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Day Spa Association Celebrates 2010 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, South America, Asia, the Middle East and Europe. Prominent guest speakers made appearances at their 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 "TurningPoint" as DSA is all about taking business seriously, while we all recover from the challenging and recessionary economy. 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: Hannelore Leavy noted, "We are proud to have the following 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."

2010 Distinguished Day Spa Award: Accepting for the Blu Water Day Spa, owner Julie Phuong Nguyen of Kensington, Maryland was honored with this award. Hannelore Leavy notes, "The DSA accredited Blu Water Day Spa has successfully honored by many local and national publications. Last year, Julie Nguyen earned the DSA Spa Philanthropist Award for their charitable work to support their local community as well as for the entire day spa industry. This day spa has demonstrated excellence in total quality, performance and service standards while successfully working with their community and has been accredited according to the Day Spa Association standards since 2009.

2010 Spa Person Of The Year Award: This DSA / IMSA event honored Allan Share, president of New Life Systems in Minnesota as 'The Spa Person Of The Year' for 2010. 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, Brian Cunningham of SpaClique and SpaUniversity, Seth Gardenswartz of SpaBoom, Sheila Brody of The Green Spa & Wellness Center, Allan Share of New Life Systems, Sharon Parris-Chambers of Positive Tourism and Patti Biro of Patti Biro & Associates were the honored Spa Persons For 2009. 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 Mona Sappenfield of the Mona Spa & Laser Center in Memphis, TN which has graciously shared 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 Brian Cunningham, President of SpaClique.com, to honor his endless efforts to support the entire day spa community nationally and internationally with his web based educational programs, daily SpaNews email blasts and the SpaExpo virtual trade show, while professionally enhancing both image and awareness for all day spas and medical spas.

Leadership Awards: Two more prestigious awards were celebrated at this annual event. The **DSA Leadership Award** was presented to John C. Gray, CEO of Glen Ivy Hot Springs Spa in Corona, CA. Gray has a legacy for being one of the original and most influential leaders of spa lifestyle and spa as a business. The **IMSA Leadership Award** was presented to Jim Larkey, Director of Product Management of Canfield Imaging Systems by the International Medical Spa Association. Larkey was honored for his lifetime contribution to the field of tele-medicine and photo skin analysis.

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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