



**Global Spa &  
Wellness Summit**

*Dear Colleague,*

*We hope this special invitation will inspire you to join a select group of thought leaders and decision makers at this year's prestigious Global Spa and Wellness Summit. The 2012 Summit promises to be uniquely valuable, taking place with input from the esteemed Aspen Institute, at its campus in the world-famous town of Aspen, Colorado.*

*The Institute, a powerful organization that brings together the world's top thinkers, entrepreneurs, policy makers and experts to tackle critical social and economic issues, has a mission closely aligned with our own. And its contribution to the agenda of our Summit ensures that participants will experience two and a half days packed with top-level keynote speakers, panels, presentations and workshops, all designed to move the spa and wellness industries – and the individual businesses that comprise them – forward into new directions. Together we can imagine new ways of promoting prevention and empowering people to embrace a life of wellness.*

*The invitation was designed to communicate the theme of this year's gathering, "Innovation through Imagination." The first photo, of the beautiful Maroon Bells Mountains and Lake near Aspen, is presented with a lenticular printing technology to give you an unexpected perspective. New, unexpected perspectives – that's what we plan to accomplish at this year's Summit, as delegates consider, discuss and debate the most imaginative and innovative ideas and strategies that will result in an even greater impact and a more successful future for this \$2-trillion global spa and wellness industry.*

*You will find more information about the Summit on the back of each of the enclosed cards. Please take note of the very special pre- and post-Summit spa experience option at Miraval, one of the top destination spas in the world; we hope many of you will include that in your trip.*

*Anyone who has attended a previous Summit can attest to how crucial relationship building is to the experience. The Summit is all about facilitating, nurturing and strengthening relationships between the top industry players that assemble each year. Please join us and see how much we can accomplish by forging new strategies – and strong bonds – together.*

*With warmest regards,*

*The Global Spa & Wellness Summit Board of Directors*



You are cordially invited to attend

The 2012 GLOBAL SPA & WELLNESS SUMMIT

*“Innovation through Imagination”*

Aspen, Colorado June 3-6, 2012



Join us as we take a different view...

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# *The Global Spa & Wellness Summit*

## **Background**

Founded in 2007, this annual invitation-only Summit is an international gathering that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industries.

## **The Spirit of the Summit**

The “spirit” of the Global Spa & Wellness Summit is one of shared purpose versus individual gain. It is an opportunity to put aside competitive egos and personal business goals (although business gains are often an outcome) and refrain from self promotion in order to spend time joining together and shaping the future of the spa and wellness industries. This shared “spirit” ensures that we exchange ideas, debate and strategize for the good of our industry, the consumers we serve and the planet we share.

## **The 2012 Summit & the Aspen Institute**

This year the Summit is pleased to be working with the Aspen Institute, an international non-profit organization dedicated to fostering enlightened leadership and open-minded dialogue, through seminars, policy programs, conferences and leadership development initiatives. Leading the Aspen Institute is CEO Walter Isaacson, whose most recent, best-selling biography, *Steve Jobs*, has been recognized as one of the best books of 2011.

## **The Agenda**

This year’s theme, “Innovation through Imagination,” is the result of a careful process of analysis and research that sought to identify today’s most important topics for our industry and for the world. Speakers, panels, discussions and social events are being built around the twofold goal of understanding the current global landscape and exploring and fostering innovation, which many consider to be the most powerful force for change in the world.

## **Delegates**

The Summit is anticipating an international delegation of 300-plus senior executives to gather together in Aspen, including fellows from the Aspen Institute and representatives from a diverse range of sectors such as hospitality, health care, tourism, investment, finance, real estate, medicine, consulting, manufacturing, product distribution/development and technology.



## *The Setting of the 2012 Summit*

The town of Aspen, founded in the late 1800s, began as a prospering silver mining town. Today, it is one of the most unique, adventurous, international and picturesque towns in the world. Famous as a top ski destination in winter, it is also home to world-class restaurants, shops, cultural centers and historic buildings, making it a joy year round. It is also renowned for its variety of influential and intellectual events, cultural happenings and captivating outdoor activities.

### **Accommodations**

#### **The Aspen Meadows, a Dolce Hotel & Resort**

The main Summit hotel and site for all Summit sessions, breakfasts and lunches, the Aspen Meadows is the official “campus” for all Aspen Institute gatherings.

#### **The St. Regis Aspen Resort**

This newly renovated world-class resort features a flagship Remède Spa. The property is a short shuttle ride (or walk) away from the Aspen Meadows Resort.

### **Traveling to Aspen**

For delegates flying to Aspen, we suggest arriving at Aspen/Pitkin Airport (ASE), which is just a six-minute drive to town. Taxis are available at the airport, and limousine transfers can be arranged through the individual resorts and hotels. Aspen is also a three-hour drive from Denver, the capital city of Colorado. Those attending the pre- or post-Summit spa experience at Miraval will want to fly in and out of Phoenix or Tucson, Arizona.

### **What to Wear**

Delegates are invited to dress in smart, casual clothing (no jackets or ties). You are welcome to dress up a bit for evening events – but remember that denim works for every Aspen event. A sweater or jacket will keep you warm when the sun goes down. Don't forget your cowboy boots and hat if you have them!

### **Aspen Concierge**

During your stay in Aspen, visit the Aspen Concierge onsite at the Summit to book some of the area's local activities: hiking, biking, horseback riding, white-water rafting, skeet shooting, fly fishing and the like. Additional information will also be made available on the Summit website in the months leading up to the event.



# *A Preliminary Glimpse*

## **Official Summit Program**

Sunday, June 3: Cocktail party at the St. Regis Aspen Resort (sponsored by Babor)

Monday, June 4: Sessions and evening dine-around-Aspen event

Tuesday, June 5: Sessions and Aspen Mountain gala dinner (sponsored by Thermarium)

Wednesday, June 6: Sessions and afternoon champagne toast

## **Speakers**

The following have already been confirmed with many additional speakers, presenters and panelists to be announced in the months and weeks leading up to the Summit:

**Philippe Bourguignon**, Vice Chairman, Revolution Places; **Dr. Richard Carmona**, 17th U.S. Surgeon General & Vice Chairman, Canyon Ranch; **Jose Maria Figueres**, Former President of Costa Rica; **Mariel Hemingway**, Academy Award-Nominated Actress & Wellness Advocate; **John Kao**, Author, *Innovation Nation*; **Peter Rummell**, Former Chairman, Disney Imagi-neering; **Elizabeth Stephenson**, Partner, McKinsey

## **Pre- or Post-Summit Options**

**Destination Spa Experience:** Join fellow delegates in Tucson, Arizona, at Miraval for a special three-night wellness retreat before, or after, the Aspen Summit.

**Experience Aspen Day:** Join fellow delegates for a walking or hiking excursion, followed by lunch and a “get-to-know-Aspen” town tour.

## **Partnerships/Sponsors**

Please thank and support these companies that have already confirmed their partnership.\*

**Platinum:** Thermarium, a trendsetter in design/manufacturing of spa/wellness areas

**Gold:** Babor, a pioneer of professional skincare in 60-plus countries worldwide  
Universal Companies, a single-source supplier of products, consulting & training

**Additional:** Barr + Wray, Chiva-Som, Dornbracht, East West Learning Centre, Fairmont Raffles Hotels Intl, Four Seasons Hotels & Resorts, GramercyOne, Hyatt Hotels, Klafs, LivNordic by Raison d’Etre, Massage Envy, Orient Express, Precor, Red Door, ResortSuite, SpaFinder, Inc., SpaSoft and Thalgo

\*If you are interested in becoming a partner/sponsor, please contact [dulcy@globalspaandwellnesssummit.org](mailto:dulcy@globalspaandwellnesssummit.org)

## *Registration*

### **The 2012 Global Spa & Wellness Summit registration fee includes:**

- All general and breakout conference sessions
- Breakfasts, lunches and all-day nutrition hubs
- Welcome pre-Summit networking cocktail party at the St. Regis Aspen Resort
- Evening dine-around-Aspen event
- Evening gala reception and dinner (via gondola ride) on Aspen Mountain
- A pocket-sized portfolio of 2012 delegate bios with contact information
- 2012 Global Spa & Wellness Summit Briefing Papers
- 2012 SRI Intl. Research Report: *Spa Management Education: Addressing Marketing Gaps*
- 2012 “Spa of the Future” Student Challenge Competition
- Access to online summaries, presentations and transcriptions
- Access to the exclusive Global Spa & Wellness Summit alumni network

### **\$2,390 - Delegate rate**

For each person registering for the Summit

### **\$895 - Spouse/Significant Other rate**

Please note that spouses/significant others are invited to attend all conference sessions and social functions; however, they will not receive copies of the conference collateral or the research reports.

**To Register**, visit [www.globalspaandwellnesssummit.org](http://www.globalspaandwellnesssummit.org) or call +1.212.716.1199

## **Accommodations**

### **The Aspen Meadows Resort**

Rates start at \$249.00 per night

[www.globalspaandwellnesssummit.org/aspenmeadows](http://www.globalspaandwellnesssummit.org/aspenmeadows)

### **The St. Regis Aspen Resort**

Rates start at \$259.00 per night

[www.globalspaandwellnesssummit.org/stregis](http://www.globalspaandwellnesssummit.org/stregis)

## **Three-Night Pre- or Post-Summit Spa Retreat at Miraval**

Rates start at \$329.00 per person per night and include all meals, activities and one spa treatment

To book, email [reservations@miravalresorts.com](mailto:reservations@miravalresorts.com) or call +1.800.825.4000

## *A Partial List of Past Participants...*

EMANUEL BERGER\* (Managing Director, Berger Hospitality) • ANNA BJURSTAM\* (MD, Raison d'Etire) • DR. GERARD BODEKER (Professor, University of Oxford Medical School) • FILIP BOYEN (COO, Orient Express) • PHILIPPE BOURGUIGNON\* (Vice Chairman, Revolution Places) • DAVID BROWNING (CEO, Somasigns, Philips Consumer Lifestyle) • DR. RICHARD CARMONA (17<sup>th</sup> U.S. Surgeon General & Vice Chairman, Canyon Ranch) • STEVE CASE (Chairman & CEO, Revolution, LLC) • DR. MARC COHEN\* (Professor, RMIT University) • DZIGBORDI K. DOSOO (CEO, Allure Africa, Ltd.) • RICHARD DUSSEAU\* (President, Trilogy Spa Ventures) • PETE ELLIS\* (CEO, SpaFinder) • SUSIE ELLIS\* (President, SpaFinder) • ANNBETH ESCHBACH (CEO, Exhale Spas) • FREDERIC FEKKAI (President, Frederic Fekkai) • CATHERINE FELICIANO-CHON (Founder, CatchOn & Co.) • CG FUNK (VP Industry Relations, Massage Envy) • JENI GARRETT (Founder & CEO, Woodhouse Spas) • ANDREW GIBSON\* (Group Director of Spas, Mandarin Oriental Hotel Group) • KERSTIN FLORIAN (Founder & CEO, Kerstin Florian Intl.) • LEONARD FLUXMAN (President & CEO, Steiner Leisure Ltd.) • DR. DANIEL FRIEDLAND (Founder, SuperSmartHealth) • THOMAS GOTTLIEB (Managing Partner, Geolo Capital) • LEANDRO GUALTIERI (President, STB Thermal Spas) • JOHN HARDY (Founder, the Green School & Founder, John Hardy Jewelry) • SUSAN HARMSWORTH\* (Founder, ESPA Intl.) • SEAN HARRINGTON (Managing Director, Elemis Ltd) • WOLF HENGST (Chairman, Wahanda & Amala Holdings) • PHILIPPE HENNESSY (Founder & CEO, Pevonian Botanica) • JANE IREDALE (President, Iredale Mineral Cosmetics, Ltd.) • NEIL JACOBS (President, Starwood Capital Hotel Group) • DR. ROBERTA LEE (Vice Chair, Dept. of Integrative Medicine, Beth Israel Hospital) • JEFF MATTHEWS\* (President & COO, Mandara Spas) • ANNE MCCALL WILSON\* (VP of Spas, Fairmont Raffles Hotels Intl.) • DAVID MCCAUGHAN (EVP, McCann Worldgroup Asia Pacific) • DR. HOWARD MURAD (CEO & Founder, Murad, Inc.) • ELMAR NAGELE (CEO, Thermarium) • CHRISTOPHER NORTON (Chair, Global Spa Task Force, Four Seasons Hotels & Resorts) • ADOLF OGI (Former President of Switzerland) • CRISTINA ONG (Owner, COMO Shambhala Group) • DR. KENNETH R. PELLETIER (Clinical Professor of Medicine & Author) • STEPHEN PURDEW (Director & Co-owner, Champneys Health Resorts) • LASZLO PUCZKO (Managing Director, Xellum Ltd & Author) • IAN SCHRAGER (Chairman & CEO, Ian Schrager Company) • MICHAEL SCHUMMERT (CEO, Babor Cosmetics) • SYLVIA SEPIELLI (Founder, SPAd Inc.) • SONU SHIVDASANI (CEO & Chairman, Six Senses Resorts & Spas) • DAVID STOUP (Chairman, Trilogy Spa Ventures) • DEBORAH SZEKELY (Founder, Rancho La Puerta & The Golden Door) • PROFESSOR MARY TABACCHI, PhD\* (Professor, Cornell University) • GHISLAIN WAEGAERT (Director of Spa Activities, Clarins) • TODD WALTER (CEO, Red Door Spa Holdings) • EDITH WEINER (President, Weiner, Edrich, & Brown, Inc.) • ANDREAS WIESER (Director, Lanserhof) • RETO WITTWER (CEO, Kempinski Hotels) • GEORGIE YAM (Founder & CEO, Dragonfly Therapeutic Retreat)

*...and hundreds of other industry leaders and esteemed colleagues.*

\*Global Spa & Wellness Summit Board Member