

## THE SPA SYNERGY GROUP SPECIALISTS TEAM

Our team of award-winning and internationally recognized specialists will provide you with professional expertise in any number of areas.

### Our Specialists include:

Michele Bell	Fred Hoffman
Suzanne Berthay	Cara Macari
Phil Bonomo	Jennifer Mayer
Kerian Bray	Chris Pacifico
Ray Coassin	Bonnie Patrick Mattalian
David Evans	Maria Parella-Turco
Christine Forster	Judy Sewing
Roz Greenfield	Patricia Vida
Greg Hagin	Ryan Vogt
Geoff Hampton	

Note: Specialists may change without notice. Please refer to our website at [www.spasynergygroup.com](http://www.spasynergygroup.com) for the most current list of Specialists.



**Bonnie Patrick Mattalian,**  
President, Club & Spa Synergy Group



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**Consulting and Staff Development  
for the Spa Industry.**

*Vision. Education. Support. Results.*

A Division of The Club & Spa Synergy Group  
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Our award-winning consultants help to deliver bottom line results for your spa, or for spas under development. With proven performance in hundreds of selected facilities worldwide, you can rely on the depth of our experience to guide you towards business success.

Although our processes, tools and systems are turn-key, we customize solutions so that you will exceed your goals. No “spa-in-a-box” here. We provide professional, imaginative, and unique support to help execute your business strategy.

#### Here's an example of what our clients say about us:

*“I found Bonnie’s advice and guidance to be invaluable. She brings exceptional depth of experience to the table, particularly in the areas of operations and finance. She has developed a network of industry contacts – both formally through her organization and informally through her business dealings – and leveraged those contacts extensively to help guide and advise on our project. She’s extremely competent, but as importantly, is someone I’ve come to trust as completely ethical and fair in her dealings with my Company and the advice she gives.”*

#### Gary Barancik, Owner, Ethos Fitness + Spa for Women

*“Bonnie excels at customer service training. Our staff leave motivated, and prepared with real life, useful tools to implement right away.”*

#### Keith Worts, Senior VP, Crunch Fitness

*“Bonnie Mattalian has set our business on the right path for greater success! Her no-nonsense yet compassionate approach to problem solving, management issues and other growing pains enabled her to get to the heart of our business structure and help us determine the optimal solutions. Not once did we feel we were receiving a “cookie cutter” formula for business success: Bonnie listens, analyzes and solves each “problem” with fresh eyes and an open mind.”*

#### Kimberly and Katherine Corp, Owners, Pilates on Fifth

## Vision.

The Spa Synergy Group Specialists are trained and experienced listeners, with a focus on action, implementation and fiscal accountability. Your vision drives our solution designs.

## Education.

Those spas that provide better service with better trained, happier staff will gain a stronger share of any market, attracting people that may not have typically joined a spa in the past. The return on investing in training and development for your front line, your supervisors and your managers has been proven to exceed any gains from investing in other physical resources, i.e. equipment and marketing. That’s not to say those factors are not important. Rather, by providing learning for your team, your most valuable resource in day-to-day operations, your team will achieve more.

## Support.

Together we will create the conditions for your success by focusing on five critical leadership areas: strategic thinking, business results, operational organization and processes, people leadership, and individual effectiveness. Our goal is to empower you and your team for long-term sustainability. We meet you and your team where you are and move you to where you want to be.

## Results.

Your success is our first priority. If you’re already doing well, we will work with you to propel your business to the next level. Or maybe it’s time to completely remake your brand and operations to uniquely position yourself against other spa in your area. Thinking about growing into other markets? Let’s go. We’ll navigate the way with you.

*“Unless you change something today, don’t expect tomorrow to be different”*

**Bonnie Patrick Mattalian,**  
President – Club & Spa Synergy Group

## Spa Synergy Group Products and Services

Our Specialists provide any service related to the development or performance improvement of your spa.

The list below highlights some of these areas:

### NEW SPA DEVELOPMENT

- Feasibility
- Market Analysis
- Business Plan
- Investor Relations Tools
- Design
- Detailed Timeline & Checklist
- Equipment Selection
- Staffing, Compensation Model
- Financial Projections
- Pre-Opening Strategy
- Marketing and Sales Systems
- Department Procedures

### EXISTING SPA PERFORMANCE IMPROVEMENT OPERATIONS

- Services SOPs
- Financial Management and Controls
- Client Experience Management Systems, Retention Strategies
- Services Performance Improvement Systems
- HR Compliance
- Staff Training
- Leadership Development
- Customer Service Training
- Time Management
- Teambuilding and Creating High Performance Work Teams
- Increasing Personal Training Revenues
- Program Ideas, Calendars
- Medical/Lifestyle Integration Programs
- Profit Center Revenue Generation
- New Service Line Development

### SALES & MARKETING

- Comprehensive Mystery Shopping
- Tracking, Operating and Reporting Systems
- Compensation Plans
- Sales Skills Training
- Branding Strategy
- Marketing Plan Development
- Outreach and Member Marketing Solutions