

Massage Envy
SPA®

The FUTURE IN THE BUSINESS OF WELLNESS

Fast-track growth





Massage Envy

OUR MISSION: TO PROVIDE A PATHWAY TO WELLNESS THROUGH PROFESSIONAL, CONVENIENT AND AFFORDABLE MASSAGE THERAPY AND SPA SERVICES.

**** 955 locations in 48 states ****

A Little History...

March 2002

- First Clinic in Scottsdale, AZ opens!

March 2003

- Launched Franchise System and soon grew out of AZ

October 2004

- 150,000th Massage Performed

April 2006

- 1,000,000th Massage Performed

March 2006

- 1st Wisconsin location opens in Delafield

November 2008

- 500th Massage Envy location opens

March 2010

- 20,000,000+ massages performed

May 2013

- Wisconsin's 12th location opens in Green Bay



Massage Envy
SPA®

**Massage Envy
in Wisconsin**

Massage Envy in Wisconsin

Current Locations

Milwaukee Metro

- Delafield
- Capitol Drive
- Bluemound
- Mequon
- Greenfield
- Mayfair
- Whitefish Bay

Other locations

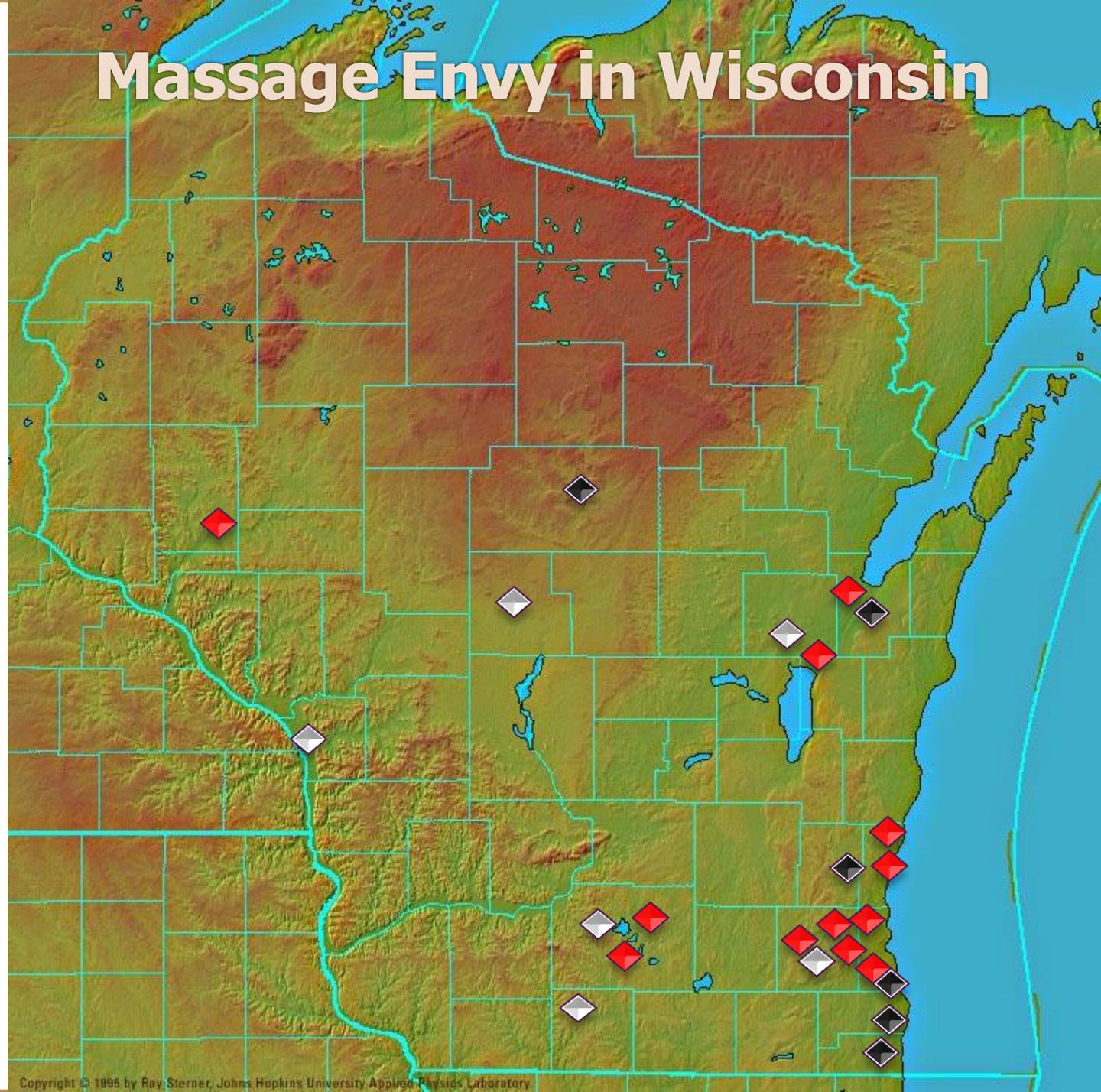
- Fitchburg
- E. Washington (MSN)
- Appleton
- Green Bay
- Hudson

Imminent Openings

- Middleton
- Onalaska
- Appleton (2nd)
- Eau Claire
- Janesville
- Waukesha

Future Sites (12-24 mos)

- Kenosha
- Oak Creek
- Racine
- Germantown
- Green Bay (2)
- Wausau



Massage Envy
SPA®

Nationally making the shift from
Symptom-reactive Treatment
to
Great demand for services...
...Fast-track Growth!
Preventative / Self-care (Wellness)

AND

Luxury vs. Necessity

Individual Clinic Location Profile

- ✓ 10-15 Treatment rooms
 - ✓ 1500-2000 appointments each month
 - ✓ Staff of 40+ team members
 - 30 massage therapists
 - 4 – 5 aestheticians
 - 6 – 8 admin and sales
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Resource Need in Wisconsin

Labor Calculations	CURRENT
Number of current location	12
Capacity of therapists (MTs) per location	30
Total resources needed for current locations	360

Our Challenge...

A continuous shortage of licensed therapists.

12 locations x 5 short = **60 immediate openings**



Resource Need in Wisconsin

Future Growth...

12 new locations x 30 MTs = **360**

Immediate openings + 60

Total need for next 36 months = **420**

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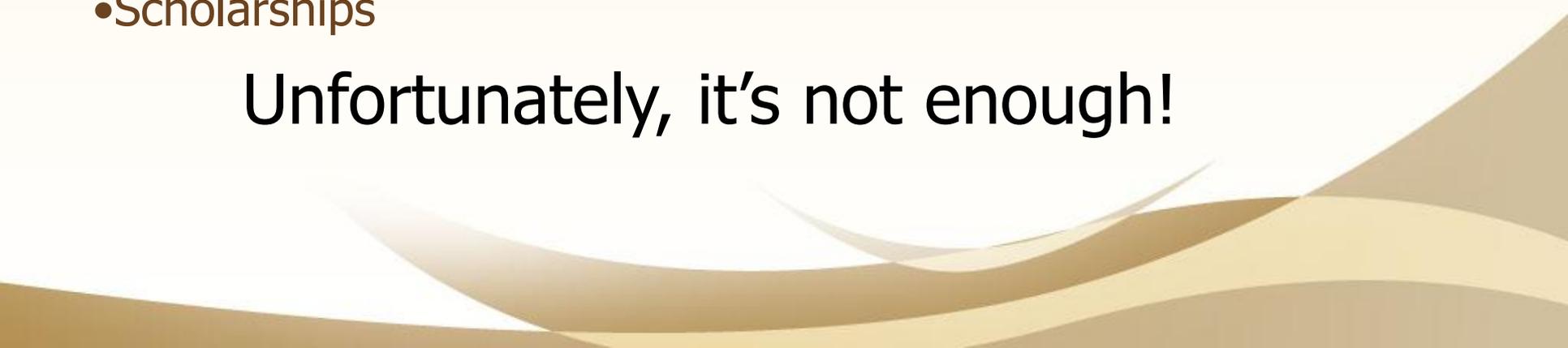
Compare Numbers

State	Total number of licensed Massage Therapists	1 Massage Therapist for every ____ person
Hawaii	6,841	167
Washington	13,339	479
Arizona	9,410	655
Texas	26,347	892
Wisconsin	3,042	1,826

Recruiting Efforts

- Partnerships with the schools
- Advertise (local, national)
- Attend conferences -
 - Massage therapy trade organizations
 - WI School Counselors Association, etc.
- Internal incentives
- Full menu of benefits
- Scholarships

Unfortunately, it's not enough!



Massage Envy
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DWD and Massage Envy

SOS !!

DWD and Massage Envy

Late 2013 started concentrated effort to:

1. Quickly recruit to fill existing openings.
 2. Form a strategy to provide mid/long-term education and employment in the field.
- 

Ongoing Challenges

Public (technical colleges) versus Private schools

Each Massage Envy location is individually owned/operated

Finding the “right” programs / people to assist



Hopeful Future!

Massage Therapy - A great career opportunity

- ✓ Quick turnaround - 9-12 months of schooling
 - ✓ Equitable income potential (\$30-45K/year)
 - ✓ Full-time employment with benefits available upon graduation
- 



Thank You!

Ginger Hartman

Regional Developer – Wisconsin

Principal – Delafield, Mayfair locations

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