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**CREATIVE SPA CONCEPTS OFFERS AN ALTERNATIVE  
TO DAILY MANAGEMENT SERVICES**

ATLANTA – As the saying goes, “You don’t know what you don’t know.” That is certainly true for novice spa owners and developers, as well as many hotel/resort executives who are new to the spa business. For education and training, many of these professionals have turned to daily management services. Creative Spa Concepts has an alternative solution.

CSC’s Management Cultivation Program is a hands-on educational solution that allows owners and operators to keep profits, maintain control and fully enjoy the benefits of operating a successful spa business. “We aren’t just ‘giving a man a fish, we are teaching him to fish’ through the Spa Management Cultivation Program,” said Mindy Terry, CSC President and Founder. “At CSC, we know that the best training is hands-on and customized. We come to you instead of you sending someone to a management training seminar that may not have anything to do with running a spa.”

CSC provides clients with a smart alternative to daily management of spa operations. Terry explained, “CSC’s Management Cultivation Program educates the management team so that owners don’t give up control of management to an outside company. Owners and operators discover the rewarding benefits of being part of the spa industry, while they control their finances and build their brand.”

Holly Colby, Manager of Vita, the wellness center at Henry Ford West Bloomfield Hospital talks about her experience with CSC’s Management Cultivation Program, “I came to Vita with an extensive background in health care management, though had very little knowledge or experience in the spa and hospitality industry. The CSC team gave me invaluable on-site, hands-on training in the procedures and cultures that are unique to a wellness setting. With a team of CSC’s consultants supporting me, I opened Vita with full confidence that our team was educated to operate a groundbreaking wellness facility inside one of the country’s most reputable hospital systems.”

With short-term contracts designed to teach owners and operators how to thrive in the spa business, CSC Management Solutions is tailored to a client’s individual needs. Three key phases are used:

- Assessment – this assessment determines exactly what you and your company need and don’t need as well as ways to meet your objectives in the most effective way possible
- Cultivation – a strategic operations and training program is developed to grow both staff and spa management. During this cultivation period, we work as part of your team in grooming spa staff, while educating upper management and owners about the spa industry
- Independence - as your spa confidence grows, CSC becomes less involved and is always just a phone call away

Available now, the Spa Management Cultivation Program is just one of the numerous offerings from Creative Spa Concepts. A complete list of solutions is available on [www.creativespaconcepts.com](http://www.creativespaconcepts.com).

**About Creative Spa Concepts**

Creative Spa Concepts' 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 System, Ritz-Carlton, Wynn Resorts and Four Seasons Hotels.

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