

# PULSE

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# sounding board

CONTINUED FROM PAGE 14

“Technology will help us take our message of wellness even farther and create powerful change.”

In 20 years, the spa industry has come full circle, taking it back to its roots—wellness. When I came into the industry more than 15 years ago, wellness was the focus. It’s so exciting to come back to this.



Wellness is now a buzzword. The consumer is more educated about the true benefits of a spa experience. They associate spas with wellness, which means we are communicating our messages. You get into the spa industry because you think you can have a positive impact for change, and when the masses “get” what you are doing, it’s exciting.

I also like the technology side of the industry with Twitter, Facebook and interactive Web sites. Technology will help us take our message of wellness even farther and create powerful change. As an industry, we are in a whole new place. I have not been this inspired in years!

**MINDY TERRY**  
**PRESIDENT**  
**CREATIVE SPA CONCEPTS**  
**KENNESAW, GA**

The change that I have seen over my past 10 years at Rancho La Puerta has been the variety of people choosing a spa/fitness vacation. It is not just the upper elite, but teachers, nurses, business people, etc. More and more people are placing a value on their health and well-being and making it a priority. Learning about de-stressing and healthy eating has become as important as the actual fitness component.



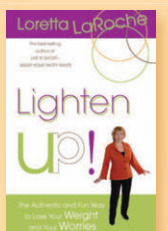
**BARRY SHINGLE**  
**DIRECTOR OF FITNESS**  
**RANCHO LA PUERTA FITNESS RESORT & SPA**  
**SAN DIEGO, CA**

## HAY HOUSE

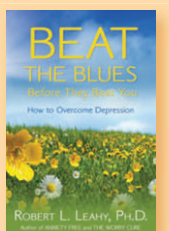
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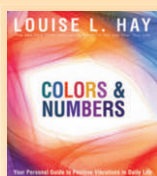
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Robert "Ram" Smith  
 Northeast, Midatlantic, GA, NC, SC  
 Regional Sales Mgr.,  
 Specialty Division  
 800-654-5126, ext. 174  
[rsmith@hayhouse.com](mailto:rsmith@hayhouse.com)

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