

Sample Invite Letter

Hello fellow SPA manager,

My name is {name} and I'm the Spa Director at {company}. I would like to invite all of you to the first quarterly meeting of the {Regional Spa Community Group} on **{Date} at {place}**. Wine, beer, and light hors d'ouervs will be served while we meet in the { } boardroom and I anticipate the meeting being between 1 ½ and 2 hours long.

My main goals in starting this group are to create networking opportunities amongst our local industry peers, to keep our fingers on the pulse of what's happening in our industry both locally and nationally and to discuss prominent issues and current topics in our industry. Through my own research, as well as through communication with ISPA (the International Spa Association), I have seen the numerous benefits that other regional spa groups have experienced by starting these groups. Although competition within the community is increasing, we can all still benefit mutually from increased communication amongst each other. Once the group establishes some history, it would be nice to see other area spa professionals join this group and share their thoughts and experiences with us.

{Customize this paragraph to include your spa history and experience} In speaking with ISPA, some ideas for topics of discussion are; commission plans, labor relations, standard operating procedures, financial reporting, business strategy, customer service, marketing concepts, leadership & management, seasonal employment and sustainability.

Please feel free to pass this along or send me the contact information to anyone in the area that you think would contribute positively to this group. While I appreciate input from anyone involved in our industry, I would request that we keep participants in this group restricted to people involved in the management, consulting, and ownership side of the industry.

In order to move forward on this project, I would like to ask all of you to reply to this email with answers to these questions;

- 1) Are you interested in joining this group?
- 2) **Will you be attending the {date} event?**
- 3) Do you know of any local professionals that you think would be interested in attending this group?
- 4) Would you be interested in hosting one of these quarterly meetings at your spa/gym/resort/business?
- 5) Please list three topics of discussion regarding spa business that you would be interested in having the group talking about...

1.

2.

3.

I hope that this group interests you and that you will join us on **{date}** for our first meeting. Since this is my first experience in trying to put together a group like this, I welcome suggestions and advice from anyone and everyone.

Best,