



I am honored to have been selected to become your new chair for Leading Spas of Canada. There are certainly big shoes to fill from my predecessor Elena Zinchenko during this unprecedented time in our history, both as a country and as an Association. Never before has there been so much uncertainty in dealing with a health crisis none of us anticipated eight months ago. Yes, it feels much longer but the way I have seen our industry adapting has been extraordinary. When the news first hit us in March and businesses were being forced to close, I saw a quick shift in finding ways to continue to serve our clients. From the videos being created to help clients find calm and balance, blogs and e-newsletters containing instruction on how to DIY care for services we normally offer, to calling and asking what they need and packaging for curbside pickup or literally driving and dropping off at client's homes.

What followed was the daunting task of re-opening under what sometimes was confusing, mixed messaging from our local, provincial and federal governments. The good news is we discovered we had an ace up our sleeve that being Quality Assurance certification. These safety and hygiene standards both meet and exceed what our own public health officials have recommended and yet our spas with this designation have been following these stringent protocols for years.

As soon as spas were able to re-open, I went to different locations to support and experience the measures that have been taken to demonstrate to our clients they will be safe and feel confident that they can return to their favorite place to escape, relax and get much needed services. I know you were just as happy to see them!

I am so proud to be a part of an industry of people who have dedicated their careers to the health and wellbeing of others. The silver lining is THAT is the unique gift we have that will bring our clients back and our businesses even stronger. On behalf of all of us at Leading Spas of Canada, I want to thank Elena Zinchenko, who has served 5 years the Chair and 8 years as a board director. Elena has provided inspired leadership at critical junctures, while running her spa and businesses. Not an easy task. We are grateful that Elena will continue to serve as a Director on the board which shows her level of dedication to help our members meet their needs and goals and build our community of dedicated professionals.

We are now committed more than ever to bring to you an association that will give you the opportunity to take advantage of networking and educational opportunities, along with resources to help you through these unprecedented times. Being part of a community where you can talk to others about industry issues and business challenges is invaluable – and accessible through LSOC.

As this 2020 holiday season is now upon us, one of the real joys it provides is the opportunity to say thank you. We at Leading Spas of Canada (from our bubble to yours) would like to express our sincere thanks for your continued membership and enabling us to be your trusted resource partner. We look forward to working with you for a prosperous 2021!

My dog Max sums it up well: Stay Pawsitive



Kathryn Gallagher – Chair, Leading Spas of Canada