARKETING: BRAND INTEGRITY IN A DYNAMIC MARKET**

<b>7:30-8:30</b>	<b>NETWORKING BREAKFAST – IVY ROOM</b>
<b>8:30– 8:40</b>	Welcome from the Board of Directors
<b>8:40-9:30</b>	What Brand Integrity Means- Alfredo Carvajal, President Delos; Andrea Foster, SVP, PKFC; Brian Povenelli, SVP Global Brands, Westin and Le Meridien; Mark Keiser, Chief Development Officer, 1 Hotels and Bacarrat
<b>9:30-10:10</b>	An Interactive Discussion - Marketing, Past and Future
<b>10:10- 10:30</b>	Coffee & Tea Break
<b>10:30-11:10</b>	How Do Journalists Choose Their Subjects? –Professor Robin Andersen, Fordham University School of Journalism
<b>11:10-11:50</b>	Salamander – A New Brand - Prem Devadas, President, Penny Kriel, Spa Director
<b>11:50-1:10</b>	<b>NETWORKING LUNCH</b>
<b>1:10- 1:50</b>	The Ultimate Brand: Why the Dalai Lama Matters- Robert Thurman, Professor, Columbia University, Department of Eastern Religions and Student of His Holiness
<b>1:50-2:30</b>	Effective Marketing Today - James D’Arcangelo, VP Marketing, Booker
<b>2:30-2:45</b>	Coffee & Tea Break
<b>2:45-3:30</b>	Brand Integrity for Spas – Amanda Al Masri, Global Director of Starwood Spas; Jessica Marks, VP Operations & Regional Developer, Massage Envy; Sharilyn Abbajay, SVP Operations Red Door; Sandra Sadowski, Director of Operations, ESPA International
<b>3:30-4:20</b>	Future of Spa Journalism? Lisa Starr, Senior Spa Business Consultant, Wynne Business; Julie Keller, Editor in Chief and Publisher, American Spa; Mary Bemis, Insider’s Guide to Spas; Liz Terry, Editor Spa Business & Managing Director, Leisure Media; Mary Gendron, Partner, Middleton & Gendron   Eric Mower + Associates
<b>4:20-5:30</b>	<b>NETWORKING - WINE AND HORS D’OEUVRES – IVY ROOM</b>

<b>Board of Directors</b>	Yael Alkalay	Founder, Owner Red Flower
	Jennifer Brous	Account Manager, Derma Concepts
	Kristen Haines	Founder, Owner Euphoria Spa

Rachel Hogancamp	Founder, Owner Rasa Spa
Steve Kass	American Leisure
Leslie Leonard	General Manager La Tourelle Inn and Spa
Tanuj Puri	Director of Finance and Planning, Elizabeth Arden
Molly Southern	Marketing Manager
Mary Tabacchi	Founder NYSPA, Professor Cornell University