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## Meet You at the Spa:

### Women Executives Changing the Face of Corporate Meetings

GRAFTON - Traditionally, as much business has been done on the golf course, in restaurants or in private clubs as it has in the office. Today, women executives are adding spas to the list of alternative venues to conduct corporate get-togethers, and there are several clear reasons why.

Spas offer unique environments that blend informality and elegance, and are specifically designed to ease guests into feeling comfortable and safe. Treatments help to relax the mind, fostering creativity and opening people up to new possibilities. Inviting colleagues and associates to the spa also shows that you care about their health and well-being. And spending time in a robe together certainly removes any formality, which supports open and honest dialogue, the foundation of any successful business transaction.

According to a recent article in *Lawyer's Weekly*, "spa days" are exceptionally popular among female lawyers seeking to build closer relationships with their female clients. This has proved very effective, according to Toronto lawyer Lisa E. Hamilton of Bell, Temple. "Our clients loved it!" says Hamilton. "The gossip was that our competitors waste a lot of money on big, flashy dinners where there are too many people to get to know anyone very well."

Ste. Anne's Spa works with corporate guests in several ways to integrate their professional and leisure objectives during their stay. Whether the goal is to promote a greater sense of teamwork, celebrate a success, offer an incentive to high performers or to simply spend time one-on-one with a key client, the experience provides both tangible and intangible benefits. Ste. Anne's owner Jim Corcoran attributes some of his best ideas to the massage table. "Maybe it increases the blood flow to my brain, I'm not sure, but I find that regular massage leads to a better disposition and fresh ideas, both vital ingredients for a healthy workplace."

Many executives see their time conducting business at the spa as a worthwhile investment. Orietta Minatel, Associate Publisher of Flare Magazine commented following her annual staff retreat, "Our stay came at the perfect time and it gave everyone an opportunity to relax and renew as well as bond as only you can in the intimacy of a spa. For the Flare team - Ste. Anne's is like coming home again."

Ste. Anne's Spa is located 75 minutes east of Toronto, near Grafton, Ontario. To request a Corporate Retreat Kit or inquire about availability, please call 1-888-346-6772.

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