



FACT SHEET

About Creative Spa Concepts

Creative Spa Concepts is a highly respected full-service spa consulting firm that specializes in all aspects of new development and ongoing operations. CSC's consultants represent more than 100 collective years of experience in the wellness and hospitality industries. CSC stands out from all other spa consulting firms because each consultant has developed, led or been an integral part of guiding spas to national "Top Ten" status including the rankings in *Condé Nast Traveler*, *Luxury SpaFinder* and *Spa* magazines. CSC's experts have worked for and with prestigious companies including Henry Ford Health Systems, Ritz-Carlton, Wynn Resorts, and Four Seasons Hotels. Additional details are available on www.creativespaconcepts.com.

Executive Team

Mindy Terry, President and Founder

Pulling from her 17 years of experience in the spa and wellness industries, Ms. Terry is a frequently-sought-after presenter and educator for her diverse expertise in the spa industry. Ms. Terry's vast knowledge of the spa and wellness industries stems from developing, opening and operating leading spas as well as consulting on the development of luxury destination, resort and day spas. Before creating Creative Spa Concepts, Ms. Terry was on the executive development team and served as spa director for Aquae Sulis Spa in Las Vegas. *The Wall Street Journal* named Aquae Sulis as a "Favorite Spa" and *USA Today* chose it as one of North America's "Top Ten Spas." In addition to leading Creative Spa Concepts, Ms. Terry is a licensed cosmetologist, aesthetician, yoga instructor and certified infant massage instructor.

Christi Cano, Senior Consultant

As a senior consultant for Creative Spa Concepts, Ms. Cano has a 16-year track record of resort and spa openings, as well as operations and management. She was responsible for the development, opening and operations of the Wynn Las Vegas and contributed to the spa design for Wynn Macau in Asia. Ms. Cano led Spa Ojai at Ojai Valley Inn, Calif. in making *Condé Nast Traveler's* "Gold List" for top spas and *Travel + Leisure's* "Top Ten" list for best spas in North America. Ms. Cano is also a licensed massage therapist and aesthetician.

Melissa Fielding, Senior Consultant

As a senior consultant for Creative Spa Concepts, Fielding pulls from her diverse portfolio of nine years experience in hospitality, food & beverage, and spa & salon operations. As the Operations Manager for Qua Baths and Spa at Caesars Palace, she managed 110 employees and launched an apprentice program for aestheticians and massage therapists to reduce employee turnover. Named 2007 Spa Manager of the Year by the Las Vegas Spa Association, Fielding co-led Qua to Top Ten status by *Condé Nast Traveler*, *Luxury SpaFinder*, *Robb Report* and *Spa* magazines.

Kristine Huffman, Senior Consultant – Medical & Wellness Expert

As a senior consultant for Creative Spa Concepts, Ms. Huffman focuses on wellness and destination experiences. She previously spent 16 years at Canyon Ranch in Lenox, Mass. serving as an executive director, psychotherapist and the Health and Healing Director. During Huffman's tenure, the resort received many awards including "Best Spa in the World" by the readers of *Condé Nast Traveler*. This former Peace Corps volunteer holds certifications in hypnosis, biofeedback, experiential therapy, adventure-based counseling and rock climbing instruction.

Mitch Jucha, Senior Consultant

As a senior consultant for Creative Spa Concepts, Mr. Jucha's extensive combination of spa experience and education has helped him become a leader in the spa management and development field. With 13 years of experience in the spa and wellness industries, Mr. Jucha has a proven track record for driving profitability at luxury spas. Prior to consulting, he led two of North America's top spas – Spa Mystique at the Westin Century Plaza in Los Angeles and the Woodlands Spa at Nemaquin Resort in Farmington, Pa. – both of which received top rankings by the readers of *Travel + Leisure*.

Dana Stallings, Senior Consultant – Day Spa Expert

As a senior consultant for Creative Spa Concepts, Ms. Stallings more than 16 years of spa and hospitality experience include extensive experience in all aspects of management. From operations to marketing, she has successfully guided and managed top resort, day and club spas. Ms. Stallings created Spa Velia, which has made *Riviera* magazine's list of "San Diego's Top Hot Spots to Do Cool Things", and was featured in *Ranch and Coast* as a top San Diego Day Spa.

Creative Spa Concepts' Structure

Creative Spa Concepts is a collaboration of spa industry experts, and Associate Partners - professionals in business-related fields such as: Architecture, Interior Design, Hotel Operations, Public Relations, Graphic Design and Web site Development. CSC's unique business approach allows access to resources that greatly benefit clients, while allowing the autonomy to work with only those associates of their choosing.

Recent, Notable Clients

- Spa at Peppermill Casino, Nevada – opened in November 2008
- Vita at Henry Ford West Bloomfield Hospital, Michigan – opened in March 2009
- Porto Spas with the Amer Group, Egypt – to be completed in Spring/Summer of 2009
- The Spa at The Jefferson - Washington, DC – to be completed in July 2009
- Spa at Wind Creek Casino & Hotel, Alabama – to be completed in August of 2009
- Spa at Glenmere Mansion – New York – to be completed in Fall of 2009
- Sense a Spa, Rosewood Hotels, Abu Dhabi – to be completed Winter of 2011

Contact Details

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