

From Hannelore,

Dear DSA Member,

This bi-annual newsletter is coming to you just before the Christmas holidays. As you prepare to enter this busy season to bring beauty and wellness to your clients and their loved ones, I hope you will take a moment to look at your membership and all the advantages and privileges this network of Spa Professionals brings you. A special "thank you" to Ursula Wagstaff of CA Botana for again *sponsoring Day Spa Industry News*.

Although too late for this gift-giving season, you should consider looking into "The Swipe Card" for the future, the newest alternative to gift certificates in the salon or spa – the card carries a monetary value which protects any price increases or adjustments you made from the time of purchase to the time the gift is cashed in. Contact: Suzanne Bersch at sblink@home.com. (from *Les Nouvelles Esthetiques*.)

The Associated Bodywork & Massage Professionals are working hard to separate therapeutic massage from the "escort/massage service" listings in the yellow pages around the country. Let's support each other to get our professions listed so that our clients can rely on your businesses being bonafide facilities. As you know we were successful in getting the endorsement for a separate "Day Spa" heading from the Yellow Page Publishers Association - so get hold of your yellow page representative to make sure a listing headline for DAY SPAS has been implemented in your local *yellow pages* in their 2001 editions and request that "Therapeutic Massage" should also be considered.

Another call for *charity* ... we would like to post your favorite charity or community outreach on our website ... let us hear from you - it's FREE and it could help you raise more awareness (and funds) for the causes you support.

Here are some national resources you may want to contact (from Skin Inc.):

Family Violence Prevention Fund: 415-252-8900
National Resource Center on Domestic Violence: 800-537-2238
National Hotline for Battered Women: 800-799-SAFE (7233)
Work to End Domestic Violence Project: 800-END ABUSE (363-3387)
Battered Women's Justice Project: 800-903-0111

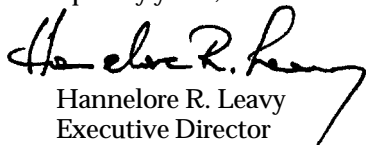
Our new website is up - check it out! We have separated the consumer part from the professional part and have added many new features - some members of our Advisory Board have agreed to be part of a Q+A for spa professionals, a Bulletin Board has been established for you to ask other members how they handle certain situations or to post messages ... etc.

Thank you to the many members you who have agreed to a hyperlink from our site to theirs, for your support. The new technology that was used in designing this website - our webmaster tells us - we are estimating 80,000 hits a month; this of course will bring a lot of traffic to your sites as well. Check out our web program how you can increase your visibility on our website, including accreditation for our spa members, a picture with your listing, banner ads, spa prizes for our survey questionnaire; and don't forget to take advantage of our "business opportunity" and "employment" sections.

As always, we value your feedback constructive criticism and praise are always welcome! Let us hear from you ... what you would like to see in this member-to-member publication, any services and additional benefits we can/could offer to you, and more ...

With best wishes for a joyous holiday season and a healthy and successful millennium, I am

Spafully yours,


Hannelore R. Leavy
Executive Director



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WALL STREET IS ASKING WHY?
New Jersey – The question is why did LVMH, the French conglomerate offer Marcia Kilgore \$30 Million for Bliss Spa and BlissWorld. This was posed to Hannelore R. Leavy, Executive Director of The Day Spa Association, by CNN Financial News for their segment "Movers with Jan Hopkins".

DAY SPA
Association

Our Spa Person of the Month...

is Catherine Atzen of Catherine Atzen Laboratories and Catherine Atzen Day Spa in New York City. Do you want to nominate someone as one of our next candidates? Let us have her/his name and affiliation (must be a member of the DSA) and a few lines why you think that person deserves to be featured on this special web page. Aside from being featured for a whole month, we provide one replica of the 4-color counter sign for the candidate to display in their premises.



Trade Shows,

* These trade shows will be personally attended by YOUR ASSOCIATION, including workshops on the business of day spas from conception to operations. If you are planning to attend, be sure to visit us and attend (or maybe you want to register as a presenter) and say hello! You are always welcome to "hang your hat" at our booth!

* Building Community Symposium 2001

January 13-16, 2001 - Las Vegas, NV
Contact: The Salon Association - Jill Kohler - 800-211-4TSA

International Cosmetology Expo 2001

February 10-12, 2001 - Los Angeles, CA
Contact: Thomas E. Berger 877-442-3746

Summit of the Masters

March 2002 - San Antonio, TX
Contact: The Sterling Institute - Marian Urban
505-984-3223

Spa Training Weekend Cruise

March 15-19, 2001 - SS Imagination/Carnival Cruises
Contact: Expertise-Erica Miller 1-877-351-3532

* International Congress of Esthetics 2001

April 29-30, 2001 - Philadelphia, PA
Contact: LNE and Dermoscope -
David Friedman 800-471-0229

* Aesthetic World 2001

May 6-7, 2001 - Toronto, CANADA
Contact: LNE and Dermoscope -
David Friedman 800-471-0229

International Congress of Esthetics 2001

June 9-11, 2001 - Long Beach, CA
Contact: LNE and Dermoscope -
David Friedman 800-471-0229

Esthetic & Cosmetic Expo 2001 / International Diet Products Expo 2001

June 18-20, 2001 - TOKYO BIG SIGHT
Contact: Mesago Japan Corp.-Mako Yamamoto
Tel: 0-11-81-3-3359-0894 FAX:0-11-81-3-3359-9328 /
E-mail: mako@mesago-jp.com

* International Esthetic, Cosmetic & Spa Conference

June 9-11, 2001 - Las Vegas, NV
(workshop & networking dinner & celebration of
"The Distinguished Day Spa Award of the Year"
October 2001 - Orlando, FL
Contact: Show Management -
Magda Fichter 800-MAGDA-4U www.magda.com

* Sun Fun

June 10-12, 2001 - Las Vegas, NV
Contact: Salon City Press Club - Steven Casciola 888-LA2-FAME

* Spa and Healthy Aging Conference and Exhibition

Sponsored by Skin Inc. & Spa Management Journal
July 15-16, 2001 - Santa Clara, CA
Contact: Skin Inc. - Charlene Meyers 708-478-8035

* SPACIFICALLY 2001

Co-sponsored by THE DAY SPA ASSOCIATION
September 11-13, 2001 - Disney Land, CA
Contact: Fulcrum Information Services Inc. -
Karen Crawford 212-647-0808

* International Esthetic, Cosmetic & Spa Conference

October 2001 - Orlando, FL
Contact: Show Management - Magda Fichter 800-
MAGDA-4U www.magda.com

International Congress of Esthetics 2001

October 20-22, 2001 - Miami, FL
Contact: LNE and Dermoscope -
David Friedman 800-471-0229

Educational Seminars & Courses

Members post their seminar schedules on our website -go to www.dayspaassociation.com - click "Professionals" and then "Educational Seminars" - from hands-on / how-to with H.E.A.T. to Spa Director's Certification Intensive from PRESTON WYNNE - **check them out, continuing education is the key to success!**



Hannelore and Day Spa Association's Exhibit at the International Esthetic, Cosmetic & Spa Conference 2000 in Orlando, FL

Makeup Artist Extraordinaire!



Lisa Sim, Conseillère
Flamme Inc., Montreal Canada, with
Hannelore at IECSC in Orlando

Research Papers & Reports

At a recent seminar I asked the room of approx. 100 spa/salon professionals how many knew where the word SPA came from - one hand went up! WOW!

When you renew your membership you will receive **FREE** of charge our newest paper written by Hannelore R. Leavy "THE EVOLUTION OF THE DAY SPA INDUSTRY", which touches on the origin and history of SPAs, the development of the day spa concept, it's present state and future trends. If you like to have this report NOW, before your renewal comes up, you may order it for \$35.00 (it sells to non-members for \$55.00).

Another nit bit to fortify our predictions: 20 years ago, at a time when the web didn't even exist, futurist John Naisbitt predicted that the so-called "high-tech-high-touch" is one which will increase the gravitation toward greater human interaction. Simply put, as society becomes more high-tech, it will become, correspondingly, more high-touch. The

more automated we become (or the more dehumanized we become in other words, which is certainly the case with the Internet), and then the more we will seek out (or crave) social interaction. **And we will be paying for being touched!**

If you have been to our website you know of the survey questionnaire that we ask our visitors to fill out. They do so mainly to win the monthly prizes we are awarding - a \$50.00 gift certificate from SPA WISH and a CD from MEISTERSINGER. The answers for the period 1998/1999 have now been evaluated and we are pleased to announce the release is "THE PROFILE OF THE DAY SPA GOER", compiled by Skip Williams of H.E.A.T. - special price of DSA members - \$35.00 (see accompanying order form).

www.dayspaassociation.com

Business Watch

EMPLOYEES VS. INDEPENDENT CONTRACTORS

The IRS and state regulators are watching ... if you hire someone for a long-term, full-time project or a series of projects that are likely to last for an extended period, you need to pay special attention to the difference between independent contractor and employee. Misclassification can get you before a state taxing authority or the IRS. Sometimes this issue comes up when a terminated worker files for unemployment benefits - the filing can trigger state or federal investigations that can cost many thousands of dollars to defend, even if you successfully fight the challenge.

What Can you Do? - At a minimum, you should:

- Familiarize yourself with the rules. Ignorance of the rules is not a legitimate defense. Knowledge of the rules will allow you to structure and manage your relationships with your workers carefully to minimize risk.
- Document relationships with your workers and vendors. Although it won't always save you, it helps to have a written contract stating the terms of employment.
- Seek the advice of your accountant and lawyer in each individual situation

"The more control an employer exerts over a worker, the more likely it is that the worker will be considered an employee".

from b2bnow.com

Looking for Financing?

Small businesses operated by women are still being discriminated against by banks - so...

if your bank says no, check out www.count-me-in.org, an organization set up by women for women that provides small business loans ranging from \$500 to \$10,000.

from American Salon

New member Kate Grider-Troc of 20/20 Foresight has developed a special business solution module for our industry.

Call her at 630-904-3622 for her insight "When Vision Matters."

Profit Centers to Consider

1. **INDOOR TANNING** . . . many say it's safer than you might think? One of the major reasons your clients come to the day spa is to look and feel good - tanning is all a part of that, whether you believe in it or not. Here are some tips from Boston-based Tanning etc. to make the activity a safe and pleasant one for your client

- *Advise users to clean their skin completely before tanning, because some ingredients in makeup and other cosmetics can make the skin more vulnerable to burning.*
- *Users should moisturize their skin with lotions specifically designed for indoor tanning. This should be done before and after the tanning session.*
- *Don't allow users to step into a tanning booth or bed less than 24 hours after their last tan. Industry and medical standards recommend waiting 48 to 72 hours.*
- *When guests are tanning nude, they should protect sensitive areas that normally aren't exposed to UV light. Advise them to expose the areas gradually by covering them halfway through sessions for the first three or four times they tan nude.*
- *Users should protect their lips with lip balm that blocks UV light.*
- *Sunburned individuals should soothe their skin with a moisturizer or aloe gel. They shouldn't tan until the redness completely subsides.*
- *Whenever users develop rashes, itching or other skin problems, advise that they seek medical assistance.*

from Club Industry

2. **THE U.S. WEIGHT LOSS AND DIET CONTROL MARKET** . . . The overall \$32 billion U.S. weight-loss market grew 5.9 percent in 1999 and predicts strong growth. Among the major findings: the number of web-based services for weight loss has exploded; mail order and multi-level marketing companies and infomercials are generating huge sales of diet products and programs; the do-it-yourself trend is popular again, with dieters turning to over-the-counter diet products; and 8.5 million prescriptions were written for weight-loss drugs. Market data estimates that there are 51 million American dieters, and as the above findings indicate, many of them are not relying on health clubs and spas for weight-loss solutions. **Now is the time for day spa facilities to establish and/or market nutrition, weight loss and fitness to their clients.**



3. **WOMEN BUSINESS TRAVELERS** . . . now make up almost 50% of all business travel . . . and they use health clubs and spas while on the road. Have you partnered with your local hotels to capture that market? You can also supply your clients with a copy of **THE DAY SPA DIRECTORY** to make sure they will know where to find another DSA member while away from home - call us for copies at 201-865-2065.

4. **Your Spa Connection** . . . Spas Only, a Spa Travel Wholesale company and The Day Spa Association have teamed up to bring you another exciting program. Refer your clients to book a spa vacation with them to any spas featured in their catalog and you earn a 7% commission.

Sign up on the enclosed response card! or call Lino Barillari at 800-360-7772

New! Member Benefits

- ✓ Member Spas as of August 15th have been included in "THE WORLD SPA DIRECTORY 2001" published by **Spa Magazine** again this year - another extra benefit of being part of our network!
- ✓ **MASSAGE Magazine** will offer a *FREE* subscription to all of our members - contact Kate Spencer at 509-324-8117
- ✓ **Meistersinger Music / Nightingale Records** specializes in music for healing, massage therapy, stress reduction, meditation, body treatments and easy listening. They are extending a 10% discount & free shipping for orders between 2 and 9 (in the U.S.) to our members. You may be eligible for their wholesale rate (special quantities and terms apply). To request a catalog call 800-668-8623 or visit their website at www.meistersinger.com.
- ✓ Ready for a spa vacation yourself? **Spas Only** will extend a 10% discount to DSA members at any of the spas listed in their catalog (enclosed) - call Lino Barillari at 800-360-7772
- ✓ **TheWirks Network** - last spring we brought you information on this very exciting new scheduling modality - we are now a step further in the development. theWirks and the DSA have teamed up to bring you yet another great benefit. By placing an icon next to your name on our website clients can actually schedule their services at your spa through www.dayspaassociation.com. The costs to you is only \$9.95 per month, as the software needed is installed on our website, **you do not need to finance it!** Mitzi of TheWirks will be calling you shortly to explain this program in detail. Or better yet, call her at 425-990-0055.
- ✓ **The Arts of Cosmetic Beauty Magazine** has shown an interest in publishing our spa member list - so make sure your contact addresses, phone, FAX, Email and website addresses are correct on our database (see your membership contact list) and **update us with any changes immediately** so we do not pass on incorrect information for publication in this and other magazines/books which may come up in the future! **Thank you!**

Marketing By Association..

A powerful way to market your company is to join an organization, or become a member of an association relevant to "the playing field" in your industry. Connections you make at association functions enable you to see how other small business conduct their marketing programs. Conferences offered by associations also allow you to stay current with breaking developments, legislative changes, special industry events, and new technologies that can power your marketing efforts. "Talking to others at organization functions enables you to give your business pitch to others. It's the equivalent of a cold call, except you're having a conversation with a warm body!" says Dr. Gayle Carson, President of the Carson Research Center in Miami Beach, and president for nearly a dozen associations over the course of her career. "Don't be afraid to get feedback from others about what they've tried, and what has worked for them."

from Women's Business Journal

RESEARCH UPDATE

The Fountain Of Youth . . .
Let's just suppose Ponce de Leon had really found that renewing Spring of Eternal Life. Would it have made him a happy camper? We can't speak for Ponce, but when 2,032 American adults age 18 and older were asked if they wanted to live to be 100 (never mind for eternity), 63% of them answered in the negative.

And Why Not? . . . Plain old fear. Respondents worried about things like being sick (46%) or not having enough money (38%). Other fearful aspects? Losing mental acuity (13%), dependence on others (12%), and becoming a family burden (11%)
Number, Please ... It's 91. That's the average age most people would like to live to be. And the odds are in their favor, they believe, since four out of five (84%) of the respondents said they are taking control of their own aging process by exercising, eating a healthy diet, watching their weight, and keeping a positive attitude.

from Modern Maturity

"Maintaining an optimistic outlook could result in a longer and healthier life", according to a recently released Mayo Clinic study. "It confirms our common-sense belief and tells us that mind and body are linked and that attitude has an impact on the final outcome, death."

American Salon Magazine

Member News and Offers

ALLIED member **SUPERMILE** has conducted a research amongst 2500 day spas from our database about certain habits including the importance of new product introduction and habits of the day spa owners/managers. I am sure many of you have sent in their request for information, and, as members you are the first to receive the results - (see enclosed).

Based on the facts that these results have given us, **SUPERMILE** will now be offering the day spa community their offer to not only create another profit center but with little effort, investment or additional staff.

Watch your mail just in time for your clients to take advantage of having a perfect smile for those holiday laughs!

Mary Essert of **ESSERT ASSOCIATES** wants to let you know about her newest videos:

- **Fibromyalgia Waterwork** - demonstrates the benefits of waterwork in the management of fibromyalgia

- **Breast Cancer Water Fitness** - a personal insight and her effective, graded aquatic workout program.

- **Introduction to WATSU**

- **Introduction to Jahara Technique**, a thermal aquatic bodywork modality that allows the experience of expansion and well being.

For more details call Mary at 510-527-8289 or Email her at welwater@ix.netcom.com

Another member offering water workouts is **DR. JANE KATZ**, an Olympic medal athlete. Dr. Katz is also available to teach water aerobic courses. She can be reached at 212-689-2588

“If we wait to take care of ourselves until everything else is done, there will never be time for us. If we don’t create time, we’ll never have it!”

spaspeak, adapted from Cooking Lite Magazine on fitness

CONGRATULATIONS!

ALLIED member **Börlind of Germany** announced that **Annemarie Börlind** was honored with a *Certificate of Award with The Baden-Württemberg Prize for Innovation 1999*. The prize is awarded for exceptional achievement in research and development and must demonstrate technological progress. The prize-winning innovation was for the development of the highly effective micro-emulsion used in their Combination Skin Series, which is similar to the structure of the skin itself and, while having a creamy consistency, does not leave a greasy shine on the surface of the skin. *For more information contact Linda K. Upton of Börlind of Germany at 603-526-2076.*

Tom Schmidt, owner of **Urban Retreat** in Minneapolis was recently honored by *CityBusiness, The Business Journal of the Twin Cities*, as one of the city’s 50 fastest-growing private companies.

The *Parsippany, NJ Rotary Club*, named **Carmen DePasquale**, owner of **DePasquale, the Spa** and the **University of Aesthetics and Wellness**, outstanding businessperson of the year.

The Many Benefits of Accredited Membership

This membership recognizes outstanding DAY SPAS that are committed to excellence in facility design, program offerings, and client care. Distinguished facilities of all sizes are encouraged to apply.

In addition to receiving all the benefits of the Basic Membership, the Accredited Member is entitled to these exclusive privileges:

- Automatic consideration for the prestigious **“Distinguished Day Spa Award,”** presented each year at a major trade event!
- Accreditation is visibly marked in *THE DAY SPA DIRECTORY* & on our web site, *including a separate page listing.*
- Inclusion of your business name in special “breaking news” releases that target both, trade publications and the consumer press.
- A press release generated on your behalf by The Day Spa Association to announce your accreditation, and sent by us to the local or regional publication of your choice.
- A full-color *Certificate of Accreditation* for display in your spa
- The exclusive right to use the Day Spa Association endorsement insignia in marketing materials and within your facility and its signage - includes window stickers, the “Accredited Day Spa” logo.

Call the Day Spa Association today, to learn more about becoming an accredited member...201/865-2065!



Beth's Wellness Center
at the Horseshoe Casino Hotel Health Spa
in Haughton, LA

Beth is our newest Accredited Day Spa Member -
www.bethswellness.com

Members and the Medical Connection

Mario's International Spas & Hotels in Aurora, OH are pioneers in moving ahead toward the total well being of their clients. Their division **MedSpa, LLC** facilitates the integration of Spa ther into traditional medical and on-going health care practices. Spa services are coordinated and managed from within the main Spa facility allowing for the implementation of various wellness oriented programs to numerous medical and health care venues. The use of joint educational seminars, *Wellness Certificates* (a reward for seeking on-going preventative health care), and programs for in or out patient complementary health care are the primary resources provided by **MedSpa**. The goal of **MedSpa** is to provide education for the benefits of using Spa therapies to compliment current medical technologies. Spa therapies have been proven to reduce heart rate and blood pressure, increase blood circulation, relax muscles, aid in pain management, improve range of motion and provide an alternative in reducing stress and anxiety that is often associated with common medical procedures. *Through the introduction of various Spa therapies to the medical community it is their aim to provide massage therapies, reflexology, paraffin therapies, Reiki treatments, vitamin, herbal and nutritional consulting as well as other services and programs to those seeking to prepare for surgical intervention, improve a condition of chronic illness, control and manage recurring pain, or anyone searching to enhance their awareness of health and wellness through the utilization of Spa therapies.* **MedSpa** allows for an individual to take control of one's own wellness while complimenting their continual health care and physician prescriptions. **MedSpa** is a fully licensed, trademarked and patented entity with anticipated franchise opportunities. This capability is anticipated to be available by mid-2001. A *Prospectus of Programs* is currently available upon request. For further information on **MedSpa** services and the integration of Spa therapies within the medical community, contact Sheryl Greve, Division President at 330-562-9171. ext. 662.

***“When Health is absent,
Wisdom cannot reveal itself,
Art cannot become manifest,
Strength cannot be exerted,
Wealth is useless and
Reason is powerless.”***

Herophilles, 300 BC

Another resource of how a successful member has integrated traditional medicine with spa therapies is **Linda-Anne Kahn** of **Beauty Kliniek Aromatherapy Day Spa & Wellness Center** in San Diego, CA has also started to successfully integrate her spas' services with the local medical community. She now sees approx. six cancer patients a month. You can reach her at 858-457-0191 for member-to-member advice.

New ALLIED member, **Jane Crawford** of **Crawford and Associates** has been dealing with the **MedSpa** concept since the early 1990's - she has specialized in helping spas take the medical venue and is available for consultation and lectures. You can reach her at 864-675-9290.

Medical specialties that can be approached, whose medical care could be complimented by spa therapies: Dermatologist, Plastic Surgeons, Chiropractors, Podiatrists, Gynecologists, Oncologists, Nutritionist/Gastrologists, Homeopathic physicians and your local pain clinic.

The DSA a founding member of NCEA...

We have joined the National Coalition of Esthetic Associations in order to help the formal liaison of the esthetic profession with the medical community. Susanne Warfield, Publisher of PCI Journal and the industry spokesperson at the Joint Meeting of the American Academy's Allied Health/Patient Advocates Liaison Committee and the Dermatology Nurses Liaison Task Force is working hard to bring this segment of the spa industry to the next level of recognition by the medical community.

EMDA (The Esthetics Manufacturers and Distribution Alliance) has released the following definition:

ESTHETICIAN - A licensed professional who employs chemical products, utilizes electrical appliances and mechanical services, and consults clients to enhance the appearance of the skin for esthetic (beauty and well being) rather than medical purposes.

...did someone say NETWORKING?

The DSA is also networking with other Associations, i.e. The Associated Massage & Bodywork Professionals have been a member from the very start; the American Aestheticians Education Association (AAEA), The Salon Association (TSA), The Organic Trade Association and NCEA have joined the rank of ALLIED members and we are actively seeking to align ourselves

with others, especially on the educational front.

So take advantage of your membership contact list, which we update frequently. You receive the latest issue when renewing your membership, but you can always request a current listing from us (available in print, on disk or electronically). Aside from the resources spas tap into through our ALLIED

members and our ALLIED members able to reach and offer their products and services to our member spas, we successfully introduced some ALLIED members to each other at tradeshow, and got some good B2B (Business to Business) alliances going (a skin care company and a sales catalog outlet, a skin care company and a music company - the possibilities are manifold)!

Internet Promotions and News

If advertising online is something you'd like to do but can't afford, you may want to look into on-line coupons. www.townonline.com, the Internet extension of the Needham, MA-based Community Newspaper Company, which publishes 110 newspapers in Eastern Massachusetts, helps local businesses promote themselves online. During the holiday season, a beauty spa bought a banner ad that included a short list of services and a tag-line offer for a "day of beauty". The banner ad led to a single web page with more information and a basic, fill-in-the-blanks form asking for name, address, and credit card information. People were asked to print the form and fax it to the spa. Within 2 hours of the banner going live, the spa received four orders. "The key," David Coyne, the Internet advertising director for Town Online says, "is using targeted banners that drive people to the coupon offer. We are encouraging all of our small-business advertisers to use online coupons, because they are low-cost, easy, and extremely successful."

Business Computing & Communications

It's all in the DOMAIN Name...

December 31st is the target date for the Internet Corporation for Assigned Names and Numbers to approve additional domain name suffixes to the current choices, .com, .org, and .net. After a 3-year delay, the Internet governing body initiated the move in an attempt to relieve the growing scarcity of available domain names. This fall, ICANN mulled over possible suffixes, or top-level domains, as they are also called. Proposals for new domain suffixes include: .web, .shop, .biz, .bank, .sex, and .museum.

Shall we put in a request for .spa?

Email us at dayspaasn@aol.com to let us know what you think!

Almost half of those over age 45 who begin their shopping on-line eventually buy the product in a store, while 22% complete the transaction over the telephone.

American Association of Retired Persons

www.dayspaassociation.com

the state of small business - this moment in numbers

Conservation click-through - The internet will reduce the demand for paper by up to 2.7 million tons every year, resulting in an annual reduction of 10 million tons of carbon dioxide.

We're not quite in the money - chances that a U.S. resident becomes a billionaire are 1 in 1,028,807. There were 267 billionaires in the United States as of October 1999.

The B2B behemoth - One quarter of all business-to-business purchases will be made on-line by 2003. Those transactions will be worth \$2.8 trillion, based on an expected growth rate of 33% a year till 2003. Six sectors will lead the way in B2B on-line transactions, constituting more than 65% of business. They are the retail sector, the motor-vehicle industry, shipping, industrial equipment, technological goods, and government agencies and departments.

All the livelong day - We're connected everywhere we go. About 33 million adults in the United States have Internet access at work. A whopping 123 million have Internet access at home. The average time spent per person on-line per day is 30 minutes. According to a survey, the total home Internet usage in the U.S. was 13.7 million hours.

No time to shop - Female business owners are less patient as consumers than female employees are: 67% of female entrepreneurs say that when they shop, they want to get in and out of stores quickly; 56% of employees say the same thing. Only 27% of entrepreneurs say that they "love going shopping," compared with 38% of employees.

from *Small Business 2000*

Here's a partial listing of what you will find by logging on to our website...

- Spa Search
- Spa Professionals
- Spa Etiquette
- Spa Survey
- Spa Web Chat
- Spa Charities
- Spa Library
- Spa Person of the Month
- Educational Seminars
- Employment Listing
- Business Opportunities

and much more!

The
**DAY
SPA**
Association

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