

THE STORY BEHIND THIS PICTURE

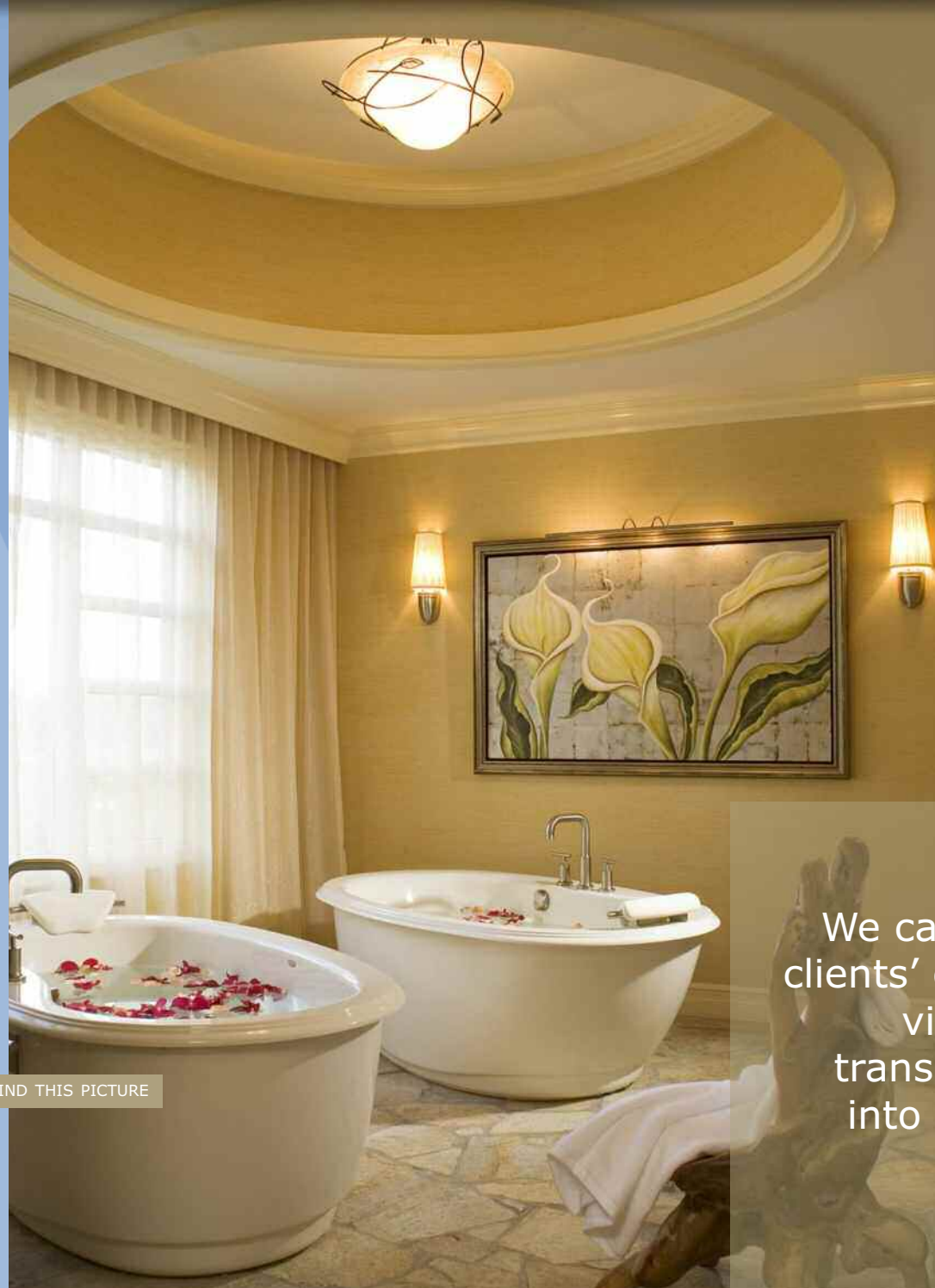
Creating successful spas is not merely our strength, it is our mission and our passion.

With over three decades of experience in the health, wellness and hospitality industries, Segerberg Spa Consulting brings the strengths of an unrivaled and highly specialized skills set to the task of meeting the spa-centered objectives of its clients.

Through intimate working relationships with the client property and imaginative attention to detail, SSC clients have successful spa businesses that look, feel and operate at decidedly higher levels than those of competitors.

Led by Jane Segerberg, SSC is fully devoted to the planning, development and design of spa operations in resorts, hotels and mixed-use properties, complemented by future-minded management assistance tailored to each property's long-term goals.

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THE STORY BEHIND THIS PICTURE

We capture our clients' goals and visions and translate them into profitable ventures.

SSC: A Powerful Partner at Any Point in the Life of a Spa

As an independent consulting firm, SSC brings innovative thinking, imaginative designs and astute problem-solving to any point in a spa's development and evolution.

New Operations: SSC works intimately with ownership and the project's design team to ensure a fresh approach to design and consistency along with the property's brand strategies. SSC is deeply experienced in the spectrum of tasks associated with complex, multi-disciplined projects—from concept design through opening and management assistance.

Specialized Projects: SSC is equally skilled and experienced with smaller, singular projects where innovative spa design thinking is critical.

Renovations and Improvements: Where spa facilities exist that need rethinking and refreshing, SSC shines in developing the physical upgrades and/or operational enhancements that reenergize the facility.

The Union of Aesthetics and Economics

SSC practices its belief that a successful spa not only has an innovative concept, compelling design and market-sensitive programs, it must also have bottom line success. We measure the success of our projects not only by how they look, but also by how well they perform financially.



THE STORY BEHIND THIS PICTURE

SSC creates
spas that engage
the guest in
highly memorable
experiences.

The SSC approach to spa design is deeply rooted in philosophies that set us distinctively apart in a highly competitive industry. And while these philosophies can be expressed in words, they are measured in our actions and quantified in the success of those projects in which we are involved.

It begins with a simple and powerful fact: *we create spas that work*; spas that are compelling for the property's market, attain recognition, engage the guests in memorable experiences and achieve bottom line success.

We are unique in our industry.

Here's why:

- **SSC brings to each project** an unrivaled depth of knowledge of the spa business that spans over thirty years of shaping successful facilities and programs—bringing rare levels of perspective, balance and context in understanding and satisfying each property's unique needs.

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SSC aligns spa designs with client objectives, and operational procedures with market realities.

■ SSC is able to see the big picture with the appetite for creative problem-solving and the keen attention to detail that keep it in focus.

■ As a productive, cooperative member of the project team, our understanding of the client's market position guides SSC in reinforcing the property's unique brand and points of differentiation in the design to create a deeper, more multi-faceted guest experience.

■ Throughout the design and planning process, SSC adheres to the belief that "form follows function," authoring designs that are aligned with the property's objectives, while ensuring that business and operational procedures are aligned with market needs.

■ SSC guides spa designs that:

- *Advance the property's mission*
- *Are sensitive to the individual considerations of the project*
- *Relate physically and emotionally to guests' needs*
- *Produce a compelling guest experience*
- *Achieve market differentiation and reflect the property's identity*
- *Adhere to budgetary parameters*

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SSC resists fads
and embraces
designs of
true innovation.

■ We resist fads and trendy options while embracing elements of enduring style and designs of true innovation.

■ SSC understands the mandates of efficient operational and service flow, ensuring that the space programming works effectively with reasonable personnel levels without over-staffing the facility or under-serving its guests.

■ We are relentless in our client-centered focus in selecting equipment and products. SSC is not affiliated with any product or equipment provider. We bring to each project our collaborative and independent relationships with hundreds of vendors and suppliers to ensure that decisions are in the best interests of the client and support project goals.

■ SSC measures its success by that of those we work with. While our spa designs are quite often recipients of industry recognition, they are invariably praised by management for their financial soundness and cherished by guests for their authentic, inspiring experiences.



THE STORY BEHIND THIS PICTURE

SSC clients enjoy the broadest possible spectrum of spa-specific skills and talents.

The scope of SSC client services is more than merely comprehensive. It demonstrates the broadest possible spectrum of spa-specific talents at which we excel.

For larger and more complex projects, property owners and developers typically seek our full immersion in the project, from the preliminary what-if's to what-to-wear at the grand opening. However, the SSC scope of services is first and foremost flexible and can be selected and employed as needed. In any scenerio, our passion for performance is the same.

SSC Services

Spa Concept Development and Feasibility

- Identify target markets
- Review regional and indigenous factors to support concept development
- Review owner vision and objectives
- Create and develop spa concept and theme
- Recommend program of space and dimensions
- Suggest a unique spa story, style and ambiance
- Create preliminary menu of services
- Develop signature spa elements
- Conduct competition analysis
- Develop detailed five-year operating pro forma including projected usage, price points, treatment revenues, staffing levels, salaries and wages expenses, operating expenses
- Provide assistance with project budget

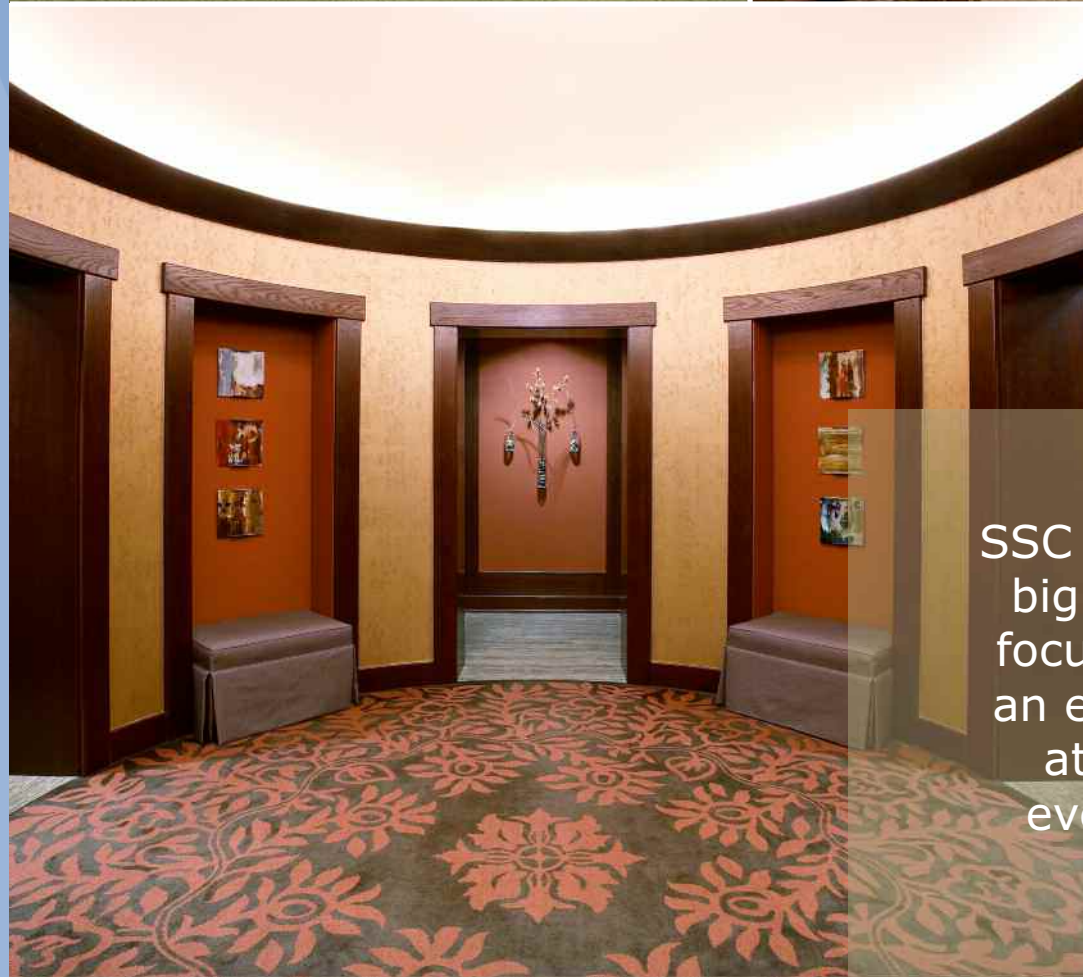
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DESIGN AND PLANNING SERVICES

OPERATIONAL PLANNING AND DEVELOPMENT

PRE-OPENING SERVICES

MANAGEMENT CONSULTING



SSC keeps the big picture in focus through an exhaustive attention to every detail.

Design and Planning

- Develop and guide detailed pre-opening operations critical path
- Develop program design
- Provide design team assistance for facility planning
- Provide ongoing review and critique of architectural and design drawings
- Provide input on scope of facilities and space requirements
- Suggest mechanical, electrical and plumbing specs
- Suggest interior finishes and millwork specifications
- Recommend and source spa-specific furniture, fixtures, equipment and supplies
- Recommend appropriate spa software
- Guide and assist the selection of spa product lines for treatments, backbar, locker room amenities and retail
- Guide and assist development of private label product as retail if appropriate

Operational Planning and Development

- Assist the spa director with development of a detailed first year operating budget
- Develop detailed standard operating procedures, job descriptions and staff training manuals
- Create, guide and collaborate on the design of spa brochures and spa menus
- Assist with the development of opening events
- Provide input for marketing and PR programs

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PRE-OPENING SERVICES | MANAGEMENT CONSULTING
SPA CONCEPTMENT AND FEASIBILITY



SSC measures the success of a spa not only by how it looks and feels at opening, but how well it works every day after.

Pre-Opening Services

- Assist in recruiting, evaluating and training of spa management staff
- Provide support to spa management for hiring qualified professionals and line staff
- Guide and organize spa technical training in collaboration with the spa director
- Provide on-site standards and hospitality training for management, professional and line staff
- Conduct on-site assistance and support for pre-opening operating systems and move-in
- On-site opening support and follow-up

Management Consulting for Improvement of Existing Spa Businesses

Custom tailored support and solutions for each spa's unique needs and the property's operational style:

- *Spa Operations Systems* review, improvement and support for more efficient spa procedures and budgetary control
- *Spa Management* support and direction for management performance at a higher level
- *Spa Profitability* review and guidance for business improvement decisions
- *Service Levels* audit and improvement of service standards
- *Professional Recruitment* assistance
- *Interim Support* for spas in transition

[[BACK](#)]

SPA CONCEPTMENT AND FEASIBILITY
DESIGN AND PLANNING
OPERATIONAL PLANNING AND DEVELOPMENT



Across the nation, at premier resorts, celebrated destinations, inviting day spas and more, the transforming Segerberg touch is wonderfully evident. Sometimes breathtakingly grand; sometimes graciously gentle. Yet always brilliant; always rewarding for clients and compelling for guests.

[PROJECT PORTFOLIO](#)

[FEATURED PROJECTS](#)





Project Portfolio

[VIEW FEATURED PROJECTS](#)

PROJECTS LOCATIONS FOLLOWED BY THE •
ARE THOSE ON WHICH JANE SEGERBERG
WAS THE PROJECT MANAGER IN HER
DESIGN AND CONSULTING POSITION PRIOR
TO FOUNDING SSC.

The Sanctuary at Kiawah Island Resorts – The Sanctuary Spa at Kiawah, Kiawah Island, SC

Cheeca Lodge – The Avanyu Spa, Islamorada, FL •

Westgate at the Canyons – Papillon Spa, Park City, UT •

Cirque du Soliel •

Borgata Hotel, Resort and Spa – Spa Toccare, Atlantic City, NJ •

WaterColor Inn – WaterColor Inn Spa, Seagrove Beach, FL •

Sonnenalp Resort – Sonenalp Spa, Vail, CO •

White Elephant Inn, Nantucket, MA •

The Wauwinet, Nantucket, MA •

The Core Club, The Core Club Spa, New York City, NY •

The Lodge at Turning Stone – Skana Spa, Verona, NY •

The Lodge and Spa at Callaway Gardens – Spa Prunifolia, Pine Mountain, GA •

Corinthian Wellness Spa, Dallas, TX •

Swan Point Resort and Spa, Swan Point, MD •

Hyatt Vineyard Creek - Hyatt Vineyard Creek Spa, Santa Rosa, CA •

Revel Resort and Spa – Atlantic City, NJ •

Cape Codder Resort and Spa – Cape Codder Spa, Hyannis, MA •

The Essex Resort and Spa – The Spa at Essex, Essex, VT •

The King and Prince Beach & Golf Resort - The Royal Treatment Cottage, St. Simons Island, GA



Featured Projects

Spa Prunifolia

The Lodge and Spa at Callaway Gardens, Pine Mountain, GA



To learn more about Spa Prunifolia and the Callaway Garden Resort, visit callawaygardens.com

The assignment was to create a new spa, from theme and concept to opening, that complements the leisure pleasures of this legendary Georgia mountain resort.

Following a review of the initial design drawings, modifications and revisions were made to improve space usage and flow throughout the treatment and guest areas, enhance guest comforts and create a more compelling spa experience.

After an in-depth study of the Callaway family philosophy and their generations of nature preservation, the plumleaf azalea, or *Prunifolia*—a rare, brilliantly hued variety saved from extinction by the Callaways—was the inspiration and cornerstone for the spa's theme.

The spa decor, menus and activities were shaped to create a garden oasis of serenity, learning experiences and inspiration. Of special note was the creation of the unique opportunity for guests to spend time in the Resort's gardens and woodlands learning about the local flora, then to retire to the Spa to enjoy signature treatments that use many of the herbs and botanicals they had discovered on their outing.

■ **Skana Spa**
The Lodge at Turning Stone

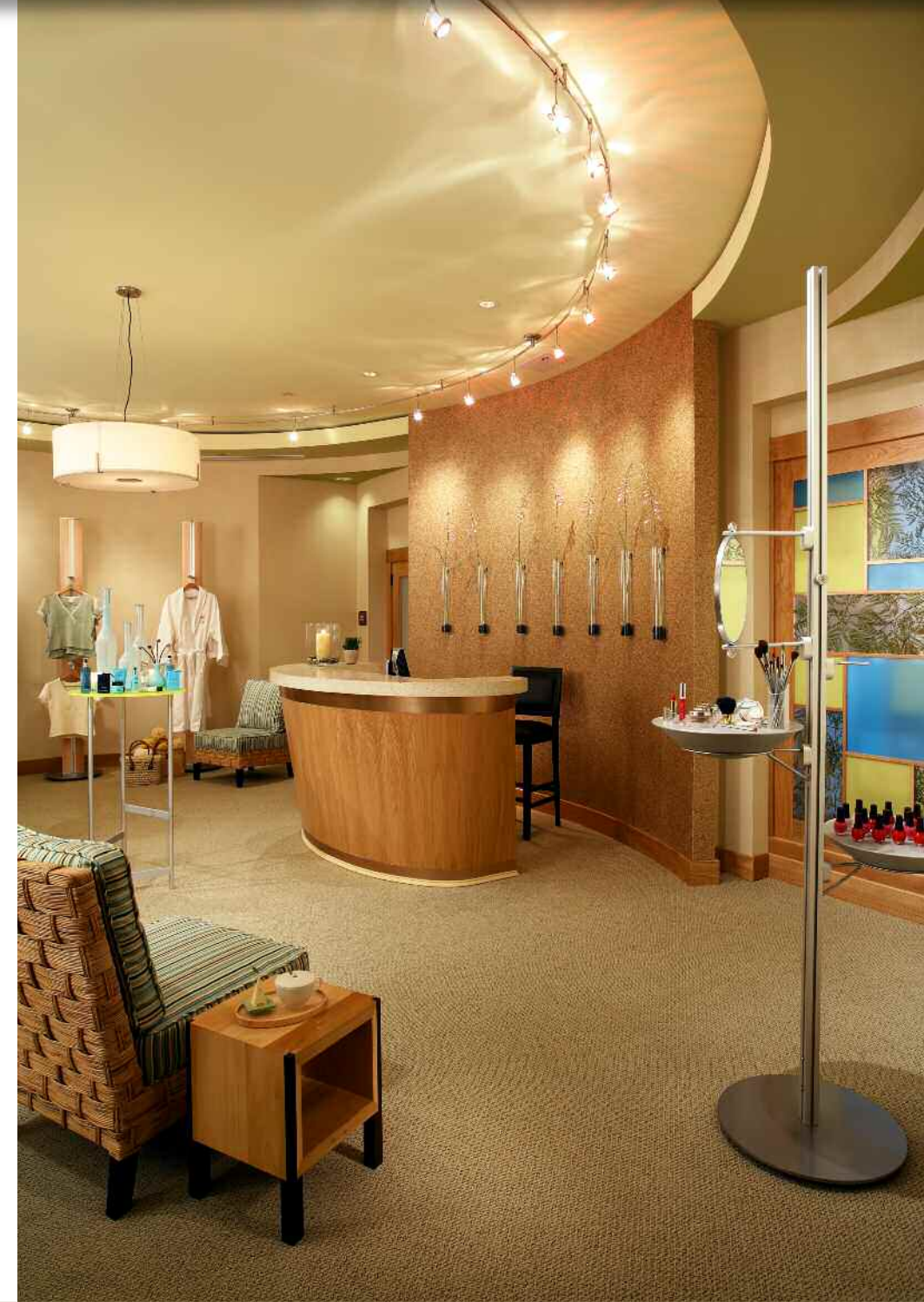
■ **The Spa at The Sanctuary**
Kiawah Island Resort

■ **Spa Tocarre**
Borgata Casino Resort and Spa

■ **The Spa at The Sonnenalp**
Sonnenalp Resort

■ **Inn Spa**
Watercolor Inn

■ **The Spa at The Essex**
The Essex





Featured Projects

Skana Spa

The Lodge at Turning Stone, Verona, NY



To learn more about Skana Spa and The Lodge at Turning Stone, visit skanaspa.com

- **Spa Prunifolia**
The Lodge and Spa at Callaway Gardens
- **The Spa at The Sanctuary**
Kiawah Island Resort
- **Spa Tocarre**
Borgata Casino Resort and Spa
- **The Spa at The Sonnenalp**
Sonnenalp Resort
- **Inn Spa**
Watercolor Inn
- **The Spa at The Essex**
The Essex

The exciting, challenging assignment required the creation of a spa aligned with the guest expectations at this Five-Star caliber resort while celebrating the heritage of the Oneida People by incorporating elements of their rich American Indian traditions and rituals.

Extensive studies of the Oneida history and culture were the basis for the spa's design centered around the Oneida belief in harmony with nature and with one's self. (Skana is the Oneida word for harmony.)

Luxurious and welcoming facilities were designed with architectural features inspired by Oneida ancestral structures: The large welcoming area, reminiscent of the Longhouse, with its firepit and ceiling of sticks; men's and women's whirlpools in the shape of a leaf (nature and plants are integral parts of the Oneida culture); invigorating "Balancing Water Rituals" reflecting the Oneida belief in the life forces of water; traditional spaces adorned with Oneida and Native American artwork; and large, back-lighted dreamcatchers in each of the treatment rooms.

Services provided were comprehensive, from creation of treatments and menus staffing services and opening events.

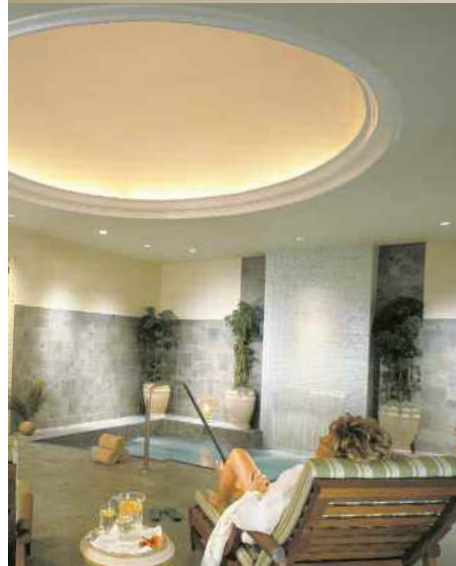




Featured Projects

The Spa at The Sanctuary

Kiawah Island Resort, Kiawah Island, SC



To learn more about The Spa at the Sanctuary and Kiawah Island, visit thesanctuary.com

- **Spa Prunifolia**
The Lodge and Spa at Callaway Gardens
- **Skana Spa**
The Lodge at Turning Stone
- **Spa Tocarre**
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Sonnenalp Resort
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Watercolor Inn
- **The Spa at The Essex**
The Essex

Working closely with the project architect, the task was to create a spa concept and theme reflective of the Resort's grand Southern mansion ambiance. Transitional and treatment spaces, services, guest experiences, decor and equipment were shaped to produce the ultimate guest experience at this famed seaside resort.

Natural features such as trickling water, gentle light, native woods and resident stones were incorporated to import the warmth, welcome and classic relaxing power of a grand Southern porch and garden.

Men's and women's separate Aqua Retreats are nature-inspired with waterfalls spilling into mineral whirlpools. The gracious sensations of a Southern garden were the inspirations for the solarium, while garden chimes gently call the beginning of each guest's personal treatment.

Kiawah Island's glorious shoreline and lush, green beauty were the natural inspirations for the Spa's signature treatments, derived from botanical extracts, nourishing seaweed, mineral rich mud and natural enzymes.





Featured Projects

Spa Tocarre

Borgata Casino Resort and Spa, Atlantic City, NJ



To learn more about Spa Toccare at the Borgata Casino Resort, visit theborgata.com

- **Spa Prunifolia**
The Lodge and Spa at Callaway Gardens
- **Skana Spa**
The Lodge at Turning Stone
- **The Spa at The Sanctuary**
Kiawah Island Resort
- **The Spa at The Sonnenalp**
Sonnenalp Resort
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An expert blending of the energy and excitement that prevail at the Borgata Resort with the soothing sensations of guest treatments was required in the creation of this new and dramatic spa.

The word *tocarre*—Italian for touch—was the thematic cornerstone in developing a special haven that touches the senses and stirs the soul throughout the facility's twenty-three treatment rooms.

Exciting colors (orange, fuchsia, vibrant greens, rich blues) play off stimulating textures (mohair, glass and stone) to stimulate the senses of sight and touch. Playing their part too, are the engaging powers of aromas and gentle sounds.

From light and decor, to treatments, menus and services, the result is a restorative sanctuary where guests can regroup, recharge and replenish themselves prior to reentering the Resort's exciting activities and pleasures.





Featured Projects

The Spa at The Sonnenalp Sonnenalp Resort, Vail, CO



To learn more about The Spa at Sonnenalp, visit sonnenalp.com

- **Spa Prunifolia**
The Lodge and Spa at Callaway Gardens
- **Skana Spa**
The Lodge at Turning Stone
- **The Spa at The Sanctuary**
Kiawah Island Resort
- **Spa Tocarre**
Borgata Casino Resort and Spa
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Watercolor Inn
- **The Spa at The Essex**
The Essex

The assignment, at this renowned Vail resort, spanned both present and future tense services.

Working closely with the architect and design team, plans were created for all aspects, including theme, decor and services for the Resort's new and dramatic spa facility planned for the future.

In response to the more immediate need to fully redesign, rethink and renovate the Resort's existing spa facilities, designs were created and work completed that involved the physical relocation of the spa treatment areas. This new location allowed the existing Grand Fireplace alcove (where guests may relax while awaiting their treatment sessions) to be incorporated into facility, as well proximity to the Resort's popular Gore Creek sundeck, a favorite spot for poolside socializing.

The renovations have been so highly praised by guests that Resort management was able to comfortably delay the large investment in new spa's construction.





Featured Projects

Inn Spa

Watercolor Inn, Seagrave Beach, FL



To learn more about Inn Spa at Watercolor Inn, visit watercolorresort.com

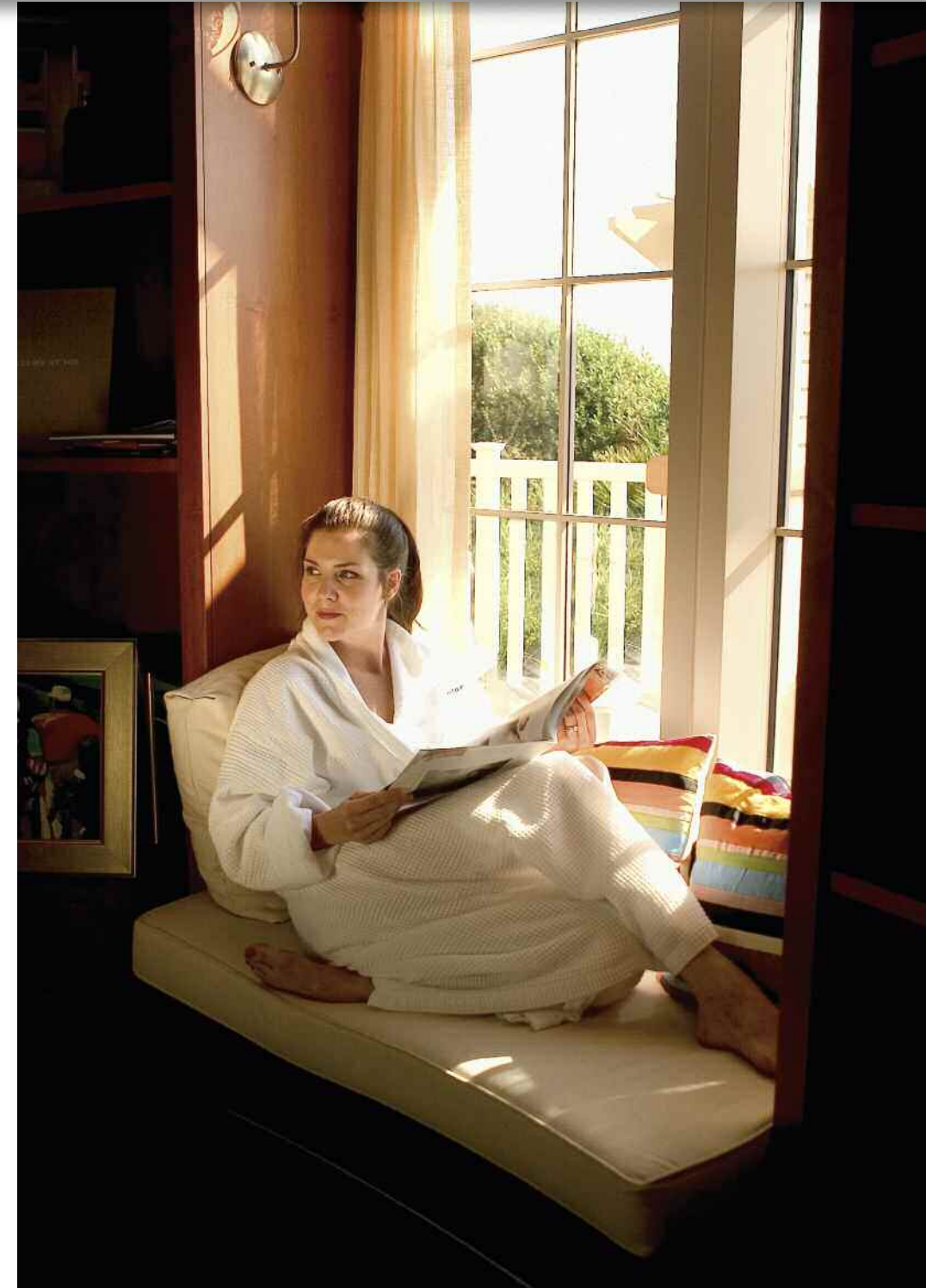
A compact space (1,500 sq. ft.) added challenge in creating a new spa for this prized, oceanside vacation destination. Inspired by the Watercolor logo with its peaceful brush strokes of nature, the theme of "The Art of Rejuvenation" was created with its interpretations flowing throughout the intimate spa spaces.

The decor of the Spa continues the casual warmth of the Inn's beach house feel where three treatment rooms offer a variety of signature treatments and therapies.

With management desiring to offer guest pedicures and manicures, and with a space at a premium, innovative problem-solving was required: pedicures are performed in a unique, zero-gravity lounge with copper soaking tubes that side-stepped the need for additional plumbing; and manicures are offered in waiting area which adds to relaxed, social feel of the space.

While small, the Inn Spa delivers a fully-formed, highly indulgent experience that nourishes the body and mind with an expansive array of services.

- **Spa Prunifolia**
The Lodge and Spa at Callaway Gardens
- **Skana Spa**
The Lodge at Turning Stone
- **The Spa at The Sanctuary**
Kiawah Island Resort
- **Spa Tocarre**
Borgata Casino Resort and Spa
- **The Spa at The Sonnenalp**
Sonnenalp Resort
- **The Spa at The Essex**
The Essex





Featured Projects

The Spa at The Essex

The Essex, Vermont's Culinary Resort and Spa, Essex, VT



To learn more about The Spa at the Essex, visit vtculinaryresort.com

The mission here was to create a less pretentious experience that emphasizes welcome and relaxed comfort.

Beginning with in-depth reviews and thoughtful modifications to the architectural drawings, the spa's design was themed around Vermont's rich tradition of warm hospitality. A naturally comforting ambiance, with extensive use of Vermont wood, stone and colors, prevails within the interior spaces. Separate men's and women's fireplace lounges and separate relaxation/resting lounges with candle walls and innovative lighting are wonderful counterpoints to the array of treatment rooms.

To strengthen the ties for spa guests between the Essex and the New England Culinary Institute, a special program was created in which spa guests play "chef" in preparing the ingredients contained in their own treatment materials.

■ **Spa Prunifolia**
The Lodge and Spa at Callaway Gardens

■ **Skana Spa**
The Lodge at Turning Stone

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Sonnenalp Resort

■ **Inn Spa**
Watercolor Inn





Segerberg Spa Consulting, LLC is led by its founder, Jane Segerberg. Her commitment to excellence is the foundation of a distinguished, 30-year career of achievement and leadership in the inter-related disciplines of the wellness, hospitality and spa industries. With 18 years of Five-Star resort experience and 11 years in the spa design and consulting business, Jane is recognized as an eminent authority on spa operations and business strategies. As President of SSC, Jane directs all aspects of the firm's consulting services including concept and facility design, operations and program development, staffing and training, marketing, facility openings and spa management.

Jane worked with Sea Island Company, Sea Island, Georgia for eight years before opening the Sea Island Spa and managing its operations for an additional ten years. Under her leadership and innovative programming and business acumen, Sea Island Spa was the first spa chosen by *Travel & Leisure* magazine as The Best Spa in North America, as well as receiving numerous other awards. Sea Island Spa remains on the *Travel & Leisure* lists of top resort spas.

As an esteemed consultant, Jane has provided design and operations expertise to a broad array of spa and resort projects, traveling extensively to spas worldwide and developing a broad knowledge and understanding of the international spa industry.

Jane recently served three elected terms as Chairman of the International Spa Association and continues to serve on the Past Chairman's Council and the Leadership Development Task Force. She is the recipient of the prestigious ISPA Dedicated Contributor Award and is credited with the tremendous growth of ISPA. The largest spa industry trade association, ISPA has grown to be a global organization with over 3,200 members representing 86 countries. Members include spa owners, directors and service providers.

Jane was recently recognized by *American Spa Magazine* as one of four top spa consultants as voted by the magazine's Professional's Choice Awards in which readers—who are the top decision makers at resort and destination spas, day spas and medical spas—vote for their favorites in the industry. The Awards have become the standard for recognizing spa industry leaders.

As a highly sought-after consultant and lecturer, Jane has spoken internationally to various organizations and has been featured in radio, television and internet interviews including Fox TV, National Public Radio, and WebMD. As a leading authority on spa trends and programming, Jane has been widely quoted in key publications such as *World Travel & Tourism Development*, *The Wall Street Journal*, *New York Times*, *Allure*, *American Spa*, *Businessweek.com*, *ABC News.com*, *Resort & Recreation* and *Hotel Executive Magazine*.

Jane holds a Bachelors degree in Health and Physical Education from Heidelberg University. She is certified by The American College of Sports Medicine, Cooper Aerobics Research Institute, American Council on Exercise and has appeared in *Who's Who in American Women*. She is also highly active in civic work on St. Simons Island, Georgia where she lives with her husband Eric. Jane is past president of the Board of Directors of the Brunswick, Georgia YWCA; past president of the Board of Directors of the Brunswick/Golden Isles Visitors Bureau; and twice chair of the American Cancer Society, Glynn County Unit gala benefit.



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