

# STACON LIVE 2022

SEPTEMBER 12-13, 2022

ORLANDO, FL

ISSUE NO 005



# Welcome to STAcon LIVE 2022!

## September 12 & 13

### Overview & Highlights

- Registration & Welcome Reception
- Meet & Greet your “Salty Tribe”
- Main Presentations
- Panel Discussions
- SALT-Ed Talks
- Certified Halotherapist™ Program
- Vendor Exhibitions
- Fun in Disney Springs!!!

### This year's topics include:

- The State of the Salt Therapy Industry
- The Future of the Wellness Industry
- Building a Foolproof Salt Therapy Sales Process
- How to Incorporate Breathwork with Salt Therapy
- Innovative Ways of Attracting & Retaining Customers
- Lessons Learned from Seasoned Salt Therapy Facility Members
- Learn How Professional Athletes are Getting Salted
- The Top Salt Therapy Business Models
- Much, Much More!



# Dear 2022 Salt Therapy Association Conference Attendee,

We'd like to personally welcome you to STAcon LIVE 2022 - the 5th annual Conference for the Salt Therapy Association - in beautiful Orlando, Florida.

The combination of poor air quality, climate change, and the rise of infectious diseases such as the flu, pneumonia, and COVID have made respiratory wellness more important than ever. The time has come to use salt therapy to breathe well and be well.

This year our Conference returns to Orlando for a third time (2019, 2021), while also being streamed to all corners of the world and we couldn't be more excited to unite the entire worldwide salt therapy community once again.

Since our inaugural Conference in 2018, we've had people from all over the world come to learn, share, and network with other salt therapy facility owners, spa directors, wellness centers, floatation facilities, and people looking to get into the industry. In an effort to enhance the knowledge of those looking to get into the salt therapy business, as well as current facility owners and operators, we welcome our most speakers ever!

The STA Conference is a great show of unity among the major industry leaders in the Salt Therapy industry, and we will address many of the challenges and issues that we are all facing.

For those of you in Orlando, we invite you to join us for a Welcome Reception on Sunday evening from 6 pm to 7:30 pm. Pass-around hors d'oeuvres will be served, and there will be a cash bar.

Please always wear your name tag to the reception and throughout the Conference, as this is your only ticket. This is a wonderful event to meet and mingle with your Salt Therapy friends and family.

Monday and Tuesday will include two day's worth of featured speakers, panel discussions, and SALT-Ed Talks to help enhance the knowledge of those already in the salt therapy business, as well as those who are looking to start their own business.

Whether you're live or virtual, we'd like to thank each of you for attending our conference and bringing your expertise to our gathering. You, as Salt Therapy industry pioneers, have the vision, the knowledge, the wherewithal, and the experience to help us pave our way into the future. You are truly our greatest asset today and tomorrow, and we could not accomplish what we do without your support. Throughout this conference, we ask you to stay engaged, keep us proactive and help us shape the future of Salt Therapy. Our personal respect and thanks go out to all of you.

As always, the STA conference will be informative, educational, and fun!

**Salt Therapy Association**



The Salt Therapy Association is a distinct, not-for-profit, international professional trade association established in 2013 to represent the interests of Individuals Associates, Salt Therapy Facilities, Providers, Vendors, and Suppliers.

There are currently 3,500+ worldwide members in 35 countries. The Salt Therapy Association was founded to provide resources, information, research and standards to support, promote and create awareness about salt therapy/halotherapy for the industry, businesses, and consumers.

## The objectives of the Salt Therapy Association are to:

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- Promote interest in, generate awareness of, and provide education about salt therapy.
- Promote and market salt therapy to consumers including a Salt Therapy Directory.
- Develop communication, information, and media tools to promote salt therapy.
- Promote scientific innovation in the salt therapy field by sponsoring research in the use of salt therapy.
- Promote higher business standards and better business methods in the use of salt therapy.
- Expand the salt therapy business by encouraging the use of salt therapy.
- Provide leadership to improve and grow the salt therapy industry through generation, dissemination, and exchange of information and services.



# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## ALLAN SHARE



### **PRESIDENT**

SPA INDUSTRY ASSOCIATION  
CAVE CREEK, ARIZONA  
STA FOUNDING BOARD MEMBER

Allan Share, a 34-year veteran of the Health and Wellness industry, took over as President of the Spa Industry Association in August of 2010. The SIA is the leading trade association supporting spa, salon, resort, luxury, aesthetics, medical spa and more.

Allan will be speaking on the positive impact Salt Therapy has made, and continues to make, in the Spa and Wellness industry.



### **CO-FOUNDER, CHAIR, & CEO**

GLOBAL WELLNESS INSTITUTE  
& GLOBAL WELLNESS SUMMIT  
MIAMI, FLORIDA

Recognized as a leading authority on wellness trends, Susie is the chair and CEO of the nonprofit Global Wellness Institute, considered the industry's leading global research and educational resource.

She is also co-founder, chair and CEO of the Global Wellness Summit, an organization at the heart of the multitrillion-dollar global wellness economy focused on facilitating collaboration amongst industry thought leaders.

Susie sits on numerous academic and industry boards, including the EHL - Swiss Hospitality Management School in Lausanne, the Aspen Brain Institute, the Penn

Center for Neuroaesthetics, and was also a member of the World Economic Forum's "Accelerating Health and Well-being Initiative."

Susie will be presenting on "The Future of the Wellness Industry".

## SUSIE ELLIS



# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## HENSLEY ELLEFRITZ

### FOUNDER & OWNER

REBOOT FITNESS CONSULTING  
DALLAS, TEXAS



Hensley is the Founder + Owner of REBOOT Fitness Consulting, an agency born out of the need for sales-focused, KPI-driven business practices in boutique fitness.

She formed Reboot in November 2020 with a mission to bring high-touch guidance and sales strategy to independent wellness owners and emerging franchisors.

In the past two years, Reboot has worked with over 100 fitness, recovery and chiropractic brands with 90% of independent business owners recouping their investment within their 12-week Reboot program.

Hensley's presentation will be on "Building a Foolproof Salt Therapy Sales Process".



### ENTREPRENEUR & AUTHOR

THECEOM.COM

## SANDY ABRAMS

Sandy is a longtime entrepreneur and 2x author focused on Workplace Wellness sharing 30+ years of experience utilizing the power of breath & mindfulness in business and life.

She wrote a book in 2019 called Breathe to Succeed. Sandy has shared BREATHWORK experiences with Google, WW (formerly Weight Watchers), Canyon Ranch resorts, Pepsi, and many women's and entrepreneurial groups, and is a 2022 TEDx Speaker.

She's on a mission to empower people to create their optimal energy for both wellness & success...one deep, mindful breath at a time.



Sandy's presentation will be on "How to Incorporate Breathwork with Salt Therapy".

# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## NANCY GRIFFIN

### FOUNDER

SENIORTRADE MEDIA  
EUGENE, OREGON



Nancy is a veteran entrepreneur in hospitality and wellness. A recognized leader in the spa industry for more than 20 years, she recently expanded her focus to showcase innovation in senior living and aging services.

In 2020, Griffin founded SeniorTrade Media, producing the popular weekly business podcast *Glowing Older*, the *SeniorTrade Brief*, and *Blog*. Senior Trade media features powerful voices shaping the business of aging well.

In 2020, Griffin founded SeniorTrade Media, producing the popular weekly business podcast *Glowing Older*, the *SeniorTrade Brief*, and *Blog*. Senior Trade media features powerful voices shaping the

business of aging well.

Nancy will be presenting on "Marketing Wellness to Boomers: How to Target the Exploding Population of Older Adults".



### PRINCIPAL

WELLNESS CAPITAL MANAGEMENT  
BELLEVUE, WASHINGTON

## MONTE ZWANG

Monte, who has been a business and financial consultant for more than 30 years, has presented for the Spa Industry Association and has contributed to *American Spa Magazine*. He has worked with entrepreneurs in the health, wellness, medical, spa, salon, and fitness industries to develop their business plans, manage growth, and improve profitability.

Monte is driven to the wellness industry because of a professional passion to coach health, medical, spa, and fitness entrepreneurs to understand, manage, and improve their numbers and profitability. This allows them to focus on what they do best; providing quality care, helping people live a healthy lifestyle, creating a phenomenal work environment, and growing their business.

Monte is a graduate of the University of Denver and has been named a Five Star Best in Client Satisfaction Wealth Manager.

Monte's presentation is entitled, "Planning for Profit as We Navigate Our Insane Economy"





# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## KIM CARR SWORDS



### **SALT THERAPY FACILITY OWNER**

SALT N' SAUNA WELLNESS  
ALPHARETTA, GEORGIA

Kim Carr Swords is the founder and owner of Salt n' Sauna Wellness, KBBB Organics, and Coach Kim Carr in the greater Atlanta, GA area. All three businesses were born from her personal health journey overcoming life-threatening complications in the ICU from Grave's Disease, an autoimmune disease, surviving against unsurmountable odds, and learning to thrive healing with natural modalities.

She's a health and wellness entrepreneur because everything went wrong, and she had to figure out how to make everything right again. She's a Board-Certified Holistic Health Practitioner, Holistic Nutritionist, Holistic Health Coach, and Autoimmune Certified Coach. She is a speaker/presenter on the AIP Summit (Autoimmune Protocol)

that airs in January every year and does work in the autoimmune community, and has been featured in America's Women Magazine, Atlanta Edition.

By following her own path, and following her gut instincts, she turned Salt N' Sauna Wellness into a thriving wellness studio; winning "Best of North Atlanta" year after year.

Kim's presentation is entitled "Why I Got Into the Salt Therapy Business, My Personal Testimony & Keys to Success in this Business".



### **SALT THERAPY FACILITY OWNERS**

ADIRONDACK SALT CAVE  
- HALOTHERAPY AND WELLNESS CENTER  
GLENS FALLS, NEW YORK

## DANA AND GREG RUSSELL

Owners Dana and Greg will share their experiences planning, building, and operating Adirondack Salt Cave, while sharing lessons learned, successes and missteps along the way, and the challenge of transitioning from a sole practitioner to managing practitioners. Adirondack Salt Cave is a multi-service wellness center offering Halotherapy, Massage, and Esthetician Services.



Owners Dana and Greg will share their experiences planning, building, and operating Adirondack Salt Cave, while sharing lessons learned, successes and missteps along the way, and the challenge of transitioning from a sole practitioner to managing practitioners. Adirondack Salt Cave is a multi-service wellness center offering Halotherapy, Massage, and Esthetician Services.

Dana and Greg's presentation will discuss "How We Began, How We're Doing and What's Next".

# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## MEAGAN ROBAR

### HEAD OF EXPERIENCE

AMBITION  
NEW YORK CITY, NEW YORK



Meagan Robar is Head of Experience for Ambition. With nearly a decade of experience in the boutique fitness industry, Meagan is passionate about helping fitness and wellness entrepreneurs build and ethically scale their businesses using a heart-centered approach.

She prioritizes building meaningful relationships with clients over short-term profits (#heartbeatoverbottomlines) and believes most ineffective marketing strategies indicate weak brand-client relationships.

She believes in humanizing brands by developing an authentic, trusting relationship with potential customers that will convert leads into members and improve overall client retention by knowing who you serve and why it matters.

Meagan will be discussing "The Power of Emotional Branding".



### OWNER

PASCO VETERINARY MEDICAL CENTER  
LUTZ, FLORIDA

## DR. MARLENE SIEGEL DVM

Doctor of Veterinary Medicine and visionary in veterinary health, Marlene Siegel first became introduced to alternative medicine for pets in 2004. Her interest led her to become a Certified Natural Health Professional in 2012, in addition to her traditional DVM degree. The knowledge and skills derived from this certification have added immeasurable value to her practice.

Dr. Siegel has been featured on several local TV shows, given numerous lectures on integrating holistic care in veterinary medicine, and has written newspaper columns on veterinary care for pets.

Dr. Siegel has successfully been using halotherapy as a treatment for animals with both upper and lower respiratory conditions and will be speaking on "Evidence-based Halotherapy with Pets". "Evidence-based Halotherapy with Pets".



# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## DONNA CARUSO

**SALT THERAPY FACILITY OWNER**  
ELEVENTH ELEMENT RELAXATION SPA  
EDWARDSVILLE, PENNSYLVANIA



Donna Caruso grew up in the Wilkes-Barre/Scranton area of Northeast Pennsylvania. After finishing a few years of college and entering the workforce, she moved to Florida to finish her education at Florida State University. After graduation, she lived in Orlando for 20 years pursuing a career in television production.

Her ambitions turned toward her husband's family construction business and then to entrepreneurship.

Wanting to experience seasons again, she and her husband decided to move back to PA in 2018. While planning their next steps, Donna and her husband found a real need for more holistic and natural care services in the region.

They researched a variety of different options and created Eleventh Element Relaxation Spa. Today they are the only business offering four services under one roof in that area and continue to grow by word of mouth of their loyal clients. Donna will discuss "How Your Salt Therapy Business Can Expand and Thrive"



## MARKETING MASTERMIND

ZOOMDAZZLE.COM  
BOYNTON BEACH, FLORIDA

## CRAIG URE

Craig Ure is the CMAO of ZoomDazzle.com publishing international, a web marketing consultant, speaker, author and social media adviser for many INC 500 offline and online companies. Craig and his father owned and managed 118 fitness/spa properties, 2,987 licensed spa clubs and an international fitness equipment manufacturing company in Europe.

Craig has an MBA in marketing and business studies and owns many publishing websites and eCommerce stores selling physical products. He has spent the last 30 years at the school-of hard-knocks perfecting marketing tactics and proven business-building strategies within the health, beauty and medical industry.

Craig is now focused on fixing and providing immediate growth solutions for small and medium-sized businesses leveraging the most advanced internet marketing, eCommerce and proven integrated marketing tactics and strategies.





# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## SHOSHANA TREICHEL

### SALT THERAPY FACILITY OWNER

ABOVE AND BEYOND YOGA AND  
SALT THERAPY CENTER  
MOBILE, ALABAMA



Shoshana decided to become one of the world's strongest women after a brutal attack in NYC in 1986 left her feeling vulnerable and powerless. She began a training regimen to achieve her goal and has not only achieved world records in the bench press but has become one of the world's most talented figures in Women's Bodybuilding.

She has owned her own gym, developed weightlifting curricula at universities, and has trained and taught yoga to elite athletes from all over the world. Her clients have included NFL players, NBA players, MMA fighters, and many bodybuilding and physique competitors.

As a personal trainer, nutritionist, and Yoga Instructor, Shoshana has helped her clients shed thousands of pounds of fat, replacing it with hard-earned muscle! The title of Shoshana's presentation is "Learn How Professional Athletes are Getting Salted".



**AUTHOR - SPEAKER - ENTREPRENEUR**  
CRYOTHERAPY INDUSTRY NATIONAL ASSOCIATION  
THE COLONY, TEXAS

## LARS LÖFSTRAND

Lars is what's known as a "Serial Entrepreneur," having started, owned, and run 22 different businesses.

Lars is passionate about business and helping other entrepreneurs and people wanting to be entrepreneurs realize their dream of owning a successful business. He is a respected leadership authority, author, talented teacher, speaker, futurist and organizational consultant.

Get ready for a daring attack on the way that you look at your work, your life, and yourself.

Lars will be presenting on "The Art of Hiring Top Performers".



Meagan will be discussing "The Power of Emotional Branding".

# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## ALYSSA SPRINGS

### SALT THERAPY FACILITY OWNER

FLOW MOTION: A HEALING SPA & YOGA SANCTUARY  
FERNDALE, WASHINGTON



Having designed, creatively funded, and built-out most of her facility, Alyssa will share her learned experiences from the ups and downs of owning an award-winning yoga studio and spa, so that you can apply them to your business. Alyssa has attended the STA's salt conferences from inception and has since returned each year for valuable knowledge and meaningful connections.

Pull up a seat as she shares the little details that make a great client experience - including the "big one" that you won't want to let slip through the cracks. And while the little things are important, what's key is a stable foundation for your business to rest on and grow from. Alyssa's main focus will be sharing absolute must-haves, so that you can create more ease and longevity for your business.

Alyssa's presentation is entitled, "From the Ground Up: Foundational Stability to Memorable Client Experiences".



### SALT THERAPY FACILITY OWNER

THE SALT ROOM LAKE COUNTRY  
PEWAUKEE, WISCONSIN

## TAMMRA REISS

CHHP, CNHP, CHHC & AEMT

Tammra never dreamed of owning her own business, but life plans changed as it does for many of us. An introduction to salt therapy and holistic care while life was shifting and changing found her leaving a world of emergency medical services and caregiving to opening her wellness center.

She will share the shifts she experienced in her personal and professional life and how opening a Salt therapy business allowed her to quickly establish herself within her community and with other medical practitioners. She will share her intimate journey from beginning to growing, surviving through unprecedented times, and what she's doing to keep her practice thriving.



Tammra's presentation is entitled, "To Inspire and Inform; The Truth about My Journey and Success in the Business of Salt Therapy".

# SPEAKERS

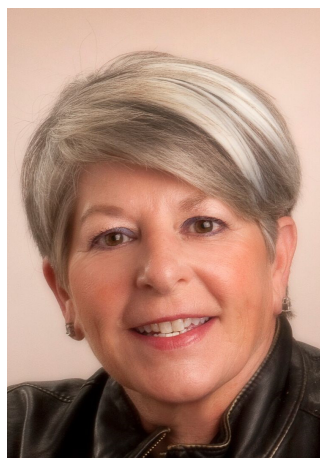


SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## PATTI BIRO

### OWNER

PATTI BIRO AND ASSOCIATES  
FREDERICKSBURG, TEXAS



Author, consultant, spa cheerleader, and coach, Patti may have been one of the youngest spa owners on record.

A lifelong love affair with all things spa and wellness began after starting a backyard spa with two sisters in her neighborhood. From day spas to resorts, hotels to medical spas, hospitals, non-profits, and wellness centers have been the target of Patti's endless energy and insight into creating memorable spa experiences.

Retail has been a key content area for Patti and she frequently speaks on retail topics in the gift, spa, and resort industry.

Patti will be presenting "10 Retail Trends That Are here to Stay!"



### PRESIDENT

FLOAT TANK ASSOCIATION  
SURF CITY, NC

## BETH JONES

Beth Jones has served as the President of the Floatation Tank Association since 2018.

She and the Board of Directors of the FTA are committed to serving the world-wide float community by promoting the profound benefits of floating, increasing the use of floatation tanks, and encouraging the growth of the float industry. The FTA funds public education, research, and other opportunities that allow us to forward this mission in addition to publishing float tank standards that ensure the floating public enjoys a safe and consistent float environment.

Particularly interesting is that Beth was initially a hard critic of float therapy and said she'd never do it...until her first float radically changed the trajectory of her world.

In addition to her involvement in growing the float industry as a whole, she runs her own float centers, Float Spa X Wellness - her franchise + consulting firm, and Beth Jones Wellness - consulting for business, life, and health. She's - as you'll find - a tornado of gratitude, energy, and inspiration, a collector of cowboy boots, a lover of outdoor exploration and water sports, a wanderer, and a mermaid.

Beth will be presenting on "Adding Float Therapy to Existing Wellness Centers: What You Need to Know".





# SPEAKERS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## LEO M. TONKIN

### CEO

SALT CHAMBER - BOCA RATON, FLORIDA  
STA FOUNDING BOARD MEMBER



Leo M. Tonkin has been CEO of several companies over the past 30+ years focused on strategic, organizational and leadership development. Leo has worked with start-ups, entrepreneurial and high-growth companies to Fortune 100 organizations to improve their performance, effectiveness, and productivity. His clients include some of the top branded companies in the world such as Office Depot, AstraZeneca, American Express, Mass Mutual, The Home Depot, Jarden, Apple Computers, Black & Decker, Pfizer, Ford Motors, and others. He was a pioneer in the executive coaching field in the 1980's before 'coaching' was a mainstream distinction in the business world. In the early 1990's, he collaborated with Stephen Covey to develop and deliver training programs based on what has been arguably the most popular business book of all time, *The 7 Habits of Highly Effective People*. Later, he developed programs while collaborating with Ken Blanchard, author of *The One Minute Manager*, *Situational*

*Leadership*, *Raving Fans* and worked with other best-sellers such as *Who Moved My Cheese?* He is known for applying various principles and distinctions from sports and organizational psychology, strategic coaching, change management, neuroscience, and transformational training to impact the performance of organizations, their people and their culture.

In 2012, SALT Chamber was started, and the organization has become one of the world's leading authorities on designing, building, and developing salt therapy concepts and facilities as a new business and for day spas, med spas, wellness centers, and health practitioners to add salt therapy to their existing services. SALT Chamber has worked with over 1,400+ facilities that provide salt therapy and every year this is expanding. SALT Chamber provides design services, equipment, education, training, and marketing. In addition to their Trade Showroom in Boca Raton, Florida, SALT Chamber manufactures Himalayan Salt Décor as architectural elements for salt facilities, spas, hotels, restaurants, and other applications. Leo is also the Founding Chairman of the Salt Therapy Association, a not-for-profit trade organization providing research, education, and innovation for the salt therapy industry, and has recently been named Initiative Chair for the new Respiratory Wellness Initiative from the Global Wellness Institute.

Leo is considered a thought leader and a futurist in organizational development and is a published author, a highly sought-after keynote speaker and lecturer and has written more than 30 programs from executive excellence and team building to communication and breakthrough thinking. He has been the pioneering force behind the salt therapy industry and as a recent cancer survivor, he's passionate about the difference salt therapy makes in people's lives. He lives with his wife Lori in Delray Beach, Florida, and has family in South Florida, including a seven-year old granddaughter and year-old grandson.



# ITINERARY



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## SUNDAY, SEPTEMBER 11

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### Registration

3:00 pm – 6:00 pm

Location: Wyndham Tower – Mezzanine Level

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### Welcome Reception

6:00 pm – 7:30 pm

Location: Oasis Pool Terrace

- Meet with conference participants and speakers
  - Networking opportunities
- 

## MONDAY, SEPTEMBER 12

### Breakfast On Your Own

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### Final Registration

8:00 am - 9:00 am

Location: Wyndham Tower – Mezzanine Level

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### Visit the Vendors

Location: Horizons Ballroom (Salons 1,2,3)

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### STAcon LIVE Goes LIVE!

9:00 am

#### Opening Remarks

#### The Positive Impact Salt Therapy is Making in The Spa & Wellness Industry

Allan Share – President – Spa Industry Association  
STA Founding Board Member

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### The Future of the Wellness Industry

9:30 am

Susie Ellis – Co-Founder, Chair & CEO  
Global Wellness Institute and Global Wellness Summit

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### Respiratory Wellness and the Impact of Salt Therapy

10:15 am

Leo Tonkin - CEO - SALT Chamber  
STA Founding Board Member

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### Take a Breath Break

11:15 am

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# ITINERARY



**SALT THERAPY ASSOCIATION**  
2022 CONFERENCE **LIVE**

## MONDAY, SEPTEMBER 12 - *Continued*

### **Building a Foolproof Salt Therapy Sales Process**

11:35 am

Hensley Ellefritz – Founder and Owner – REBOOT Fitness Consulting

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### **Visit the Vendors**

12:05 pm

Location: Horizons Ballroom (Salons 1,2,3)

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### **Lunch**

12:35 pm

Location: Lakeview Restaurant

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### **The Power of Emotional Branding**

1:45 pm

Meagan Robar – Head of Experience - Ambition

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### **Why I Got Into the Salt Therapy Business, My Personal Testimony & Keys to Success in this Business**

2:15 pm

Kim Carr Swords, BCHHP, CHN, CHHC, AIPCC

Salt Therapy Facility Owner – Salt N' Sauna Wellness

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### **Planning for Profit as We Navigate Our Insane Economy**

2:35 pm

Monte Zwang - Principal - Wellness Capital Management

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### **Take a Breath Break**

3:05 pm

### **How Your Salt Therapy Business Can Expand and Thrive**

3:25 pm

Donna Caruso – STA Facility Owner – Eleventh Element Relaxation Spa

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### **How to Incorporate Breathwork with Salt Therapy**

3:45 pm

Sandy Abrams – Entrepreneur and Author – TheCEOm.com

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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# ITINERARY



SALT THERAPY ASSOCIATION  
2022 CONFERENCE **LIVE**

## MONDAY, SEPTEMBER 12 - *Continued*

### The Profitability of the Consumer Market: Innovative Ways of Attracting & Retaining Customers

4:15 pm

Craig Ure - Internationally Recognized Business Marketing Strategist, Coach & Speaker

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### End of Day Remarks

5:00 pm

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### Visit the Vendors

Location: Horizons Ballroom (Salons 1, 2, 3)

Support our Salt Therapy Association vendors by visiting their booths.

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### Meet The Experts Happy Hour

5:05 pm

Our Meet the Expert Sessions are led by members of our featured speakers who are recognized authorities in their fields. Have a drink at the cash bar and enjoy these open discussion sessions, which will be driven by active participation from Conference attendees.

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## TUESDAY, SEPTEMBER 13

### Breakfast On Your Own

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### Visit the Vendors

8:30 am

Location: Horizons Ballroom (Salons 1, 2, 3)

Support our Salt Therapy Association vendors by visiting their booths.

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### Day 2 Opening Remarks

9:00 am

Allan Share - President - Spa Industry Association

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### Learn How Professional Athletes are Getting Salted

9:15 am

Shoshana Treichel - Salt Therapy Facility Owner  
- Above and Beyond Yoga and Salt Therapy

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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# ITINERARY



SALT THERAPY ASSOCIATION  
2022 CONFERENCE **LIVE**

## TUESDAY, SEPTEMBER 13 - *Continued*

### Evidence-Based Halotherapy for Pets

9:45 am

Dr. Marlene Siegel - Integrative Veterinarian - Pasco Veterinary Medical Center

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### Take a Breath Break

10:30 am

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### 10 Retail Trends That Are Here to Stay!

10:30 am - 10:55 am

Patti Biro - Owner - Patti Biro and Associates

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### Adding Float Therapy to Existing Wellness Centers: What You Need to Know

11:15 am

Beth Jones - President - Floatation Tank Association

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### Visit the Vendors

11:45 pm

Location: Horizons Ballroom (Salons 1, 2, 3)

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### Lunch

12:15 pm

Location: Lakeview Restaurant

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### How We Began, How We're Doing and What's Next

1:30 pm

Dana and Greg Russell - Salt Therapy Facility Owners  
- Adirondack Salt Cave - Halotherapy and Wellness Center

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### The Art of Hiring Top Performers

1:50 pm

Lars L fstrand - Cryotherapy Industry National Association

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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### Take a Breath Break

2:20 pm

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# ITINERARY



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

## TUESDAY, SEPTEMBER 13 - *Continued*

**To Inspire and Inform; The Truth about My Journey and Success  
in the Business of Salt Therapy** 2:50 pm

Tammra Reiss, CHHP, CNHP, CHHC, Shape Practitioner, Certified Halotherapist & AEMT  
- Salt Therapy Facility Owner & Practitioner - The Salt Room Lake Country

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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**Marketing Wellness to Boomers:  
How to Target the Exploding Population of Older Adults** 3:10 pm

Nancy Griffin - Principal - Contento Marketing / Founder - SeniorTrade Media

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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**From the Ground Up:  
Foundational Stability to Memorable Client Experiences** 3:40 pm

Location: Horizons Ballroom (Salons 1, 2, 3)

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**End of Conference Remarks** 4:00 pm

Location: Horizons Ballroom (Salons 4, 5, 6, 7, 8)

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# OUR SPONSORS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

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# 2019 SALT THERAPY ASSOCIATION SYMPOSIUM WIELICZKA SALT MINE, POLAND



One May 5, 2018, the Salt Therapy Association welcomed 30+ Facility Members from around the world to the “birthplace of halotherapy”, the Wieliczka Salt Mine in Poland, for our first symposium. The Symposium featured two days of educational presentations in the salt mine’s Salt Chambers, exploring along the remarkably beautiful undergrounds of the Miner’s and Tourist Routes, as well as visiting their Health Resort.

After postponing our 2022 Symposium, the Salt Therapy Association is proud to announce that we’ll be heading back to Wieliczka Salt Mine in 2023 with up to 40 of our Salty Members, and you’re invited to join us!

## Register Your Interest Now for 2023 at the STA Booth!



# BECOME AN STA FACILITY MEMBER



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

With over 3,500 members in 35 countries, the Salt Therapy Association (STA) is the largest organization of salt therapy facilities, professionals, and enthusiasts in the world.

## THE IMPORTANCE OF BECOMING AN STA MEMBER

The STA provides unparalleled networking opportunities, allowing individuals to connect with their peers, mentors, and other industry leaders. For most people, creating professional relationships is important, and joining the STA allows you to have a sense of security and trust. From this, you are able to support and help one another in reaching your professional goals.

If you are interested in furthering your knowledge, joining the STA is a good start.



## BENEFITS OF FACILITY MEMBERSHIP

- ✓ Open to owners, operators, and principals of facilities that offer salt therapy.
- ✓ A listing in the STA Directory
- ✓ Receive an STA Window Decal for your business
- ✓ Receive access to salt therapy resources and information
- ✓ Receive access to industry trends, news, and reports
- ✓ Receive a variety of educational, informational, and promotional materials for you to use to promote your salt therapy business
- ✓ Receive STA email updates
- ✓ Purchase Salt Therapy Association Educational Cards at Wholesale Prices
- ✓ Access to the Salt Therapy Association Facility Members Facebook Group

Please visit the STA Booth for more information  
and to sign up as a Facility Member.



# PROUD MEMBERS ON DISPLAY



SALT THERAPY ASSOCIATION  
2022 CONFERENCE **LIVE**



**Intown Salt Spa**  
Atlanta, Georgia



**Bare Necessities Day Spa**  
Londonderry, New Hampshire



**Linscott Salt and Wellness**  
Marysville, Ohio



**Serene Salt Therapy**  
Omagh, United Kingdom

PROUD MEMBER & SUPPORTER



**Above and Beyond: Yoga and Salt Therapy**  
Mobile, Alabama



**The Salt Retreat**  
Frisco, Texas



**Purity Salt Cave and Wellness Spa**  
Grand Bend, Ontario, Canada



**Fusions Spa & Wellness**  
Sylva, North Carolina

Please visit the STA Booth to sign up as a Facility Member and receive your Window Decal.

# EDUCATIONAL CARDS



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

The Salt Therapy Association provides access to a wealth of marketing materials for your business.

Membership as a Salt Therapy Facility/Provider allows you the ability to purchase Salt Therapy Association Educational Cards at wholesale prices. Without membership, you cannot purchase these cards.

The 30 cards come in packs of 100 and offer an overview of the condition, as well as an explanation regarding how Salt Therapy works to alleviate the symptoms.

Cards can be purchased individually by condition for \$12 each (100 cards), or you can order them by sets.



## 7 SALT THERAPY ASSOCIATION RESPIRATORY EDUCATIONAL CARDS

- Allergies
- Asthma
- COPD, Emphysema & Bronchitis
- Coughs, Colds & Flu
- Cystic Fibrosis
- Sinus Infections & Sinusitis
- Snoring & Sleeping Problems



## 7 SALT THERAPY ASSOCIATION HALOTHERAPY EDUCATIONAL CARDS

- What is Dry Salt Therapy (Halotherapy)?
- Frequently Asked Questions
- Respiratory Hygiene
- Research
- What is a Halogenerator?
- Types of Salt
- The Coronavirus and Halotherapy



## 3 SALT THERAPY ASSOCIATION OTHER CONDITIONS EDUCATIONAL CARDS

- Ear Infections
- Psoriasis, Eczema & Acne
- Jet Lag and Travel



## 5 SALT THERAPY ASSOCIATION EDUCATIONAL CARDS

- Dry Salt Therapy (Halotherapy) for Children
- Dry Salt Therapy (Halotherapy) for Seniors
- Dry Salt Therapy (Halotherapy) for Athletes
- Dry Salt Therapy (Halotherapy) for Corporate Wellness
- Dry Salt Therapy (Halotherapy) for Pets



## 5 SALT THERAPY ASSOCIATION SPANISH EDUCATIONAL CARDS

- Tos, Resfriados y Gripe (Cough, Cold, and Flu)
- Niños (Children)
- ¿Que es la terapia de salt seca? (What is Dry Salt Therapy?)
- Asma (Asthma)
- Alergias (Allergies)



## 3 SALT THERAPY ASSOCIATION MENTAL WELLNESS EDUCATIONAL CARDS

- Mental Wellness
- Mindfulness & Meditation
- Stress, Anxiety & Fatigue

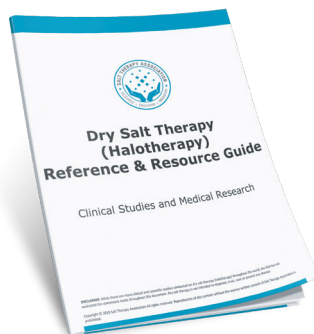
Please visit the STA Booth to sign up as a Facility Member and Purchase our Educational Cards.



# REFERENCE & RESOURCE GUIDE



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE



In February 2019, the Salt Therapy Association was proud to release our "Dry Salt Therapy (Halotherapy) Reference & Resource Guide - Clinical Studies and Medical Research".

Consisting of **139 pages**, and designed to help educate local health care professionals, as well as to provide documented evidence for skeptics, we consider this guide to be the most comprehensive report ever produced regarding the efficacy of dry salt therapy.

We also have a smaller 11-page guide that doesn't include the research documents or clinical studies and can be used as a printable handout to help inform and educate on the basics of dry salt therapy.

**You can receive access to both guides by becoming a member of the STA.**

The "Dry Salt Therapy (Halotherapy) Reference & Resource Guide - Clinical Studies and Medical Research" offers a background, history, and overview regarding the evolution of dry salt therapy, as well as an indexed guide to all relevant research documents and clinical studies that have been produced around the world over the last two decades.

We hope you enjoy our guide and it helps to educate you and your local community on the benefits dry salt therapy provides to the respiratory system, skin, and overall wellness.

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## SALT•Ed

salt therapy education

The **Salt Therapy Association (STA)** is the best place for members from around the world to become educated on the most important issues affecting the salt therapy industry. Our **SALT-Ed (salt therapy education)** series has a simple mission: deliver compelling, educational content you won't find elsewhere. STA Facility Members receive primary access to all **SALT-Ed** content.

Published SALT-Ed content currently located on the Research Articles page of the STA website include:

- **The Coronavirus and Salt Therapy**
- **Our Thoughts on Salt Pipes and Himalayan Salt Inhalers**
- **Distinguishing Halotherapy and Commercial Halogenerators**

**Not a Facility Member? Join today for access to our Reference and Resources Guide and to take advantage of the great educational content of our SALT-Ed series.**

# STA SWAG



SALT THERAPY ASSOCIATION  
2022 CONFERENCE LIVE

Support the Salt Therapy Association with the purchase of these t-shirts, tank tops, hoodies, and hats.

STA SWAG



I  SALT

**Salty.**

**Live Salty**

SALTY  
TRIBE

SALTY LIFE



To open a Wholesale Account and order swag, go to [www.salttherapyassociation.org/wholesale](http://www.salttherapyassociation.org/wholesale) and complete the form.



# CERTIFIED HALOTHERAPIST™



SALT THERAPY ASSOCIATION  
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The Salt Therapy Association (STA) is proud to offer our educational program for becoming a Certified Halotherapist™.

Since its launch at our 2019 Conference, the STA has welcomed over 300 students into the program.

While there are no current required licenses or certifications for becoming a salt therapy provider or starting a halotherapy business, the STA recognized a need in the industry for providing more education, knowledge and awareness regarding the efficacy of halotherapy and how it impacts respiratory and skin conditions as well as being applied for respiratory hygiene, preventative respiratory health and overall wellness.

The Certified Halotherapist™ program is offered online and can be completed at a student's leisure. This program prepares people to be respiratory educators, breathwork coaches, and community presenters about halotherapy. The curriculum includes educational materials and courses from existing Respiratory Therapists and Respiratory Care Practitioners degreed programs such as:

- Respiratory System & Functions
- Introduction to Applied Respiratory Therapeutics
- Microbiology
- The Pharmacology of Sodium Chloride
- Breath Work Therapy
- Indoor Air Quality

Please visit the Salt Therapy Association Booth for more information and to register for the Certified Halotherapist™ educational program.



[WWW.SALTOTHERAPYASSOCIATION.ORG](http://WWW.SALTOTHERAPYASSOCIATION.ORG)

**844-STA-INFO**