

# Educational Institute

## Spa Showcase 2012



The Next Generation of Hospitality

## BOOKS

### Spa: A Comprehensive Introduction

This textbook provides readers with an overview of the world of spa, one of the fastest-growing segments of hospitality. It examines today's spa industry and introduces students to spa careers. In addition, it takes readers through a typical day from a spa director's perspective, examines the qualities of an outstanding spa experience, and discusses industry trends and future directions.

00120TXT01ENGE

Authors: Bridgette M. Redman and Elizabeth M. Johnson  
©2008, 10 chapters, Softbound  
ISBN 978-0-86612-323-5

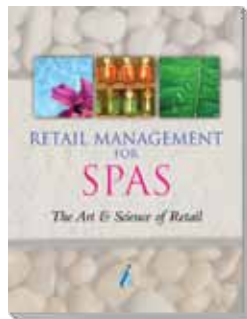


### Retail Management for Spas

This textbook, developed by the International SPA Association and Foundation, explores retail planning, inventory management, maximizing profits, sales and service, visual merchandising, and marketing within the spa environment. This book will help current and aspiring spa professionals increase their retail knowledge and their understanding of vendor relationships.

00220TXT01ENGE

Author: ISPA Foundation  
©2005, 9 chapters, Softbound  
ISBN 978-1-57640-089-0



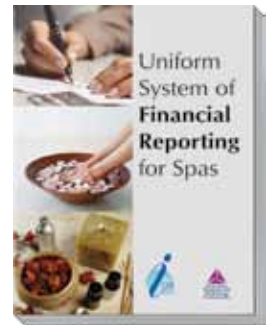
### Uniform System of Financial Reporting for Spas

This definitive guide for accounting principles for spas provides a financial reporting system that will allow operators to measure, compare, and report on the financial health of their business. The flexibility of the system allows spas of any size to enjoy success from implementation. Students will gain an understanding of the many revenue and cost centers within a spa and learn how spas can organize and report their financial information to present a clear financial picture of the spa's operations.

00677TXT01ENGE English/Book

00677CDR01ENGE English/CD-ROM

Author: Raymond Schmidgall, Ph.D.  
©2005, Hardbound  
ISBN 978-088612-264-1

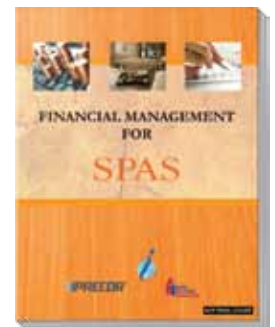


### Financial Management for Spas

This is the fourth book developed in collaboration with the International SPA Association and its Foundation. While delivering on the mission of spa, spa leaders must work to achieve profitability and manage issues from compensation program development to budgeting and variance reporting. The realistic measurement of spa performance is ultimately articulated in financial terms and the success and sustainability of a spa business is achieved by mastering the skills of financial management contained in this text. The concepts and practices are framed within the day-to-day business of a spa operation, demonstrating the practical applications of the accounting principles presented within the text.

00367TXT01ENGE

Authors: Raymond S. Schmidgall, Ph.D., CPA,  
and John Korpi  
11 chapters, ©2011, Softbound  
ISBN 978-0-86612-360-0



## VIDEO

### Spa: A Comprehensive Introduction

This DVD presents the wisdom and experience of a diverse group of seasoned spa industry professionals to provide a cross-cultural view of the world of spa. It shares interviews with spa professionals throughout the industry and showcases their spas and the treatments they offer. This DVD provides a strong foundation of knowledge for success in the spa industry. It also serves as a companion to the textbook, *Spa: A Comprehensive Introduction*.



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©2008, 120 minutes

## ONLINE

### Risk Management for Spas (Online Course)

Future spa owners and managers will benefit from this course that identifies risks that affect spa operations. This **online** course will examine risks relevant to spa operations and management by looking at the following broad areas:

- Human resources liabilities
- Guest related liabilities
- Facilities
- Treatments and services
- Product use
- Insurances
- Information, documentation and communications
- Emergencies
- Federal regulations and requirements



**Exclusively  
Through Online  
Learning**

Upon completion of this course, students will understand key business risks associated with running a spa, how to plan for such risks in the event the inevitable occurs, and where to go to find further information beyond this course.

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## PROGRAM

### Supervisory Skill Builders for the Spa Industry

This series of nine workbooks provides current and future spa supervisors with insight into the skills and competencies they need to manage their time, communicate effectively, and manage the performance of their direct reports. Completion of the workbooks serves as preparation for the **Certified Spa Supervisor (CSS)** exam.



The nine workbooks are:

- You as a Supervisor
- Conducting Orientation and Training
- Leadership
- Handling Problems and Conflicts
- Motivation and Team Building
- Staffing and Scheduling
- Improving Employee Performance
- Effective Communication
- Time Management

09510SKP03ENIP

Also available in Chinese: 09510SKP02C1IP

### Supervisory Skill Builders for the Spa Industry Leader's Guides

Leader's Guides for the **Supervisory Skill Builder for the Spa Industry** enable trainers and instructors to facilitate teaching of the workbooks as a structured seminar.

09510SKG03ENIP

## CERTIFICATION

### Certified Spa Supervisor (CSS)

The Certified Spa Supervisor program is a voluntary certification for spa supervisors and managers. The certification program was developed to provide education and resources for spa supervisors who may be new to their positions or those who are seeking additional education and recognition.

Candidates for the CSS must either be employed by a spa as a supervisor or expect to be employed as a spa supervisor within six months.

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