



It's All About the Education

I recently attended the "Grand Beginnings" of the Green Spa Academy (GSA) in Downers Grove, Illinois. Founded by the high-energy team of Bonnie Canavino and Ma Cherry Trivedi, this holistic, educational haven is a pleasure to the senses.

The academy offers advanced education courses with nationally certified continuing education units (CEUs) from The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) and the Illinois State Massage Licensing Course, with esthetic licensing soon to be added to the mix. The GSA's offerings focus on Eastern ayurvedic and Asian division hands-on and lecture classes that are held in the 3,000-square-foot facility complete with three large education rooms, a student locker room, a shower room for wet treatments, a networking tea lounge, a private consulting room, an education office and a professional/retail store.

"We are striving to become the No. 1 source for organic and green information," says Trivedi, referencing Red Cherry, the duo's new USDA-certified organic lab, that also formulates and distributes the co-owners' Spa Specifics and Ayuroma brands.

"By opening an academy of knowledge, we have established an authentic education source for serious professional technicians, spa owners and managers," Trivedi says.

America's Expo

And speaking of education, plan to attend this year's *America's Expo for Skin Care & Spa*, which will be held March 1-3, 2008, at McCormick Place in Chicago. This unique event will converge with *America's Beauty Show* (formerly the *Chicago Midwest Beauty Show*) and the *OMC Hairworld Championships of Beauty*. The co-location of these events will

bring you the power of three and provide access to more than 700 exhibitors—200 exclusively in skin care at *America's Expo*.

The show's educational program can't be missed. Divided into five tracks, the lineup includes a multitude of industry greats.

Career-building. Denise Provenzano, Zano Salon and Day Spa—*Successfully Implementing Spa Into Your Salon*; Elaine Sauer, Red Door Spa Holdings—*Client Retention*; Deedee Carlson, San Francisco Institute of Esthetics and Cosmetology—*Your Key is Education*; Bryan Durocher, Durocher Enterprises—*Business*

Owner/Manager Forum. Robert Trow, DermaConcepts—*Retail: Numbers Do Not Lie*; Aea Marc, Bioelements—*Spa Business*; Bonnie Baker, The Mandarin Oriental—*Global Trends*; Donna Martin White, IS Marketing—*Marketing Tools*; Robert Cass, Spaformation—*Compensation Plans*

Science. Rebecca James Gadberry, YG Laboratories—*Ingredient Trends 2008*; Peter T. Pugliese, MD, Circadia by Dr. Pugliese—*Physiology of the Skin: Glycation*; Mark Lees, PhD, Mark Lees Skin Care—*Beauty Without Lasers*; Christine Heathman, GlyMed Plus—*Topic to be announced*; Laura Goodman, P&G Beauty—*UV and Sunscreens: Myths and Facts*

Technique. Lori Nestore, TuL A Division of Eva's Esthetics—*Waxing Trends*;

Lydia Sarfati, Repêchage—*Scientific Solutions to Acne*; Ma Cherry Trivedi, Ayuroma—*Ayurveda, Doshas and Body Rituals*; Victoria Bush, Adriel, Inc.—*Creating the Perfect Eyebrow*

Trends. Frank Westerbeke, Gadabout Man—*Maximize on the Male Market*; Lee MacDonald, Great Wolf Lodge—*Targeting Tweens and Teens*; Hugh Jones, HUW—*Spa Concept, Design, Development and Operations*; Nancy King and Kevin Huepel, Specialized Continuing Education Consultants—*Medical Esthetic Practices and Liabilities*; Steven Dayan, MD, and Terri Wojak, True Skin Care Center—*Bridging Medical and Esthetics*

Wellness/Sustainability. Ted Ning, LOHAS—*Understanding the LOHAS Market*; Michelle Kleist, Destination Spa Group—*Spa Nutrition*; Lori Ann Griffin, Adaptive Education—*Anti-aging Nutrition*; Mary Beth Janssen, The Janssen Source, Inc.—*Pleasure Healing*; Frederic Holzberger, Aveda Fredric's—*Spa Sustainability*

For more details on the show, visit www.AmericasExpo.com. I look forward to seeing you there. ✕

Until next month,

Melinda Taschetta-Millane

Melinda Taschetta-Millane, Editor in Chief