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**Jeff Kohl to Receive the ISPA Dedicated Contributor Award**

**LEXINGTON, Ky. (March 14, 2018)** – The International SPA Association (ISPA) will present Jeff Kohl, former Chief Operating Officer of Spa & Club Ideations, with the 2018 ISPA Dedicated Contributor Award at the 28<sup>th</sup> annual ISPA Conference & Expo at the Phoenix Convention Center in Phoenix, Ariz., from Sept. 24-26, 2018.

“Jeff has dedicated countless hours of service to the International SPA Association not only in his volunteer work, but through his career. His leadership and contributions continue to benefit ISPA members today. We are grateful he has and continues to be a dedicated leader of the ISPA community,” said ISPA President Lynne McNeese.

Kohl, now with Barrett Business Services, Inc. (BBSI), boasts more than 25 years of luxury hospitality and spa operations leadership. His roles within the industry have included Business Development Consultant to the Mayo Clinic, where he was a key player in its initiative to provide a unique blend of traditional spa treatments and the Clinic’s renowned medical and aesthetics services to the community, as well as COO at Elizabeth Arden Red Door Spas, where he directed global operations, building strategic partnerships and managing 30 full-service spa and salon properties. Kohl’s broad expertise includes hospitality management, marketing, sales, retailing, operations and programming and services.

In 2001, Jeff and his wife, Michele, established Spa & Club Ideations as a resource to industry businesses seeking guidance and expertise in their endeavors to expand, transform and streamline their operations. Their mission is to increase the competitive advantage of businesses in the hospitality, spa and fitness industries by providing consulting services and broad industry expertise.

Kohl adds, "ISPA has been part of my life for 25 years! Through the many years of being on both the ISPA and ISPA Foundation Boards, it was my goal to create a legacy of dedication and diligence of serving the members, ISPA staff and the spa industry as a whole. By being recognized as ISPA's Dedicated Contributor, my heart is full knowing the work I was part of will live on for future generations."

Kohl most recently served as Chairman of the ISPA Foundation. He has been continually active with ISPA, serving as Chairman and Treasurer on the ISPA Board of Directors. In addition, Kohl led ISPA’s implementation of an association reserve fund along with international restructuring and membership enrichment programs.

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The ISPA Dedicated Contributor Award is given to an active ISPA member who has contributed significantly to the growth of the association. The recipient will have demonstrated great leadership and commitment to ISPA and has extensively assisted in the promotion of the association, as well as its mission and vision.

More information about attending the 2018 ISPA Conference & Expo can be found at [attendISPA.com](http://attendISPA.com).

**Note to the Editor:**

ISPA President Lynne McNees is available for interviews; please contact Ashley Alt at [ashley.alt@ispastaff.com](mailto:ashley.alt@ispastaff.com) to schedule.



**Photo Caption:**

Jeff Kohl will be presented with the ISPA Dedicated Contributor Award at the 2018 ISPA Conference & Expo from Sept. 24-26, 2018 in Phoenix, Ariz.

**About the International SPA Association:**

ISPA is recognized worldwide as the leading professional organization and voice of the spa industry. Founded in 1991, ISPA advances the spa industry by providing invaluable educational and networking opportunities, promoting the value of the spa experience and speaking as the authoritative voice to foster professionalism and growth. More details on ISPA are available on [experienceispa.com](http://experienceispa.com).