

Star Speakers



Jeannie Boniface

Jeannie Boniface, an infection control educator, has been lecturing on infection control procedures since 1991. She is a member of APIC (Association for Professionals in Infection Control & Epidemiology), a member of OSAP (Office Sterilization & Asepsis Procedures) and has travelled across Canada and internationally, speaking on the latest updates in the industry. She has spoken at conventions such as ESI Trade Events in Toronto, Montréal and Vancouver, MediSpa, IBS Edmonton and Beauty Revolution, NW. She is also an educator for NASP teaching the Level II - Infection Control program. Ms. Boniface has represented companies such as Germiphene Corp., Micrylium Laboratories, HANSAméd Limited and Virox Technologies.

Infection Control: How To Be One of The Safest Spas in Your Industry

Sunday 2:30 p.m. Room 13

"I know how to clean properly! I spray my tools. What's the big deal?" If the phrase "infection control" confuses or scares you, this keynote is for you. Cleaning has come a long way in the past 20 years and you need to know how to make sense of it all. Standards for infection control have changed in the past ten years. Learn what you were not taught in your esthetic course. Also covered - the difference between cleaning, disinfecting and sterilization, hand washing do's & don'ts, and so much more. Finally, learn what procedures the Center for Disease Control recommends for the prevention of disease transmission.

Bleach is Not Enough! Foot Bath Cleaning & Disinfecting Protocols

Monday 2:30 p.m. Room 13

"We sanitize and disinfect the foot baths just like we were instructed. I just don't know what happened." This was quoted in December 2004 after an outbreak of serious skin infections was discovered in San Jose, California. All cases were linked to nail salons where clients had received pedicures. There are new ideas about how bacteria are spread despite attempts by many nail salon owners at following state and provincial cleanliness guidelines. Bacteria can hide in the jets of foot spas and hydrotherapy tubs. Proper cleaning and disinfecting of foot spas is essential. This can only be accomplished with the removal of biofilms. Learn about biofilms, why they are so difficult to remove, and what feeds them. Learn how you can protect your clients and yourself from the spread of disease and protect your credibility as a professional.



Robert and Julie Cass

Spaformation, created and managed by principals Robert and Julie Cass, is a leading spa consulting and training advisor to the spa industry. By choosing Spaformation to address their needs, each client has given themselves the benefit of more than 40 years of successful hospitality management and development experience as well as an endless commitment and passion towards excellence.

Spa leaders such as St. Anne's Country Inn and Spa, Nulook Medspa, Avia Spa, U Cosmetic, Stillwater Spa, Langdon Hall Country House Hotel and Spa, Hockley Valley Resort and The Millcroft Inn & Spa have all chosen to work with Spaformation because of their intimate knowledge and expertise of the spa market. By delivering exceptional results for these, and other clients, Spaformation has continued to earn the respect and trust of the spa community.

Julie Cass has had a life long passion for wellness that called her to bridge her corporate experience to the spa industry. She is a certified esthetician and spa director and has opened and operated first class spas in Canada and the United States. Julie has gone on to receive certifications as a yoga instructor, and a Reiki practitioner, and has been trained in Stott pilates.

Rob Cass has led award winning properties including multiple recipients of Canada's 50 Best Managed Private Companies award. He was a founder, director and Vice President of Premier Spas of Ontario. As part of his ongoing dedication to wellness Rob has become a certified facilitator, yoga instructor as well as Reiki and Thai yoga massage practitioner.

Robert and Julie travel the continent as keynote speakers and trainers, educating and elevating the standards of today's day, medical, resort and destination spa operations. They have authored numerous articles in well known spa publications such as *Spa Management Journal*, *Day Spa Magazine*, *Skin Inc.* and *Spa Canada*. Their commitment to the industry lead them to the creation of Spa Marketing Solutions (www.spamarketingsolutions.com), which is a spa focused email communication system and website development company catering to the specific needs of the spa, salon and wellness community. With this wealth of experience, and surrounded by an unparalleled team of professionals, Spaformation creates and manages spa projects from concept to operation and beyond.

Turbo Charge Your Online Marketing

Sunday 11:30 a.m. Room 12

Online marketing is a fantastic and wonderful way to promote your business and capture new customers. It can also be a scary place that can look like an abyss. Attend this seminar and learn about strategies and ways to create a successful website presence, be found by Internet searches (SEO-Search Engine Optimization), and promoting through safe email campaigns and data captures. Make your online marketing a profit centre today.

More Customers Please!

Sunday 2:30 p.m. Room 12

Everyone wants more customers, but what can you do about it? We will talk about strategies to help your business grow from the inside out. How do you attract more customers? What are you doing to keep the very best customers happy, and how do you maximize their potential to help grow your customer list? Join us for this important session and learn how to implement strategies today that will pay off immediately and in the long run.

Develop a Thriving Team

Monday 11:30 a.m. Room 12

You can't pay your team whatever they want. If you do, you will go broke. So how are you managing your team for success? Is the pay that each team member receives linked to the overall success and profits of your company? Create an environment where the team is rewarded based on performance and not by chance. We will discuss how to build spa management strategies that deliver the performance you desire. You do not want to miss this program as we will openly discuss compensation strategies and leadership styles and how they can be linked to creating a thriving and profitable team.

Spas Going Green

Monday 2:30 p.m. Room 12

Helping the environment and promoting your business as socially conscious: a real win-win-win scenario. Learn how leading members of the spa industry are answering the call to assist our environmental concerns while capitalizing on the exposure. Hear about best practices relating to building materials, cleanings supplies, treatments, products, daily green programs and much more in this exciting new session.



Doug Coburn & Daniel Francoeur

Doug Coburn and Daniel Francoeur have been in the spa industry for several years. Their first venture was Little House Spa, a day spa set in a century old log building on 80 acres of lush land in Ottawa. They saw an emerging need for men's services and developed the "men's den" at the Little House Spa. Bodé Spa, their current venture, is a spa specifically designed for the needs of the male client. At Bodé, the boys have created a men's spa operated entirely with male staff. For years Doug and Dan have heard all kinds of tales and woes from their male clientele. Many are trying to find a place to go, a place where they feel comfortable. Over the course of their two conferences, Dan and Doug will take you on a little journey through the eyes of men. With a little humour and a few laughs, they hope to show you that men at times can feel left out and misunderstood.

Understand Your Man - The Spa Setting

Sunday 10:30 a.m. Room 12

Doug Coburn and Daniel Francoeur take you through different parts of the spa and provide you with a man's view of the reception area, treatment rooms and other locations in the establishment. They reveal the importance of what men see, hear and smell, and offer valuable insight on how men perceive your spa through their contacts with your staff, your advertising and your products.

Understand Your Man - The Spa Menu

Sunday 1:30 p.m. Room 12

In this conference, Doug Coburn and Daniel Francoeur share their experience and knowledge of the male clientele with regards to services. Topics include waxing, a big issue with men; facials, what type to offer and the three major differences with male skin; foot and hand care; as well as staffing issues, or the importance of having male-friendly professionals. Don't miss this unique opportunity to tap into a profitable market!

Understand Your Man - The Spa Setting

Monday 10:30 a.m. Room 12

Same as Sunday

Understand Your Man - The Spa Menu

Monday 1:30 p.m. Room 12

Same as Sunday