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Day Spa Expo Announces 2010 Business Forum Speakers ~ Turning Point March 13 to 15, 2010 At The Las Vegas Convention Center

Union City, NJ The Day Spa Association and the International Medical Spa Association announce that the DSA and IMSA have once again been selected to provide the educational component for the Day Spa Expo & Business Forum to be held at the Las Vegas Convention Center on the weekend of March 13 to 15, 2010 – hosted by Bentley International Group for spa, salon and wellness center owners, managers and professionals. DSA & IMSA chapters from Asia-Pacific, Europe, the Middle East, Central and South America are encouraged to bring a delegation of their members and exhibitors to attend from across the globe. The Day Spa Expo is all about serious business. You will be updated on all of the latest trends, techniques, equipment, business and marketing strategies.

Skip Williams, DSA Chairperson of Education & Trade Shows notes, “The Theme of this year’s Business Forum is TURNING POINT. As 2010 begins, there is renewed hope that the economy will start to turn around and we begin to heal the financial aspects of our businesses and our country. Guests WILL return, but the way we operate from this moment forward may require a little change in our previous thinking. Now is the time to get that ‘leg up’, begin to make a little more profit and to position your business for the recovery.”

Guest Speakers this year will lecture simultaneously in two large classroom venues. **John C. Gray** The Glen Ivy Spa of Hot Springs, CA will be the keynote speaker. The Day Spa Business Expo Forum will include: **Patti Biro**, How To Host An Event Or Open House & Get Paid For It; **Mark Romero**, The Symphony of Enlightened Entrepreneurship; **Dan Chandre**, Increase Revenue From Your Existing Clients Through Membership; **Celeste Hilling**, The Value Of Your Professional Recommendation In Boosting Sales & Guest satisfaction; **Skip Williams & Brian Cunningham**, Who Wants To Be A Millionaire? or How to Get Rich in the Spa Industry; **Rebecca M. Jones**, Help Me Handle All These Employees; **Eric Light**, Growing Out Of A Recession – A new Strategy For Success; **Felicia Brown**, LMBT, Smart Marketing With Social Media; **Gregory Alch**, Ed.D., Effective Communication Tools For Getting Along & Achieving Workplace Harmony & Sanity; **Ken Cassidy**, Retailing -- The Great Beauty Industry Myth, Is It A Service or Just A Sale; **Suzanne Garcia & Audrey Brown**, School of Hard Knocks Ownership & Management; **Larry H. Oskin**, Play to Win! – How To Beat The Recession with Marketing Advertising & PR Strategies; **Kim Collier**, Integrating Traditional Trends Into Your Spa; **Heather Elrod**, Show Me The Money —Understand & Increase Your Day Spa/MedSpa Cash Flow by Making Minor Changes In Your Business; **Heather Lemere**, Promoting Your Salon & Spa Business Without Discounting Your Services; **Ana Loisel**, If You Can Lick A Stamp, You CAN Lick Your Employee Problems and **Stacey Hall**, The 4 Sure-Fire Steps To Attract More Perfect Clients & Employees. DSA and IMSA members receive a special discount of 20% off the registration.

DSE Exhibitor Opportunities: Top quality buyers are attracted to the annual Day Spa Expo for many key reasons. The Day Spa Expo Business Forum is a unique focused world class business education program offering real opportunities and solutions to help spas succeed. As exhibitors, you will have the opportunity to do business with the decision maker for thousands of select salon, day spa, spa, health, wellness, medical and beautycare professionals. Unlike other spa events, the Day Spa Expo exhibit hall will be open each day with no competing business seminars to draw buyers off the show floor. To receive a new 2010 Day Spa Expo Prospectus, contact the Bentley International Group at 800-859-9247, 702-893-9090 or visit www.dayspaexpo.com. A wide range of email and other promotional opportunities will be offered to all participating exhibitors. DSA and IMSA members receive a special discount of \$200 on booth space. To help each exhibitor achieve maximized success, there are exhibitor restrictions for each category!

2010 DSA & IMSA Awards & Events: During the Day Spa Expo & Business Forum, two of the industry's most prestigious annual awards for spa professionals will be presented. During a special DSA Meet & Greet networking event on Sunday evening, the ‘2010 Spa Person of the Year Award’, will be selected from the Day Spa Association’s ‘2009 Spa Persons Of The Month’ who are honored six times each year. These individuals have each made a significant contribution to the professional spa industry, while remaining an influential contributor in their own local communities. The “Distinguished Day Spa of the Year Award” will be presented to one of the DSA accredited Day Spas. For information and accreditation applications please visit <http://www.dayspaassociation.com> and www.dayspaassociation.com/home/accreditation.asp.

Book Signing & Meditation: Authors are invited to register with the Day Spa Association for their annual book signing event. There will be a 6:30 AM meditation session each morning with Kelley Davis and Felicia Brown poolside at the Las Vegas Hilton Hotel.

DSA Association Membership: DSA Membership includes many special privileges. For more information on the Day Spa Association and The International Medical Spa Association, visit www.DaySpaAssociation.com and www.MedicalSpaAssociation.org. Contact Hannelore Leavy at 201-865-2065 and via email at Info@DaySpaAssociation.com.

This Day Spa Expo event is perfect for salon, spa and day / medical spa owners, managers, aestheticians, massage therapists as well as all spa professionals and manufacturers. For more information and to register for the 2010 Day Spa Expo, contact the Bentley International Group or go to www.dayspaexpo.com. DSA and IMSA members will receive a special discount for the Day Spa Expo Business Forum, free access to all recorded sessions after the DSE Business Forum, as well as free entry to the Expo exhibit floor.

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Photographs & Day Spa Association Logo Available



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John C. Gray, Glen Ivy Spa, Keynote Speaker

