

A vertical bamboo stalk with several leaves is positioned on the left side of the page. The leaves are light green and have a natural, slightly curved shape. The background is a solid, dark brown color.

Simplify.

International SPA Association


2009 Conference & Expo

October 5 – 8, 2009

Austin Convention Center
and Hilton Austin

Austin, Texas, USA





The ability to **simplify** means to eliminate the unnecessary so that the necessary may speak.

—HANS HOFMANN

Real Solutions for Your Business

Tightened budgets and cost-cutting initiatives have made you more careful with your dollars. We'll give you tangible solutions to both everyday and unique challenges. Focus on the core of your business and simplify at the 2009 ISPA Conference & Expo to be held Oct. 5-8, 2009, in Austin, Texas, USA. This is the place to network and be with your fellow spa professionals, talking about the opportunities of today and planning for the future.

The ISPA Conference & Expo delivers:

- Cutting-edge education that is essential to survive and thrive in today's economy
- Peer-to-peer problem solving and idea generation
- Valuable tips, practices and visions that can be immediately implemented
- Easy access to the leading suppliers of premium products and services
- A look at the newest product releases throughout the Expo
- More than 30 professional development sessions that address the needs of spa operators and resource partners working at all levels within a company

"There is no greater event than the ISPA annual Conference. I have never been so inspired, educated, and passionate about the spa industry as I am when I walk away at the end. Thank you for providing such a great experience that is worth every penny."

—SARI MELINE, DIRECTOR, SERENITYSPA

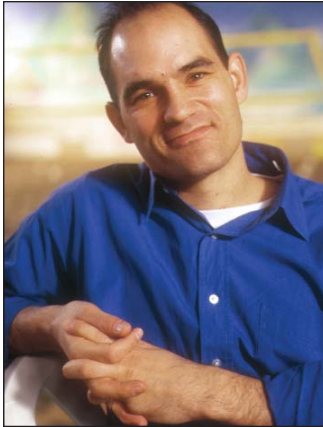
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KEYNOTES

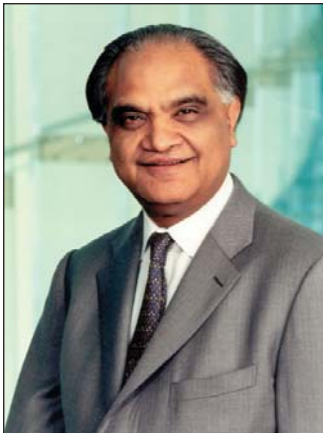


Monday

Change is Coming. Are you Ready?

J.P. PAWLIW-FRY is one of the highest-rated lecturers at Northwestern University's Kellogg School of Management executive education program, and has received acclaim for his work in personal leadership development with sales organizations, leadership retreats and motivational seminars across the world. Last year, he reached audiences in England, Greece, India, Saudi Arabia, Singapore and Australia.

- Perform effectively under economic pressure
- Gain insight and inspiration for dealing with ongoing change
- Lead yourself and others through complex and uncertain times



Tuesday

Innovation & Growth: Cultivating The Game Changers

RAM CHARAN is a business advisor and speaker famous among senior executives for his uncanny ability to solve the toughest business problems. For more than 35 years, Charan has worked behind the scenes with top executives at some of the world's most successful companies, including GE, Verizon, Novartis, DuPont, Thomson, Honeywell, KLM, Bank of America, Home Depot and MeadWestvaco.

- Make consumers and customers the boss, not the CEO or the management team
- Innovate to grow a mature business
- Create new customers and new markets
- Revitalize a business model

**NEW
THIS
YEAR!**

Follow these **THREE EASY STEPS** to register:

1. Log on to experienceispa.com.
2. Click on the Conference registration button.
3. Register as an individual or register your entire group.
OR Call **1.888.651.4772** or **1.859.226.4326**

REGISTER NOW FOR THE 2009 ISPA CONFERENCE & EXPO
ISPA continues to invest in its members as well as the industry and is offering extraordinary Conference registration rates for 2009 so that your team can experience Conference and all of the valuable education and networking opportunities. Additional attendees from the same company will receive a reduced full Conference registration rate of only \$250!*

Register before Aug. 28 to receive the following rates:

1st Member Registration... \$700

2nd Member Registration... ~~\$700~~ \$250*

Non-Member Registration... \$1,000

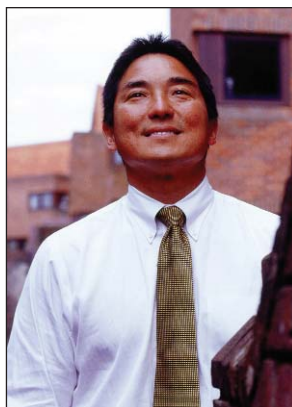
*Additional ISPA members from the same company can register at this special 2009 Conference rate.

Wednesday

The Power of Three

Wednesday's General Session will be a **Power Panel of Guy Kawasaki, Tony Hsieh and Jeremy Gutsche.**

Don't miss out on this "think tank" session that will explore marketing, trends, business and more.



GUY KAWASAKI is a managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for *Entrepreneur* magazine. Previously, he was an Apple Fellow at Apple Computer Inc. Kawasaki is the author of nine books, including "Reality Check," "The Art of the Start," "Rules for Revolutionaries," "How to Drive Your Competition Crazy," "Selling the Dream" and "The Macintosh Way."

TONY HSIEH joined Zappos.com as an advisor and investor in 1999, about two months after the company was founded. Hsieh found himself spending more and more time with the shoe retailer because it was the most fun and promising of all the companies he was involved with. He joined Zappos full time in 2000. Under his leadership, Zappos' gross merchandise sales have grown from \$1.6 million to \$840 million through relentless focus on customer service.

TrendHunter.com is the No. 1 trend-spotting site in the world – the largest, most influential, most updated collection of cutting-edge ideas available. Its founder, **JEREMY GUTSCHE**, relentlessly tracks and finds "the next big thing" for a global audience that generates millions of views a month. He has a broad appeal that stretches from *The Economist*, which has sourced him, to MTV, which places him at "the forefront of cool."



Thursday

Seven-time Tour de France winner, cancer survivor and philanthropist LANCE ARMSTRONG will close the Conference this year at

Thursday's General Session. Be inspired by his story of perseverance on the bike as well as in dealing with the disease that nearly claimed his life. His dedication to helping others and spreading the message of health and wellness blend seamlessly with the message of spa.

Make your travel arrangements to Austin!

It's a booming city, and with a world-renowned music festival taking place the weekend prior to Conference, you'll need to book your hotel room soon. ISPA has reserved room blocks at six hotels: Hilton Austin (host hotel), Courtyard by Marriott, Four Seasons, Hampton Inn, Radisson and Residence Inn by Marriott. Rates **start at just \$169/night**. Log on to www.experienceispa.com for reservation information.

In addition to affordable hotel rates, Austin will also give your wallet a break with less expensive flights, restaurants (plus, ISPA is providing five of your meals) and Expo set-up than many cities offer. Combined with the registration discount of **just \$250 for any additional employees you bring**, you can't afford NOT to come to Conference.

PLUS! You know the ISPA Conference & Expo provides **numerous networking opportunities**. New this year is a roundtable session on Thursday morning, which will allow you to submit your **burning questions** to be discussed and shared with your peers. **Walk away with real, practical solutions to everyday challenges.**

SCHEDULE OF EVENTS

2009 ISPA CONFERENCE & EXPO AGENDA

SUNDAY, OCT. 4, 2009

8 a.m. – 6 p.m. Registration

MONDAY, OCT. 5, 2009

7 a.m. – 7:30 p.m. Registration
7 a.m. – 7:30 p.m. Networking Area
8 a.m. – 5 p.m. Relaxation Area
9:30 – 10 a.m. Morning Refresher
10 – 11:30 a.m. Professional Development Sessions
11:30 a.m. – 1 p.m. Orientation Lunch
1 – 2:30 p.m. Professional Development Sessions
2:30 – 3 p.m. Energy Break
3 – 4:30 p.m. **Opening General Session** with J.P. Pawliw-Fry
ISPA Visionary Award Presentation to Dr. Howard Murad
Expo Grand Opening Reception
4:30 - 7:30 p.m.

TUESDAY, OCT. 6, 2009

7 a.m. – 7 p.m. Registration Open
7 a.m. – 7 p.m. Networking Area
8 a.m. – 5 p.m. Relaxation Area
8 – 9 a.m. Professional Development Sessions
9 a.m. – 3:30 p.m. Expo
10 – 10:30 am Morning Refresher
Noon – 1:30 p.m. Lunch in the Expo
1 – 4 p.m. Certified Spa Supervisor Exam
3:30 – 4 p.m. Energy Break
4 – 5:30 p.m. **General Session** with Ram Charan
ISPA Dedicated Contributor Award Presentation to Pat and Juanita Corbett
5:30 – 7 p.m. ISPA Foundation Live Auction & Close of Silent Auction
- visit experienceispa.com to donate

WEDNESDAY, OCT. 7, 2009

8 a.m. – 6 p.m. Registration
8 a.m. – 5 p.m. Relaxation Area
8 a.m. – 5 p.m. Networking Area
8:30 – 9:30 a.m. Continental Breakfast in the Expo
8:30 a.m. – 3:30 p.m. Expo
9:30 – 10 a.m. Morning Refresher
10 – 11:30 a.m. Professional Development Sessions
Noon – 1:30 p.m. Lunch in the Expo
2 – 3:30 p.m. Professional Development Sessions
3:30 – 4 p.m. Energy Break
4 – 5:30 p.m. **General Session** with Guy Kawasaki, Tony Hsieh & Jeremy Gutsche
7 – 11 p.m. Evening Event at Maggie Mae's

THURSDAY, OCT. 8, 2009

8 – 10 a.m. Registration
8 a.m. – 1 p.m. Networking Area
8:30 – 10 a.m. **NEW!** Roundtable Networking & Learning Sessions
10:30 a.m. – Noon **Closing General Session** with Lance Armstrong, ISPA Alex Szekely Humanitarian Award Recipient



International SPA Association

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Phone: 1.888.651.4772 or 1.859.226.4326

www.experienceispa.com

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