

PLANNING & DEVELOPMENT



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March 5, 2007

Kristin Williams
1215 South Las Vegas Boulevard
Las Vegas, NV 89104
APN: 162-03-112-029
SUP-12631

Several site visits were conducted from December 2006 through March 2, 2007.

The following conditions of approval had not been met:

5. Trash receptacles on the site shall be enclosed within a structure that meets current Title 19 standards.
6. A minimum of four handicap accessible spaces shall be provided on the site.
7. Graffiti shall be removed from all structures on the subject property.

On March 5, 2007 a site visit confirmed that conditions of approval five through seven were met.

If you have any additional questions please contact me at the number below.

Sincerely,

Mark Rex
Planner I
229-6894 Office
385-7268 Fax
mrex@lasvegasnevada.gov

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07101-001-07-05

Submitted at City Council

Date 7/11/07 Item 136

copy

Aruba Hotel & Spa

1215 S.Las Vegas Blvd,
Las Vegas. NV 89104
Tel # 702-383-3100

To,
City of Las Vegas
Licensing Division
Las Vegas NV

July 05, 2007

Dear Sir / Madam,

It is with great pleasure, I write this letter as representative of the Aruba Hotel and Spa to attest what a great amenity MPower has been to our guests. I am very pleased to commend the outstanding professionalism by MPower and our guests have enjoyed and welcomed the services over the past year. For any more information or concerns please do not hesitate to call me.

Thank You,

Sincerely,



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Massage entrepreneur plans to develop spa

BY BEN STEPHENS

What would be so wrong about breaking the monotony on a Monday afternoon, heading into the office lobby for a massage between meetings? Nothing, perhaps. If you ask Kristin Williams, she'll tell you what's right with it.

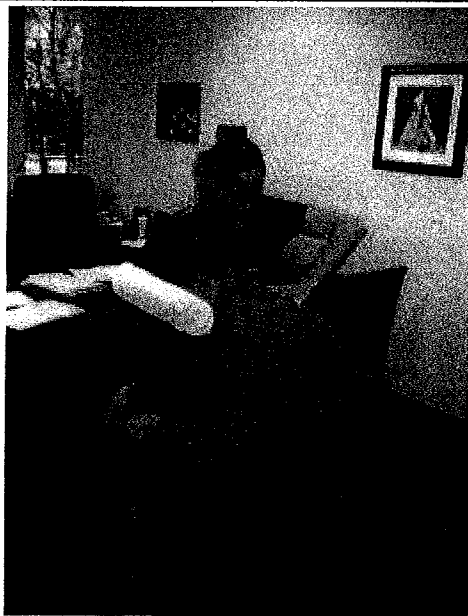
Williams, the founder of Las Vegas-based MPower massage practice, offers corporate massage services that medical research suggests can do wonders for employee morale and productivity.

Williams said massage therapy's inherent nature -- "destressing the mind, body and soul" -- is a boon to workers' abilities and, in turn, the company's bottom line.

Williams cites research that shows stress costs employers billions of dollars annually in lost productivity and health care costs. Regular massage can reduce stress's physical and mental effects, thus reducing burnout and stress-related diseases, she said.

University of Miami's Touch Research Institute conducted a study in 1996 of two groups. One received twice-weekly, 15-minute massages. Its counterpart was a control group in which members were instructed to close their eyes and relax in the massage chair twice per week.

The massage group experienced reduced stress and improved performance linked to heightened alertness, the study said. The massage group reported feeling more clear-headed, and members completed math computations in half the



Masseuse Kristin Williams eases tension for a corporate client Joe Corbo of McCreedy & Associates. Williams says chair massage right in the office improves productivity.

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normal time with 50 percent fewer errors, it reported.

Williams said many large corporations are beginning to recognize the benefits of workplace massage, including Boeing Co., Apple, PepsiCo, Sony Music and United Airlines.

So, if the big guys are doing it, why isn't this practice more widespread?

"Maybe they (the companies) just don't understand the benefits, she said. "Maybe they think it's too much of an interruption."

But recent studies show workplace distractions have led employees to remain productive just six hours out of the workday. This considered, Williams asks "What's 15 or 30 minutes?"

MPower has three workplace massage programs -- basic, supplemental benefit discount and elite.

The basic program is a massage chair setup, and throughout the course of a workday as many as 25 employees can sit down for 10- to 15-minute massages. The supplemental benefit discount program allows employers to enroll in the service, similar to a gym membership, which offers employees a discounted rate on massages. The elite program is a full-service setup in the office.

Although Williams sees corporate massage as viable future avenue, her business has headed in other directions. MPower also offers home spa services and Williams opened a small facility inside the Aruba Hotel & Spa in March.

Williams opted to open up shop in the 93-room Strip hotel south of Charleston Boulevard because it was under new ownership and she said the city has been trying to clean up the area.

"This is their (the owners') first venture in a hotel ... we're kind of all on the same page," she said.

For now, she has three massage rooms in the hotel, which she described as a mini-spa atmosphere. She's trying to reach out to professionals at nearby banks, hotels and restaurants to increase demand and potentially expand.

Ultimately, Williams wants a full-on spa in one of the city's condominium towers. And as she puts the finishing touches on the Aruba Hotel facility, she said she'll shift her focus toward landing an account.

hstephens@lvbusinesspress.com | 871-6780 x316

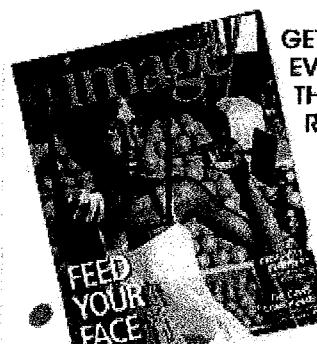


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New regulations for therapists start next month

BY BEN STEPHENS

Massage therapists have until the end of the month to update their licenses to comply with a new statewide licensing structure the Board of Massage Therapy will implement in July.

The board, established in 2005, is acting to fix licensing problems in Nevada. The new scheme will let existing licensees be grandfathered into a system that should benefit them in the long run, said Board Director Lisa Cooper.

Previously, therapists had to have individual licenses to work in each county and municipality, which proved a major cost burden to practitioners.

And when the required background checks weren't redundant (Las Vegas and Clark County use the same one), there was a lack of uniformity, making it easier to get a license in some counties than others, Cooper said.

At \$200 for each municipality, this new system charges the same fee, but masseurs and masseuses will only have to pay one governmental body for an annual license. Once obtained, a practitioner can work anywhere in the state.

"And you would never have to do another background check, except if the law changed," Cooper



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Mpower owner Kristin Williams performs deep tissue massage on Jon Coats. She has already applied to be licensed under the new regime.

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added.

The new structure offers an added bonus for those practicing in Southern Nevada. Cooper said they still must pass the national massage therapy exam, but they are not required to maintain their certification, potentially saving practitioners hundreds of dollars more in fees annually.

"With the state board, you don't need to be a member of that organization," the board director added. Under Nevada statute, the NBMT could implement a state exam instead of the national certification. Cooper said the board has left that option open, but stressed there is nothing in the immediate future.

Licensees will still be required to complete 12 hours of continuing education per year, with three years of rollover for those with a stockpile of credits.

Kristin Williams, owner of Las Vegas-based massage firm MPower, has already filed for her grandfather permit. She now has licenses for the city of Las Vegas and Clark County. The hassle of multiple-licensing was one reason she wasn't licensed all over the valley.

Williams hopes the new system not only will make things more efficient, but also fairer. She said other professionals in Southern Nevada have free rein to work all over, so why not massage therapists.

"I get so many people that want services in Henderson ... but I want to follow the rules," she said. Henderson is so close yet so far away, said Williams, who lives near Sunset Park.

Williams also hopes the state board "will clean up this mess" such as advertisements in the Yellow Pages.

"I can't even believe that's even legal. You can open up the phone book and see pornographic images. Clearly, they're not massage therapists," she said.

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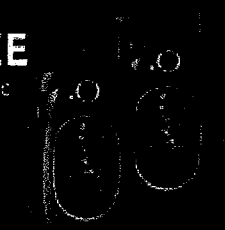
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