



The Organization of Spirit Industry Providers

Spirit Industry Insider

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Check out the Sweet Deals at Encore for this year's Conference...

Spa Services:

- \$95 fusion massages
- \$95 fusion facials
- \$50 pedicures
- \$25 manicures
- all other services 20% off
- day pass discount by a 1/3 from \$30 to \$20



Wynn Theatre - Le Rêve:

Presented exclusively at Wynn Las Vegas, Le Rêve is presented in the acclaimed Wynn Theater, an aqua theater-in-the-round, where every seat fully immerses you in the performance.

- Performances Thursday through Monday – 7:00pm and 9:30pm
- Free show ticket upgrades on individual ticket purchase (regular price) in Splash seating to Premium seating
- 25% discount on group tickets (minimum of 10 tickets) with additional savings of 10 or more tickets

I think you'll agree that this is shaping up to be the best conference ever! A brand new, luxury hotel in Vegas with great rates and outstanding perks, this property made Travel and Leisure Magazine's "IT LIST: 45 Best New Hotels of 2009."

Conference News – Speakers

We're pleased to announce our BEST line-up yet for the September 15-16 Conference in Las Vegas. In addition to the cocktail party, networking session, and the Lifetime Achievement Award Luncheon, we'll be providing these outstanding speakers and programs:

Grady Garrison

Listed as one of the Best Lawyers in America Franchise Law and Intellectual Property will discuss the importance of building and protecting your brand. Topics will include:

- What is a brand?
- Methods to increase the value of your brand
- Transferring brand value to other goods and services
- Protecting your brand in a crisis

Ryan Glass

Retail Development Specialist. Will speak about Keeping your Customers and Growing your Business. "If your customers are merely satisfied, its time to work on their loyalty." Discussion will include:

- Developing a "Retail Cycle" strategy of touch points with your customers
- Defining, Implementing and Measuring the effectiveness of your CRM (Customer Retention Management)
- Building value in every transaction
- Processes that promote future business--repeat and referrals.

Elizabeth Rosenberg

Elizabeth will rejoin our Conference this year with more updates on cause-related marketing and social networking. Throughout her career, Elizabeth has played an integral role in coordinating and executing large-scale PR programs in the entertainment, nonprofit, and sports industries. In 2008, Elizabeth launched her own company called LOFT Marketing & Communications based out of Los Angeles. Topics will include:

- Cause-Related Marketing and PR – It's Good to Give: During this recession more people are in a time of need than ever before. Will show how small efforts through outreach in your local community can make a huge impact in your company's image, overall teamwork and enthusiasm, and just make you feel like you are making a difference in today's world.
- Social Networking and Twitter Trends: Do you tweet? If not, you need to get with the program. Twitter is the next generation of social networking and you need to make sure you're either tweeting yourself, following others, or, at the least, understand what it is and how it works. Once you start you'll be addicted! If Oprah's tweeting, you should be too!

Greg Hicks

Heeeeeeees back! In addition to facilitating some of our networking sessions, Greg will share his secrets on Constructive Confrontation. Will cover conflicts in the workplace and how to resolve them effectively. This highly interactive workshop will guide organizational leaders through strategies for:

- Increased understanding: The discussion needed to resolve conflict expands people's awareness of the situation, giving them an insight into how they can achieve their own goals without undermining those of other people;
- Increased group cohesion: When conflict is resolved effectively, team members can develop stronger mutual respect, and a renewed faith in their ability to work together; and
- Improved self-knowledge: Conflict pushes individuals to examine their goals in close detail, helping them understand the things that are most important to them, sharpening their focus, and enhancing their effectiveness.

REMEMBER! You must be an active member of OSIP to attend the Conference. Membership renewals are due this month, so be sure to contact Terri Johnson at tjohnson@varsityspirit.com or **800.533.6583** to make your payment. OSIP annual memberships are still only at \$250!!