



Cornell University  
School of Hotel Administration  
Cornell Hotel Society



*You are cordially invited to the **5th Annual NYSPA Symposium**  
co-sponsored by The Cornell Hotel Society of NYC and The Leading Hotels/Spas of the  
World to be held on May 7-9th, 2009 at the Rye Town Hilton in Rye, New York.*

**Thursday May 7**

**6:30-8:30pm**    **Opening Reception**

**Friday May 8**

**6:45-7:50am**    **Breakfast**

**7:50-8:25**

**Welcome to “Developing into the Decade”**

**Alon Ben-Gurion**, GM, The Hilton at Rye Town

**Gary Dower**, Chairman, New York Spa Alliance

**Deniz Omurgonulsen**, President, New York Hotel Society and Director, Membership  
Development, The Leading Hotels of the World

**8:25-8:55**

**“The Global Hotel Development Outlook”**

**Simon Turner**, President, Global Development, Starwood Hotels and Resorts

**8:55-9:35**

**“Hospitality for the Decade, The Outlook”**

**Anne R. Lloyd-Jones**, CRE, Senior Vice President, HVS

**9:35-9:50**

**Break**

**9:50-11:05**

**“The Evolving Spa Consumer”**

**Carolee Friedlander**, Founder and CEO, Access Circles

**Wolf Hengst**, Chairman, Wahanda

**Nancy Novogrod**, Senior Vice President, Editorial Director, American Express Publishing; Editor  
In-Chief, Travel + Leisure

**Barbara Talbott**, Founder and CEO, GlenLarkin Advisors, LLC

**11:05-11:45**

**“The Success of Cornelia’s Development & Its Future”**

**Rick Aidekman**, Co-Founder, Cornelia Day Resort

**Ellen Sackoff**, Co-Founder, Cornelia Day Resort

**11:35--1:05**

**Lunch**

**1:05- 1:50**

**“Entrepreneurial New York Developers”**

**Yael Alkalay**, Owner, Red Flower

**Gary Dower**, Chairman NYSPA, Co-Founder, Mirbeau

**Annbeth Eschbach**, Founder & CEO, Exhale

**Rachel Hogancamp**, Founder, Owner, Rasa Spa

**1:50-2:30**

**“Development for the Management Company- How Goes It?”**

**Greg Miller**, CEO and President, PM Hospitality Company

**2:30 -3:25**

**“Creative Marketing & Generation of Income for Spas into the New Decade”**

**Jim Cox**, Founder, The Jim Cox Company

**Leslie Leonard**, GM, La Tourelle and August Moon

**Nicole Lingos**, Director of Marketing for The Leading Hotels of the World & Leading Spas of the  
World

**Chris Pulito**, GM, Mirbeau

**3:25-3:40**

**Afternoon Coffee Break**

- 3:40-4:20**      **“Profitable Multiunit Spa and Fitness Development”**  
**Steve Kass**, CEO, American Leisure  
**Teresa McKee**, Chief Operating Officer, Red Door Spas
- 4:20-6:20**      **“Developing a Spa Alliance in New York State”**  
**Gary Dower**, Chairman, NYSPA, Co-Founder, Mirbeau  
**Mary Gendron**, Board Member, NYSPA, President, Middleton and Gendron  
**Karen Watson**, Board Member, NYSPA, Spa Director, The Sagamore  
**Charlotte Wytias**, Secretary, NYSPA
- 6:45-7:20**      **Wine and Networking**
- 7:20-9:45**      **Dinner: Sponsored by Precor**
- Saturday May 9**
- 7:30-8:30**      **Breakfast**
- 8:30-9:15**      **“Hotel Spa Profitability, Will It Continue? The Latest Hotel Spa and Salon Data”**  
**John A. Fox**, Senior Vice President, PKF
- 9:15-10:00**      **“SpaSTAR – Spa Performance Metrics”**  
**Jan Frietag**, Vice President STR
- 10:00-10:15**      **Coffee/Tea Break**
- 10:15-10:55**      **“Development Criteria for Leading Spas of the World”**  
**Deniz Omurgonulsen**, President, New York Hotel Society and Director, Membership Development, The Leading Hotels of the World
- 10:55-11:45**      **“Sustainable Spa Design and Development”**  
**Clodagh**
- 11:45-1:00**      **Net Working Lunch – Meet NYSPA Board Members**
- 1:00-1:50**      **“How Brand Influences Spa Design”**  
**Elizabeth Pizzinato**, Vice President, Brand Communications  
Four Seasons Hotels and Resorts  
**Jeanie Kleuter**, Architect, Director of Spa and Wellness Design, WATG
- 1:50-2:30**      **“Spa Branding”**  
**Mia Kyricos**, Director of Spa Development, Operations & Marketing, Starwood Hotels and Resorts World Wide  
**Jeremy McCarthy**, Director of Spa Development, Operations and Marketing, Starwood Hotels and Resorts World Wide
- 2:30-3:15**      **“Starwood Capital’s New Brands”**  
**Neil Jacobs**, President Global Hotel Operations, Starwood Capital Group

### **Registration Information**

Please register for \$550.00 that includes the conference, receptions, banquet, breakfast, lunch and tea breaks as well as a full year membership in NYSPA at <http://nyspa5.eventbrite.com/>.

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