

Getting Started

- How to Start a Regional Spa Community Group
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How to Start a Regional Spa Community Group

For ISPA Members:

1. Go to the ISPA Web site and look up spa professionals in your area within ISPA's Member Directory. Save this list and add any of your own personal spa professional contacts that may be of interest to the group.
 - a. To access the Member Directory place cursor over [Education & Resources](#) on the Navigation bar of ISPA's Homepage and find [Member Directory](#) under the drop down menu.
2. Contact this group to gauge the interest in meeting.
3. If sufficient interest, arrange a place and time to meet.

* For non-ISPA members, please contact the group lead listed in your respective region and reach out for additional information and potential membership.

Steps on How to Host a Regional Spa Community Group

1. Decide on Spa location host: This should rotate amongst group members. At the first meeting, a calendar for the year can be established. ISPA recommends one meeting per quarter to keep the momentum of the group going, but the frequency is ultimately up to the group.
 2. E-mail invitation to all members within the area and any new potential members you feel would be a beneficial addition.
 3. Encourage invitations to be extended to local representatives such as those from the Department of Tourism. If you are fortunate to have an ISPA Board Member in the area or Task Force Member, encourage them to attend as well. They can give an update on events and any other significant project/committee work within ISPA.
 4. Depending on schedules and resources, group should decide on whether a breakfast, lunch or cocktail reception best meets schedules. Host location can cover food and beverages since it will rotate. If host does not have the food and beverage resources, participants can pay for their own or contribute money to help cover costs.
 5. Be sure to do group introductions and tour the spa facility if applicable.
 6. Provide an agenda and start each meeting thanking host and other key contributors to the meeting.
 - a. To help build relationships, one idea is to put business cards in a bowl and everyone would draw a business card from another spa for a treatment "trade".
 7. Possibly include some sort of educational component or a discussion of relevant local issues/collaborative efforts (maybe a local event to showcase spas, strategies and promotions to increase business in the area, report from Tourism Department on status of visitors).
 8. For networking: Create a master contact list to distribute to participants so members can continue communication outside the regional events.
 9. Regional groups are intended for ISPA members; however, please encourage new participants to explore ISPA. Meetings with non ISPA members should not disclose the research members are able to access within the ISPA site.
 10. Send ISPA copy of agenda, new members and dates of upcoming meetings to populate our database and the regional micro-site.
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Why to Start a Regional Spa Group

What Spa Professionals Can Gain from Regional Spa Community Group Gatherings

- Build a cohesive regional voice for the industry and create marketing opportunities
 - Learn ways to do the job more effectively and stay on top of the industry trends
 - Meet people in the industry, network, gain friendships, brainstorm to find industry solutions and receive education
 - Tour other spas
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What to Discuss

Topic Suggestions for Regional Meetings:

- Business Health
 - Common Licensing for Massage Therapists
 - Compensation/Reducing Payroll
 - Customer Service
 - Educating Clients
 - Filling Appointment Book
 - Forecasting
 - Greening opportunities
 - Implementing Standards
 - Hiring/Staffing
 - Human Resource and Employee Benefits
 - Incentives for Up-selling
 - Managing Managers
 - Marketing
 - Quality of Labor Pool
 - Recruiting Practices
 - Retention
 - Recruiting Pool
 - Retail Inventory
 - Retail Sales
 - Retention and Recruitment
 - Soft selling verses hard selling
 - Spa Liability
 - 1. Waivers
 - Staff Discount/Incentives
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