

# PULSE

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CHALK IT UP TO  
*Self Expression*

ISPA Members Say it With Color

The official publication of the International Spa Association



# TIPS FOR SUCCESS IN THE SPA WORLD

“Know the business and your market segment. Be obviously present at your business daily. Listen to your clientele and deliver the services and features they want.”

— *Fayez Tamba*



# HOW'D THEY DO THAT?:

## ISPA MEMBERS SHARE THEIR SECRETS OF SUCCESS

BY MARK CRAWFORD

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**IT CAN BE ELUSIVE.** *It almost always is a challenge. Achieving it can be the hardest thing in your life, yet also the most rewarding. It is success – creating a vision, pursuing it, and turning it into a prosperous venture. And the measurement of success is not just the numbers on a spreadsheet – it's also the gratification of building something lasting and meaningful, the process of which leads you on a path of self-discovery.*

**EDITOR'S NOTE:** The companies featured responded to our editorial query for this story. Want to be featured in *Pulse*? Look for future e-mails calling for editorial participation and respond to the ones you feel fit your business.