



For Immediate Release

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**IMG Associations' McNees Tapped for
"Most Influential Spa Leader" Honor**

LEXINGTON, Ky., (December 10, 2009) – IMG Associations' executive Lynne McNees, who heads the staff team for the International SPA Association (ISPA), is one of the country's most influential leaders in the spa industry, according to readers of *American Spa* magazine.

McNees was selected as part of the magazine's annual Professional's Choice Awards, now in its 5th year. McNees was one of four people to be recognized in the "most influential spa leader" category. Selections are made by the magazine's readers, made up of decision-makers at day spas, destination spas, medical spas, and resort spas around the country.

"I'm honored to be recognized, but obviously it is ISPA, and not me personally, that is influential in the spa industry," said McNees, who serves as ISPA president. "To be recognized in this way demonstrates that ISPA is held in high regard by spa professionals and that the work we do to advance the business of spa is appreciated. That is certainly something for all of us at ISPA to celebrate."

An IMG client since 1997, ISPA is recognized worldwide as the leading professional association and voice of the spa industry. ISPA strives to advance the professionalism of the spa industry by providing invaluable educational and networking opportunities, to promote the value of the spa experience to society and to be the authoritative voice of the spa industry. To learn about ISPA, visit www.experienceispa.com.

"We are very proud of our long-standing partnership with ISPA and the work of IMG's association professionals to support the spa industry," said Steve Cornwell, senior vice president, IMG Associations. "Lynne McNees is a great example of the expertise and commitment of our executive directors on behalf of IMG clients."

For more information about the Professional's Choice Awards, visit the *American Spa* website at www.americanspamag.com.

About IMG Associations

IMG Associations is a full-service professional association management company and a proven leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. IMG's association clients represent a variety of industries and reach a combined audience of 75,000 members in more than 90 countries. An active member of the AMC Institute and the American Society of Association Executives, IMG Associations is committed to maintain a superior level of service and professional conduct. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world's premier sports, entertainment and media company. For more information on IMG Associations, visit <http://www.imgassociations.com>.

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