

# PRE-CONGRESS "DAY SPA ASSOCIATION"

## SATURDAY, MARCH 3, 2012 INTEGRATING WELLNESS SERVICES IN THE SPA, SALON AND HEALTH CARE WORLDS



### INCLUDES:

- 6 CE Contact Hours
- CE Certificate
- Course Information Packet
- 2-Day all Inclusive Admission to the International Congress of Esthetics and Spa
- Certificate of Attendance to the International Congress of Esthetics and Spa Miami Beach
- SAVE \$100.00 off DSA membership (for new members)
- DSA Gift Bag with industry savings and samples

**COST**  
**\$199.00**

### 5 WAYS TO REGISTER:

PHONE: 1.800.471.0229  
1.305.443.2322

ONLINE: www.LNEONLINE.com

E-MAIL: Registration@LNEONLINE.com

FAX: 1.305.443.1664

MAIL: Aesthetic Congress Communications  
3929 Ponce De Leon Blvd.  
Coral Gables, FL 33134

## PROGRAM AND SESSION DESCRIPTIONS

### INTEGRATING WELLNESS SERVICES IN THE SPA, SALON AND HEALTH CARE WORLDS

Merge! That is the call to health, wellness and beauty providers. At its core, wellness is a concept that encompasses the mind, body and spirit of the individual. The movement to create a more holistic approach to health and beauty is not new—but is rapidly gaining momentum due to client and customer demand. The growing research foundation, a more sophisticated client and a demand for results-driven treatments is creating a demand for both a collaborative and complementary approach. This trend crosses multiple businesses, professional and service models. This merging effect is helping to create new businesses models such as spas, dental spas and other hybrids.

#### What will you learn?

- to Identify current research findings regarding the use of CAM therapies.
- to List the members of a wellness team, the services they provide and their duties.
- to Review the role of massage across the range of spa and wellness services including estheticians, massage therapists, nursing and other wellness providers.
- to Discuss the history of massage in wellness settings such as hospitals, in pain management and how this has evolved.
- to List three ways that declaring intentions helps to produce desired results for clients.
- to Participate in an interactive experience using CAM therapies, which have a sound research basis.
- to Outline the emerging trends in wellness and key opportunities for the individual.
- to Engage in an interactive dialogue with peers and presenters regarding the integration of wellness across spa, salon, health care and wellness businesses.

This seminar explores both of the concepts behind the most popular wellness services, as well as the operational reality of expanding or enhancing your service menu with new services. We aren't just talking about these services—we have planned an interactive experience featuring the most popular and easy to implement wellness services.

#### Who should attend:

The DSA exclusive educational venue is open to all massage therapists, cosmetologists, estheticians, counselors, social workers, nurses and other wellness providers. This pre-Congress training provides you with the extra skills to be a leader in the spa and wellness industry.

CE Eligible Seminar- Saturday  
CE Contact Hours are Available!

Continuing professional education contact hours are available through collaboration with Patti Biro and Associates, an approved provider of continuing professional education. This seminar offers 6 CE contact hours for massage therapists, cosmetologists, estheticians, counselors, social workers, nurses and other wellness providers. Specific information can be obtained by contacting the provider at [info@pattibiro.com](mailto:info@pattibiro.com)



NCBTMB Provider # CEP #45032-07.

TX DSHS Massage Therapy CE Provider # CE#0517

FL Massage CE Provider # 50-13479

Georgia Board of Cosmetology Registration Number 2010-000033: EXP: 3/31/12

This provider is approved by the California Board of Registered Nursing, Provider # CEP 14813

The COA has approved this class for 6 CE



**Alma Bocanegra**  
is the national technical manager for Pino Natural Spa Therapy. Her professional background is a blend of health and wellness training

as an EMT, nursing assistant, massage therapist, massage therapy instructor and continuing education provider. Bocanegra has contributed to Japanese travel magazines, as well as a Japanese health show called Sole of the Foot.



**Patti Biro**  
is the owner of Patti Biro and Associates, a consulting company and provider of continuing professional education. She also

cofounded and served as the editor of a bridal magazine for more than 10 years, where she promoted the partnership of day spas, salons, medical spas and dentists in the bridal market. Biro is a frequent contributor to several trade publications.



**Karla Nelson**  
is the executive director of the Day Spa Association and the International Medical Spa Association. In addition to more

than 10 years of experience working in communications, she has more than seven years of association experience, most recently with the American Massage Therapy Association.



**Monte Zwang**  
is a principal at Wellness Capital Management, a company that provides cash flow and financial strategies to busi-

nesses in the wellness industry. He has been a consultant for more than 25 years, teaching business planning and cash flow management to entrepreneurs and company leaders in the health care, spa and hospitality industries.

# CONTINUING EDUCATION ALL DAY SEMINAR

## AT THE MIAMI BEACH CONVENTION CENTER HALL D | ROOM D236

**9:30 a.m. to 10:00 a.m.**

### **The Why, Who and How of Wellness by Karla Nelson**

Wellness is more than a trend, it's a movement! From nutrition to health care, consumers are investing in their well-being. This session examines the changing definition of wellness and the growing demand to look, feel and stay healthy. We take a look at the demographics of this movement, including what consumers are using and most importantly what they are spending their money on. Understand the unique wellness needs of different segments of the population—from baby boomers' desire to feel and stay young to Generation Y's sophisticated view of health. Learn how an integrated approach to wellness plays a vital role in the success of today's spa and wellness centers.

**10:00 a.m. to 11:15 a.m.**

### **Building a Wellness Team by Monte Zwang and Patti Biro**

Who are the players on your wellness team? This question covers two important considerations: the operational and the philosophical perspective. To help you answer this, we explore several models for developing a wellness team including joint venture, referral strategies, co-location and the integrated wellness village concept. The pros and cons of each model are presented. The roles, titles and duties of the members of the wellness team are explored and several management options are presented.

**11:15 a.m. to 11:30 a.m.**

**Break**

**11:30 a.m. to 12:30 p.m.**

### **Massage as the Gateway Service in a Wellness Environment by Alma Bocanegra**

Current statistics indicate that massage may account for as much as 70 percent of all spa services delivered annually. This places massage therapy as the "gateway" service for clients wishing to explore other wellness therapies. The marriage of massage and wellness is not new—and we explore the history behind this. For the professional wishing to expand their practice in an integrated health environment, understanding how massage can be adapted is a critical skill. Owners, operators and spa and wellness directors can use massage to create expanded wellness services and capitalize on the endorsement of massage therapy by national organizations such as the Arthritis Foundation.

**12:30 p.m. to 1:30 p.m.**

**Lunch (on your own)**

**1:30 p.m. to 2:15 p.m.**

### **The Power of Intention in Wellness Therapies and Programs by Patti Biro**

Today's client expects to be a partner in their health and improved wellness. Before they come to you, they have probably researched their options and come with an expectation of effectiveness. One of the most powerful and least utilized wellness therapies lies in harnessing the power of the mind in aiding the therapist and guiding the outcome. We explore the "placebo effect" and how we can use this information to use intention to support our wellness interventions. Different strategies for eliciting and declaring the intention of the client are shared.

**2:15 p.m. to 2:30 p.m.**

**Break**

**2:30 p.m. to 4:00 p.m.**

### **Guided Imagery Exploration of Three Popular CAM Therapies by Karla Nelson, Alma Bocanegra and Patti Biro**

As the demand for effective therapies grows, the body of research documenting outcomes and applications for clients continues to grow. The research findings for three popular CAM therapies are shared, as well as the opportunity to experience these therapies firsthand. Join a "guided tour" that includes imagery, music therapy and aromatherapy experiences. The emphasis is on therapies that can be easily included in your wellness repertoire but also have a strong evidence basis. Opportunities for providing these services to enhance your menu are shared.

**4:00 p.m. to 4:30 p.m.**

### **The Fusion of Wellness Into the Medical and Spa Environment, Panel Discussion: Alma Bocanegra, Patti Biro, Karla Nelson and Monte Zwang**

You have seen it in the press, experienced it for yourself and now you have the latest information regarding the most popular and the best researched CAM therapies. How do you begin to integrate this into your practice? The panel explores where the integrative wellness concept is headed and where the key opportunities for you personally and for your business are found. We discuss and predict where we see the future of integrated wellness services growing in the future and help define where and how you can participate!

**4:30 p.m. to 5:00 p.m.**

**Questions and Answers, Evaluation, Feedback From the Audience**