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## **Day Spa Association Announces New 2009 Education & Webinar Series**

**Professional Experts Will Help You Work Smart & Beat The Recession!**

**Union City, NJ** The Day Spa Association announces the successful expansion of their new education programs and the 'OutsideTheBox' Spa Webinar Series. Now is the time to fill your need for advice with unbiased, authoritative education. Each live spa webinar seminar can be personally and comfortably attended from your home or office via live interactive Internet presentations. Once registered for each DSA Webinar, you will be shown a valuable PowerPoint presentation while the noted guest speakers share valuable insights to build, brand and grow your spa business more profitably in the future.

**New 2009 DSA Webinars:** There are many hot new spa seminars. On Monday, July 20, Hannelore Leavy, Executive Director of DSA will host a special seminar on 'How To Recession Proof Your Spa'. Joel J. Greenwald will present 'Employment Law For Today's Spa' on Monday, August 17. On September 21, Andrew Finkelstein will present a new session on 'Touch Base Marketing'. Ellen L. McGinnis will present 'Creating The Sustainable Spa' on October 16, Sue Santsche will share tips on 'Effective Leadership' on November 16 and on December 21, Rhana Pytell will present 'Day Spa Sustainability – What Does Going Green Really Mean?' DSA Spa Webinars are provided free to DSA & IMSA Members, while non-members may join for a nominal registration fee. Once registered, you will receive an email confirmation with easy instructions for how to join each session.

Skip Williams of Resources & Development and chairperson of the Day Spa Association Education & Trade Show Committee is host to each webinar, while providing all registrants with easy to follow guidelines for participation. The DSA is now hosting these Spa Webinars in collaboration with SpaClique.com. They are being recorded and can be viewed on [www.dsa.spaiuniversity.com](http://www.dsa.spaiuniversity.com).

**Start Smart, Work Smart & Market Smart:** Through the help of CGI Communications Inc. and with direction from Brian Cunningham of SpaClique.com, there are additional educational opportunities available to you now from the recent 2009 Day Spa Expo. Many of the new seminars presented at the 2009 Day Spa Expo are now available to you, including sessions by Eric Light of The Strawberry Hill Group, Skip Williams of Resources & Development, Ken Cassidy of Cassidy's Salon & Spa Management Consultants and Larry Oskin of Marketing Solutions. Plan to also visit [www.SpaClique.com](http://www.SpaClique.com) and [www.SpaiUniversity.com](http://www.SpaiUniversity.com).

Unique features for both of these programs are that they can be downloaded to your iPod or to your desktop computer. Opening and closing sessions are FREE. Special rates apply for DSA and IMSA members. Plus, there is a link to ProLibraries.com to download sessions from The Day Spa Expos of 2007 and 2008!

**Future DSA Webinar Speakers & Sponsorship Opportunities:** To be considered as a future Day Spa Association Spa Webinar speaker, you must be an active member of the Day Spa Association or the International Medical Spa Association, while having a timely topic worth sharing. Spa Webinar sponsorships are also still available. These sessions are available to be downloaded at DSA-IMSA College within Spa iUniversity. DSA Certification is also now available for the completion of a series of webinars and Business forum sessions! Visit the [www.dsa.spaiuniversity.com](http://www.dsa.spaiuniversity.com) website or call 201-865-2065 for more information.

**DSA & IMSA Associations Membership:** DSA Membership includes many special privileges such as a listing on the [www.DaySpaAssociation.com](http://www.DaySpaAssociation.com) or [www.MedicalSpaAssociation.org](http://www.MedicalSpaAssociation.org) website, a beautiful membership certificate, day spa accreditation, quarterly newsletters, seasonal email news blasts, invitations to advanced educational seminars, free magazine subscriptions to most industry magazines and select consumer publications, special credit card processing rates, group health insurance plan and a variety of discounts with many professional services within the spa, beauty and medical spa industries, as well as numerous vendor membership discounts.

It is a great time to capture your part in the fastest growing segment of the professional beauty and wellness industries, by learning how to stay ahead of the competition. For more information on the Day Spa Association and The International Medical Spa Association, visit [www.DaySpaAssociation.com](http://www.DaySpaAssociation.com) and [www.MedicalSpaAssociation.org](http://www.MedicalSpaAssociation.org). Contact Hannelore Leavy at 201-865-2065 and via email at [Info@DaySpaAssociation.com](mailto:Info@DaySpaAssociation.com). NOW IS THE TIME TO JOIN!

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Day Spa Association Logo Available