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**WELLNESS PROFESSIONAL AND ENTREPRENEUR
NAMED EXECUTIVE DIRECTOR FOR DESTINATION SPA GROUP®**

LEXINGTON, Ky. – Business executive and wellness leader Debra Koerner is the new Executive Director for the Destination Spa Group®. Koerner takes on this role as long-time executive director Michelle Kleist pursues new directions.

“Michelle was an amazing leader for the Destination Spa Group for more than 10 years. I personally want to thank her for helping me to ease into my new role,” said Destination Spa Group Executive Director Debra Koerner. “As I move into helping lead the DSG, I see greater awareness from consumers who are seeking alternative ways to heal. Instead of taking their doctor’s advice for surgery or medication, people are seeking a more integrative approach that includes meditation, fitness, healthy cuisine, community/social ties and relaxation. This increased interest in experiences that offer a sanctuary to heal will build heightened consumer interest for the unique offerings found at Destination Spas.”

DSG President Cathy Cluff added, “Destination Spas represent the foundation of the spa movement with the goal of overall health and wellness for mind, body and spirit. The DSG was fortunate to have had Michelle Kleist as executive director since its inception as she shared our passion for overall health and wellness while guiding the group with great success. Now, I am excited to have Debra infuse her own passion for wellness into the group.”

Koerner began her career in the corporate world. She held top positions in sales and marketing, but found true happiness when chosen to lead the customer experience for the 800 franchise and corporate service centers of a Fortune 250 company. Following a calling toward wellness, Koerner then co-created imassage, an education company within the massage industry. Within this role, she offers consulting services for spas and wellness businesses on leadership strategy, effective communication and customer experience improvement.

As a published writer, Koerner is authoring a massage business text which will publish in late 2011. The Lexington, Ky.-based Koerner has served on the International SPA Association's technology and marketing committees since 2007. She is also a regular presenter for national conferences and a seasoned workshop leader.

When talking about her new role with DSG, Koerner reflected on a lesson from 2009. “While attending the ISPA Conference last year, I noticed a rising excitement around the concept of moving the spa industry from pampering to wellness. At the time, I remember thinking about a small group of spas that never lost sight of this. In fact, many of the Destination Spas were the founding thinkers for the ‘whole person’ health paradigm. I am looking forward to working with the group to expand the brand and increase consumer awareness.”

About Destination Spa Group®

Only a select group of spas follow the tradition of the true Destination Spa – where the total environment is dedicated to health and life enhancement. Representing 25 spas, Destination Spa Group® is a membership organization dedicated to educating the public about the unique wellness and self-improvement opportunities of Destination Spas. More details on www.DestinationSpaVacations.com

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