

[Top Honors 2007]

DAYSPA Diamond

SPA VELIA

SAN DIEGO

SPAVELIA.COM

Spa Velia has won our *DAYSPA* Diamond Award as well as the heart of downtown San Diego. Located on the ground floor of a high-rise office building loaded with professionals and close to shopping, restaurants, hotels and public transportation, this urban retreat is nobody's best-kept secret. City Search tagged it "Best of 2007" for the San Diego area, and the spa has shown at least a 5% monthly increase in growth since opening in October 2005.

Created to fill a hole in the hectic downtown scene, Spa Velia provides San Diegans with a unique place to enjoy relaxing treatments. "We feel our spa is a home away from home for our clients," says co-owner Dana Stallings. "We treat clients as valued



(l to r) Co-owners Dana Stallings, Jody Rogers and Chris Guimond.

guests, but we're not afraid to get close to them. We train our staff to treat everyone as they would an elderly grandmother—not condescending, but respectful and nurturing."

The spa boasts a staggering 45% male clientele, thanks in no small part to co-owner Chris Guimond, say

Stallings and co-owner Jody Rogers. "Chris brings in the male perspective," Stallings notes, while Rogers is quick to add, "He's an astute businessman."

Although Spa Velia caters mostly to locals, the owners haven't bypassed the tourist market. They've formed a unique partnership with the U.S.



San Diegans flock to Spa Velia, a spa phenomenon in the heart of the downtown area.



Nurturing and respect are the cornerstones of Spa Velia's customer service policy.



Grant Hotel, a 1910 landmark offering a full range of in-room services to guests, as well as a dedicated suite for couples massages and other top-notch treatments.

The winning team of Stallings, Rogers and Guimond presents a triple threat of talent and cooperation. Stallings and Rogers have been best friends since working side by side as receptionists at La Costa 17 years ago. Stallings, ISPA's 2007 chairperson for the Speaker Task Force and its 2006 Education Committee chairperson, handles the spa's public relations, marketing, advertising and staff training.

Rogers takes charge of daily operations and protocols, and is the customer service superstar. "I know it sounds clichéd," she says, "but as the old saying goes, 'People may not remember what you said to them, but they'll always remember how you made them feel.' This is the foundation of our customer service."

Guimond is an entrepreneur and spa lover who joined up with Stallings and Rogers during the real estate search phase. He rounds out the trio with his unique blend of business acumen, common sense, and above all, a belief in the power of positive energy.

"I believe our success stems from the energy, attitude and values in our personal lives," says Guimond. "We walk the wellness walk." —A. Renshoff

