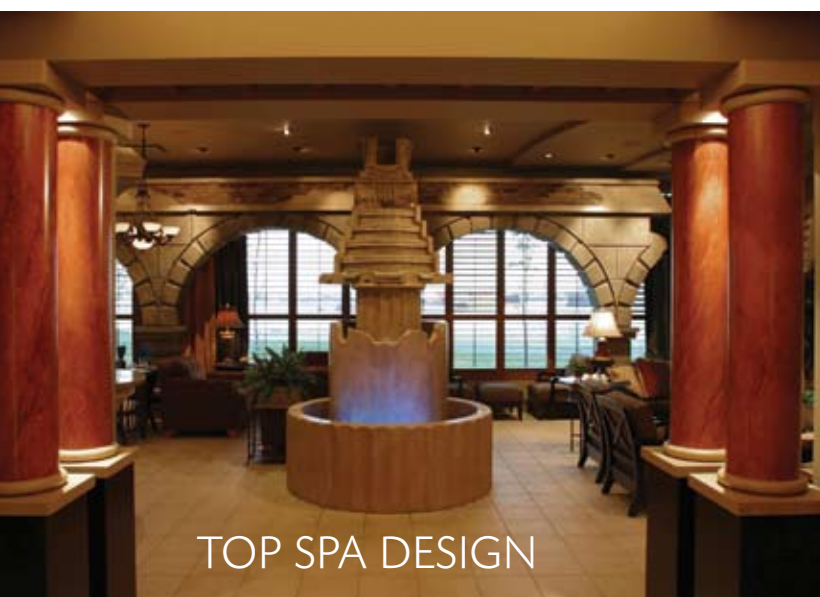




TOP HOTEL/  
RESORT SPA



TOP DAY SPA/MEDICAL  
SPA CHAIN



TOP SPA DESIGN



DAYSPA DIAMOND

# DAYSPA Honors 2005

This year *DAYSPA* congratulates 12 spas for demonstrating excellence in the following areas:

**DAYSPA Diamond** honors a day spa owner who has honed every aspect of his/her business to perfection.

**Top Medical Spa** honors a medical spa with one to four locations that offers a true day spa experience along with in-depth medical services and treatments. (The business offers day spa services independent of a medical practice and serves a high percentage of repeat clients.)

**Top Hotel/Resort Spa** honors a spa that's located within a hotel or resort that's open to clients from the surrounding community.

**Top Day Spa/Medical Spa Chain** honors a business with five or more locations and a corporate structure that can be replicated successfully beyond the direct supervision of the original owner.

**DAYSPA Rising Star** honors an individual with less than five years' experience as a spa/salon owner who has exhibited outstanding business acumen and industry understanding.

**Top Employer** honors a day spa owner who has a high percentage of long-term employees, offers an outstanding benefits package and has found ways to help his/her employees grow professionally.

**Top Spa Design** honors a day spa that has an outstanding facility design from the standpoints of functionality, originality, beauty, comfort and client appeal.

**Top Spa Boutique** honors a day spa that does an exceptional job of buying and merchandising products to maximize retail income.

**Top Package** honors an exceptional service package that has continued to bring in new and repeat clients for at least a year, and generates media and client attention.

**Top Media Kit** honors an outstanding media presentation by a day spa or medical spa.

# DAYSPA DIAMOND

Frank Shipman, owner • **TC Salon Spa** • Bethlehem and Allentown, PA

IF BEING A PIONEER MEANS COVERING uncharted territory and continually evolving, then Frank Shipman epitomizes the term. His pioneering spirit has kept his two TC Salon Spas at the forefront of his industry, pulling in just over \$3.5 million last year and allowing him to take a leadership role in his community.

Shipman's journey began in 1995, when he offered to purchase the salon where he was working. He was fired instead, but he insists this gave him the push he needed to strike out on his own. On May 23, 1996, he opened his 1,500-square-foot salon, and three years later added a spa. "I believed that was the direction we needed to go with healthcare and wellness in our lives," he says. "It's a preventative approach."

Today, the Allentown location is 2,500 square feet, while the Bethlehem location, which opened five years ago, is a massive 12,500 square feet, with five treatment rooms as well as an art gallery, a cafe, a bakery, a flower shop and a boutique. "I'd call our Bethlehem location more of a true spa—it's a lifestyle, rather than just a room or an environment."

The spa's recent name change embodies this business philosophy evolution. "When we were Technicolor Salon & Day Spa, the spa was in partnership with the salon," explains Shipman. "Now we're different things to different people. So when clients think 'TC,' they can envision it as 'total care,' 'think Cinderella,' 'too cute,' or whatever."

Shipman readily acknowledges that his hard-working employees have much to do with his business' success. "You've heard the expression, 'It takes a village ...'? It's the same thing with a business. It takes all of us to make this happen." To inspire growth, individual team members compete with themselves to improve their professional skills.

Working with the community is extremely important to Shipman. "We serve the community, so we



[www.tcsalonspa.com](http://www.tcsalonspa.com)

need to help people feel good in little and big ways," he says. Shipman is active on several charity boards, and the salon/spas are heavily involved with hospice organizations to offer services to these patients.

Shipman holds a master's degree in art, so visual and performing arts have a special place at the Bethlehem location. In the art gallery, local artists can exhibit their work for up to two months and offer it for sale. "We also

used to offer a Cabaret Cafe, allowing local musicians to perform and charge a slight cover fee at our cafe," says Shipman.

TC Salon Spas continues growing, with a third location planned and a niche product line in development. "I keep the bar high," says Shipman, "and I always raise it."— A. Hamaker



## DIAMOND FACETS

**Size:** Allentown: 2,500 square feet, with four treatment rooms; Bethlehem: 12,500 square feet, with five treatment rooms, an art gallery, cafe, bakery, flower shop and boutique

**No. of employees:** Approximately 100 total between the two locations

**Products used:** Phytomer, DDF, Somme, Repêchage

**Most popular services:** Most facials and hot stone massages



# TOP HOTEL/RESORT SPA

**Raindance Spa at the Lodge at Sonoma • Sonoma, CA**

[www.thelodgeatsonoma.com](http://www.thelodgeatsonoma.com)

THIS YEAR DAYSPA HAS BYPASSED THE MILES of marble, countless rows of treatment rooms and Olympic-size soaking pools offered by many grand hotel spas to salute this boutique property nestled in the Valley of the Moon in the Sonoma wine region of Northern California. The Raindance Spa is one of the best kept secrets among spa aficionados who frequent this slice of paradise.

The spa employs many of the area's most experienced practitioners who provide everything from signature body wraps to therapeutic massage. It caters to a wide range of guests, including many locals who take advantage of the "Mondays are for Locals" year-round promotion that offers a 20% discount on services and retail products every Monday for anyone living in the Sonoma Valley. Day guests who aren't having services can still enjoy the gardens, soaking pools and relaxation areas for \$25 a day—any day—with that fee being waived with the purchase of \$25 or more in merchandise at the Raindance Spa boutique.

The menu has been developed with a spa-lover's sensibility: Springtime mustard baths, guided meditation and gemstone therapies, watsu and outdoor massages in the garden area entice guests to keep coming back. Local ingredients are used as much as possible to create rich, indigenous spa experiences. The Raindance Spa signature Body Exfoliation includes locally grown olives, mandarin oranges, grape seeds and rosehips.

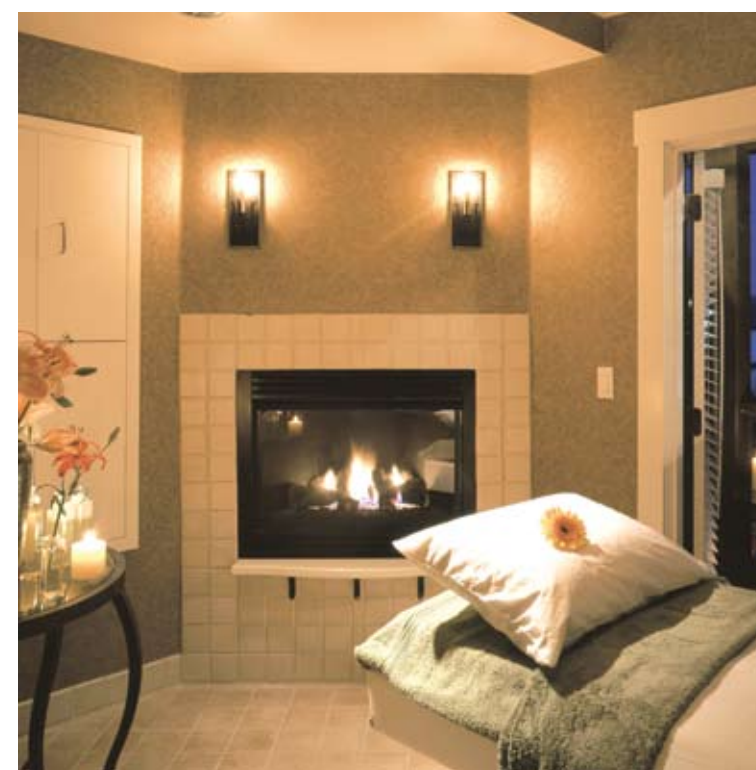
The most treasured offerings are found on the Ultimate Kur menu, a 130-minute "day spa" version of a multi-day European tradition that aims to detoxify, relax and hydrate the system. Most notable on this menu is the luscious Sonoma Valley Grape Seed Indulgence that includes a grape seed and rosehip mud wrap, an antioxidant red or white wine grape seed hydrotherapy soak, and a 50-minute grape seed oil full-body massage. KURS and all couples treatments are performed in the Raindance Suite that includes a private fireplace, cedar sauna, monsoon shower and hydrotherapy tub. The room leads out to a balcony where clients can unwind, drink a fine Sonoma wine and enjoy a bird's-eye view of the garden.

Guests can opt to stay at the main lodge at this Marriott-Renaissance property, or in one of the sumptu-

ous cottages situated within a stone's throw of the spa. During the visit, they can take advantage of the outdoor amenities and have an exquisite lunch prepared by the Carneros Bistro that creates an ongoing array of new dishes using the local bounty of produce, and fresh herbs grown on the property. To extend their experience, guests are encouraged to order a picnic lunch after their spa services and enjoy their meal on the grounds of one of more than 200 wineries in the Sonoma region. — J.E. Spear

## RAINDANCE FACTS

15 treatment rooms, including 3 wet rooms	10,000 square feet, including garden area
2 outdoor hot mineral pools	40 employees
2 outdoor Watsu tubs and cabanas	Opened: 2001
	Spa director: Patty Field



# TOP CHAIN SPA

**Gene Juarez Salons & Spas** • Locations throughout Washington state

[www.genejuarez.com](http://www.genejuarez.com)



GENE JUAREZ, OWNER OF EIGHT SUCCESSFUL GENE JUAREZ SALONS & Spas throughout Washington state, doesn't consider his operation a "chain," and with good reason. "I'd prefer that it be known as a collection," he explains. "In a traditional chain concept, you develop a model and then repeat it with few adjustments. But each of our locations has its own unique design and personality, with adjustments made for each individual market."

This corporate structure has fostered a family atmosphere among the business's more than 1,200 employees. "We seek people who want to pursue a career, not just have a job," he says. "We're very selective about who we add to our family because our choice will affect the entire operation."

Cooperation between corporate-level directors (responsible for service training) and salon/spa-level managers (nonlicensed personnel responsible for business management) keeps this business moving forward. "The key is excellent communication," says Vanessa Henderson, director of education and product treatment/development for massage and bodycare services. "We use a plum tree analogy: The corporate directors are the trunk, and the managers and artists are the branches and leaves."

One of the business's biggest assets is the ability to train its own personnel to measured standards at its own advanced facility. "All skill-based training is done there by our directors; we even train our trainers there," he says. Employees are introduced to company standards in a three- to seven-week program, says Henderson. Courses on Service Development (detailed service training), Advanced Techniques (licensure renewal and specific product technology) and Personal Development (including *feng shui* and nutrition) are also available. — A. Hamaker





## DAYSPA RISING STAR

Elizabeth Snowdon • **Nusta Spa** • Washington, D.C.

[www.nustaspa.com](http://www.nustaspa.com)



SNOWDON OPENED HER 5,000-SQUARE-FOOT “green” spa in May 2004 and in only 18 months of ownership has received numerous accolades for her groundbreaking eco-friendly facility and practices. The spa is made from nontoxic, recycled and rapidly renewable materials, and Snowdon’s choice of everything from water and energy systems to product lines and paper products reflects her commitment to the environment. Nusta is the first and only spa in the U.S. to be accepted into the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) Pilot Program for Commercial Interiors.

Snowdon’s path to spa stardom was hardly a straight line. She started her career working on the marketing/communications side of the financial services field, but the experience left her unfulfilled. Even attending business classes at Duke didn’t inspire her. But once she started working with executive coach Susie Pomerantz, her desire to open a spa became evident. And though she didn’t have spa knowledge, she didn’t see that as a deterrent. “What you don’t know, you outsource,” says Snowdon. She hired a spa consultant, an accountant with spa industry experience and a company that helped shape the identity of Nusta—Envision Design.

“I’ve always held strong beliefs about conserving a healthy environment, but that’s not why I hired them. It’s just that what they were doing seemed to make sense,” Snowdon explains. She didn’t even realize how timely her decision was until she attended ISPA in 2003 right before construction on Nusta began; the hot topic was “going green.” “I thought, ‘We’re not even open yet and we’re ahead of the game,’” says Snowdon. After that, marketing and promotion came easily.

Nusta reports an average retail/service sales growth of 10.5% per month from September 2004 to September 2005. Since opening, the spa has served more than 4,000 clients and sold more than 1,400 gift certificates. Snowdon is focused on refining her current operation but has an eye toward opening more locations. “D.C. is just a little bit behind other cities, so people really respond to new things here,” she says. “I’d like to open in more cities like that.” — *L. Kossoff*



## TOP EMPLOYER

Daired Ogle • **Daired's Salon and Spa Pangéa** • Arlington, TX[www.daireds.com](http://www.daireds.com)

"OUR JOBS SHOULD BE TRUE vocations that we love, not just work," says Daired Ogle, owner of Daired Salon & Spa Pangea, and successful employer of 80 staff members that include two who have been on board for 19 years and one for 28 years. Ogle, who started as a hairdresser, had been a salon manager for 13 years when in 1978 he struck out on his own and started

Daired's Salon. He had five employees and a determination to operate with big business standards. The approach paid off in steady growth, but Ogle found himself having to adjust his management style with the times. "Years ago, management dictated to employees how things were going to be. Now you can't dictate, you have to lead," he says. "We give employees freedom, tools, training and incentives. Yet, the staff doesn't 'run the show.' Someone still has to make the hard decisions."

The biggest challenge came in 2000 when Ogle opened

Spa Pangéa and his staff number went from 30 to 70 almost overnight. "A lot of these people didn't know us and there was mistrust," he says. "We had to create loyalty and a sense of team. So we started rewarding our staff for behaviors like effective time management, excellent customer service and retail sales." Employees are either salaried or paid hourly, plus have the opportunity to earn bi-weekly bonuses. Retail selling rewards have included trips, dinners, hotel stays, even iPods. The company also pays for offsite education and attendance at trade shows, and offers a benefits package that includes medical and dental coverage and a 401(k) plan.

Today, trust is no longer an issue. "Time solves a lot of problems," says Ogle. "We've steered everybody in the direction of the culture we want and now they all model it for each other." All of Ogle's staff have employee status and the owner feels strongly about the issue. "I don't think using independent contractors is good for our industry; it doesn't lead to quality," he says. "We want to be able to direct our staff. We want a whole that works together."—*L. Kossoff*



## TOP SPA BOUTIQUE

Debbie's Day Spa & Salon • St. Augustine, FL

[www.debbiedayspasalon.com](http://www.debbiedayspasalon.com)



EACH YEAR VISITORS FLOCK TO ST. AUGUSTINE to view landmarks like the Castillo de San Marcos National Monument and the Fountain of Youth Discovery Park. But a different landmark is quietly making waves among St. Augustine locals seeking the best in a boutique experience: the “Avenue of Accessories” at Debbie’s Day Spa & Salon.

Open since 1999, the spa comprises a total of 4,500 square feet; the boutique area is housed in a 500-square-foot long, narrow space (hence the area’s nickname). A full 23% of the spa’s gross revenue comes from its retail area—the spa sold nearly \$300,000 in retail products from August 2004 to August 2005. Offerings include basics like makeup and products for skin, nails and hair as well as more unusual items like fragrance lamps, picture frames, gourmet food, designer jewelry, purses and bags, candles,

collectible figurines and even tableware.

The secret to the boutique’s diversity lies in owner Debra Kresge’s passion for shopping: She travels to the Atlanta gift mart twice a year to hand-select the lines available to her customers. Individual product offerings change with the seasons. “We recently added chocolate-flavored martini mixes for New Year’s Eve promotions,” says marketing manager Heather Jordan.

Estheticians fill out homecare prescriptions after each treatment, and new product introductions are heralded by special open houses. “We encourage clients to arrive early for their appointments to check out the Avenue, and they usually leave with *something*,” says Jordan. “Many of them call to ask for a sneak peak of what’s next at the Avenue.”

— A. Hamaker

## TOP SPA DESIGN

**Spa • Utopia & Salon**

North Vancouver, British Columbia, Canada

[www.spautopia.ca](http://www.spautopia.ca)



UPON ENTERING THIS 13,000-square-foot luxury spa, guests are met with towering pillars, exposed brick and cascading waterfalls reminiscent of ancient Rome. “Our objective in designing the spa was to create a sanctuary of wellness and beauty using the highest standards of service, quality and integrity in the spa industry,” says Sherri Abu-Ulba, marketing director and co-owner. “To meet our objectives we created seven zones of service: massage and bodywork; hydrotherapy; esthetics; naturopathic medicine; hand and foot treatments; hair; and makeup.”

Owned by four couples with a passion for the spa industry, Spa Utopia presented few surprises during its development, thanks to detailed planning and a clear focus on design. President Awni Abu Ulba was responsible for design vision while architect David Danyluck handled interior design and architecture with help from creative director Elly Pauls of StudioLine Design, Langley, British Columbia.

Highlights of the interior include Italian tile and granite throughout, a relaxation lounge with fireplace and view of Vancouver’s inner harbour, two VIP suites served by a private hostess, heated floors, dining area, fireplace, beautiful faux finishes, 12- to 24-foot ceilings, and steam baths in both the men’s and ladies’ changing rooms. — *L. Barrett*



# TOP SPA DESIGN

Salon Nordine & Day Spa • Reston, VA

[www.salonnordine.com](http://www.salonnordine.com)



SOME MAY SHY AWAY FROM creating an all-white palette in a spa, afraid that the resulting look could be seen as clinical. Owner Nordine Elabassi wasn't afraid to try it, and took inspiration from his Moroccan roots, personally selecting handmade items from the region. Collaborating with Takara Belmont design consultant Rick Golden helped Elabassi create a space that reflects true Mediterranean style. And while the project took six months longer than expected to complete, Elabassi says it was well worth the wait and hard work.

The salon and spa are housed on two separate floors of a luxury high rise. The salon (on the upper level) is 3,500 square feet and the spa spans 3,200 square feet. "We created a true spa atmosphere by building the salon and spa on two separate floors," says Elabassi. "By having the spa on a separate level, our guests are able to truly relax and enjoy being pampered." An optional private VIP suite can accommodate six clients at once and has a steam room, Jacuzzi, fireplace and mini refrigerator.

— L. Barrett



## TOP PACKAGE

A Milk Bath & Lavender Latte Wrap • **Contour Day Spa** • Plantation, FL

[www.contourdayspa.com](http://www.contourdayspa.com)



CONTOUR DAY SPA OWNER SANIG TANOFSKY WOWS CLIENTS WITH this luxurious yet affordable package that has withstood the test of time. Though introduced to this 27,000-square-foot spa's menu several years ago, it continues to rise in popularity. "The strategy was to take traditional treatments and turn them into a service that appeals to people now," says general manager Shawn Shortall.

The package, which uses the spa's own product line, starts with a trip to the spa's Journey of Eden room, where the client slips into a hydrotherapy tub filled with lavender aromatherapy and milk. While soaking, the client receives a soothing neck, shoulder and scalp massage. Following this all-over nirvana, she's escorted to the hammam, where the therapist custom-blends a warm lavender cream and drizzles in over her body, then wraps her in a light sheet. Steam fills the room, and the client is encouraged to doze while the therapist performs hand and foot reflexology. The experience is topped off with a pampering blow dry for the hair and a healthful spa meal. (120 minutes, \$150) — *L. Kossoff*



## TOP PACKAGE

Cuban Experience Package • **The Spa at the Hotel Hershey** • Hershey, PA

[www.thehotelhershey.com](http://www.thehotelhershey.com)

WHEN IT COMES TO HERSHEY, PENNSYLVANIA, AND ITS best-known spa, one word generally comes to mind: chocolate. However, there's not a crumb of the sweet stuff in this unique package, which is a nod to Milton Hershey's unique connection with Cuba. The chocolate factory founder visited the country in 1916 during a severe sugar shortage in the United States and found the area to be rich with sugar. He bought several sugar plantations and mills there and used the resulting refined sugar for his famed factory.

The spa created several Cuban-themed packages, but this one, developed by spa director Jennifer Wayland-Smith with consultant Monica Tuma Brown and product provider CD & P Products in New Jersey, is a standout. Elements that are uniquely Cuban, such as the national flower of white butterfly jasmine and the favorite beverage the mojito, are incorporated into the Noche Azul Soak, Mojito Sugar Scrub, Green Coffee Body Wrap and Noche Azul Massage. The experience is topped off with lunch in The Oasis, the spa's exclusive dining area. — *L. Kossoff*



# TOP MEDIA KIT

The Medical Spa at Nova • Ashburn, VA

[www.novamedspa.com](http://www.novamedspa.com)



The Medical Spa at Nova media kit includes the spa menu and policies booklet, gift card, press coverage, images for media use and the marketing director's business card.

THE MEDICAL SPA AT NOVA OPENED IN JANUARY 2005, and is already garnering media attention with its attractive, informative press kit. The spa, part of the Nova Medical Group founded by spa medical director Grace L. Keenan, M.D., in 1988, began its kit design with an updated Nova logo. Los Angeles-based graphic designer Linda Prescott ([www.lindaprescottdesign.com](http://www.lindaprescottdesign.com)) refined it and designed the entire kit to present a unified identity for the group's spa, medical practice and urgent care center.

Marketing director Melissa Derecola says the group promotes not only healthcare, but also *self-care*. The "V" in the Nova logo echoes this concept, resembling someone with arms stretched upward. White was chosen for a clean, elegant look appropriate for both medical practice and spa use. Green accents evoke relaxation in spa materials and logos, blue denotes the medical group and burgundy, urgent care. A white folder with images of all aspects of the group unifies the package. — E. Hall



# TOP MEDICAL SPA

Ajune • New York City

[www.ajune.com](http://www.ajune.com)



HOW DO HARRIED NEW Yorkers leave behind the stress of the day in the heart of downtown? Simple—they visit Ajune. We are delighted to feature Ajune, our Top Medical Spa, as our profiled spa for this issue. Turn to page 94 for the full story on this exceptional business. ♦