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FOR MORE INFORMATION ~ CONTACT:

Larry Oskin, President • Marketing Solutions, Inc. • 703-359-6000 EXT: 22 • LOskin@MktgSols.com

Day Spa Association Celebrates 2009 Annual Awards

Union City, NJ Hannelore Leavy, Executive Director of the Day Spa Association and the International Medical Spa Association is proud to announce the recent educational component for Bentley International Group's Day Spa Expo & Business Forum was a huge success for spa professionals. Held at the Las Vegas Hilton Convention Center, exhibitors and attendees were welcomed from across North America, the Caribbean, the Middle East and Europe. Dozens of prominent guest speakers made appearances at this Business Forum to enlighten attendees on start up, management, marketing, business growth strategies, as well as the latest updates in day spas, medical spas, wellness and industry trends. The Business Forum theme this year was 'Start Smart, Work Smart & Market Smart, as DSA is all about taking business seriously. On the exhibit floor, attendees had the opportunity to see all of the latest technologies, equipment, treatment products, and support services available to the spa industry.

Annual DSA Awards: Rosemary Weiner, Chairperson of the Day Spa Association noted, "We are proud to have these very special awards of distinction as an important part of the Day Spa Expo and Business Forum to honor and recognize meritorious performances by some of the best leaders in the professional spa industry. These award winners will be prominently promoted for their honors by the Day Spa Association on our website, while they have also each received commemorative awards."

2009 Distinguished Day Spa Award: Judy Hohn, owner of Serenity – The Rejuvenating Day Spa of Kansas City, MO was honored with this award. Hannelore Leavy notes, the DSA accredited Serenity Rejuvenating Day Spa has successfully been named by Kansas City Magazine as one of the 'Top 50 Companies', and Judy Hohn has been honored in the past by the Women's Chamber of Commerce in Kansas City as 'Entrepreneur Of The Year'. This day spa has demonstrated excellence in total quality, performance and service standards while successfully working with their community for the past 15 years. Serenity has also supported many local and national charities by donating over \$100,000 in gift certificates for spa services to support the needs of women, children and their entire community. To learn more about Serenity – The Rejuvenating Day Spa, visit www.SerenityDaySpa.net.

2009 Spa Person Of The Year Award: This DSA / IMSA event honored Felicia Brown, owner of Spalutions, Greensboro, NC as 'The Spa Person Of The Year' for 2009. The Day Spa Association selects a 'Spa Person of the Month' six times each year. 'The Spa Person Of The Year' Award winner was selected from the previous year's 'Spa Persons Of The Month'. This year, Felicia Brown, Rhonda Wilson, Executive Editor of Day Spa Magazine, Larry Oskin, President of Marketing Solutions, Eric Light, a Founder of the Strawberry Hill Group, Larry Donahue, COO Of SpaBoom and Milana Knowles, Vice President of SpaFinder were the honored Spa Persons For 2008. These individuals were all recognized for having made a significant contribution to the professional day spa industry, while remaining an influential contributor in their own local communities.

Special DSA Honors: Two important annual awards of merit were celebrated with spa industry professionals who have deservedly earned national honors. The **Spa Philanthropist Award** was presented to Julie Phuong Nguyen of the Blu Water Day Spa of Kensington, Maryland which has continued to share an endless amount of charitable work for their local community as well as for the entire day spa industry. The **Healing Hearts Award** was presented to Larry Oskin, President of Marketing Solutions of Fairfax, VA, to honor his endless efforts to support the entire day spa community nationally and internationally with his marketing and media programs, while professionally enhancing both image and awareness for all day spas and medical spas.

New Leadership Awards: Two new first-time awards were celebrated at this annual event. The **DSA Leadership Award** was presented to Rosemary Weiner, Chairperson of the Day Spa Association for her unending passion to unselfishly help others while sharing her entrepreneurial, business and leadership skills to support the professional day spa industry. Weiner founded The Brass Rose Spa & Salon of Blairstown, New Jersey. The **IMSA Leadership Award** was presented to Eric Light of Maineville, OH, Co-Founder of the Strawberry Hill Group and President of the International Medical Spa Association. This special new award honors Light as someone who is always at the forefront of the international medical spa industry, while demonstrating the most important ideals and values for day spas and medical spas across the globe.

It Is Time To Get Involved! To learn more about the Day Spa Association membership and to nominate someone as a future 'Spa Person Of The Month', visit www.DaySpaAssociation.com. It's time to capture your part of the fastest growing segment of the professional beauty and wellness industries by learning how to stay ahead of the competition. For more information, contact the Day Spa Association at 201-865-2065 or email info@DaySpaAssociation.com.

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