

Dear Hotel and Spa Developers,

The New York State Spa Alliance, The Leading Spas of the World and The Cornell Hotel Society of NYC send this special invitation to you for the 5th Annual NYSPA Symposium May 8 & 9, with the opening reception on the evening of May 7 from 6:30-8:30pm.

Please register for the early bird special at \$550.00 that includes the conference, receptions, banquet, breakfast, lunch and tea breaks as well as a full year's membership in NYSPA. This early-bird offer will only be available until April 1 at midnight. After that date, the cost will increase to \$700.00. We have limited space at the early bird reduced rate. Please click on <http://nyspa5.eventbrite.com/>.

Please note: if for any reason you must cancel your reservation, **monies are non-refundable after April 24, 2009.**

We have arranged with the Hilton Rye Town for a special room rate of \$115 per night for NYSPA Symposium guests. To make your reservation and guarantee this room rate, please call 1-800-HILTONS and make room reservations under the room block SPA.

Please note: you need to **(1) Register** for the Symposium and **(2) Call in Your Hotel** Reservation as instructed above. These are two separate processes.

“Developing into the Next Decade” features the movers and shakers of the spa and spa hotel/resort development world. This is truly the place to hear predictions by industry experts and to participate in strategic discussions.

Please come, learn, discuss, debate, contribute and have fun. Network with our fantastic speakers listed below!

Rick Aidekman, Co-Founder, Cornelia Day Resort
Yael Alkalay, Owner, Red Flower
Alon Ben-Gurion, General Manager, Rye Town Hilton
Clodagh, Owner, Clodagh Design
Gary Dower, Co-Founder and Managing Partner, Mirbeau
Annbeth Eschbach, Founder and CEO, Exhale
John A. Fox, Senior Vice President, PKF Consulting
Carolee Friedlander, Founder and CEO, Access Circles
Mary Gendron, President, Middleton & Gendron
Jan Freitag, Vice President, STR
Wolf Hengst, Chairman, Wahanda
Rachel Hogancamp, Owner, Rasa Spa
Neil Jacobs, President, Global Hotel Operations, Starwood Capital Group
Steve Kass, CEO, American Leisure
Jeanie Klueter, Architect, Director of Spa and Wellness Design, WATG

Mia Kyricos, Director Spa Development, Operations & Marketing, Starwood
Hotels & Resorts World Wide
Nicole Lingos, Director of Marketing, The Leading Spas of the World
Anne R. Lloyd-Jones, CRE Senior Vice President HVS
Anna Mancebo ,Vice President Spas and Retail, Marriott
Jeremy McCarthy, Director Spa Operations, Development and Marketing,
Starwood Hotels & Resorts Worldwide
Teresa McKee, Chief Operating Officer, Red Door Spas
Greg Miller, CEO and President, PM Hospitality Strategies
Nancy Novogrod, Senior Vice President, Editorial Director American Express
Publishing and Editor In-Chief , Travel & Leisure Magazine
Deniz Omurgonulsen, President, Cornell Hotel Society, NYC, Director,
Membership Development, The Leading Hotels of the World, Ltd.
Ellen Sackoff, Co-Founder, Cornelia Day Resort
Barbara Talbott, Founder, GlenLarkin Advisors, LLC
Simon Turner, President, Global Development Starwood Hotels and Resorts
Karen Watson, Spa Director, The Sagamore

**We are truly grateful to our benefactors: American Leisure, Aromafloria, Spa Equip,
Precor, Spa Development International, Universal Companies and WATG.**

The full Program will be available in the next 15 days, but I wanted you to have this opportunity
for early-bird registration. If you have questions, please contact me by email at
mht3@cornell.edu.

Sincerely,

Professor Mary H. Tabacchi
Cornell University
Conference Chair