



Tara Calton named Director of The Allison Spa

NEWBERG, Ore. - (April 1, 2009) - General Manager Pierre Zreik is pleased to name Tara Calton Director of The Allison Spa, effective immediately. "Tara is the ideal Director for a facility designed to deliver the region's most exceptional spa experience," said Zreik. "She possess all of the qualities required to make The Allison Spa a success – a passion for natural, organic methodology, savvy for innovation and the latest technology in the world of health, fitness and wellness and a personable nature that radiates warmth and healing. She will make a genuine difference for our guests."

"Staying true to our environment, the 15,000 square foot Allison Spa is committed to nurturing the whole being and offering the purest quality eco-therapies, amenities and products. A menu, presenting blends of living energies, has been inspired through Oregon's bountiful soil and abundance of ecological elements – fruit, herbs, flowers, water, and Willamette's beloved Pinot Noir," notes Calton.

The spa's 12 treatment rooms will offer guests numerous biodynamic, organic options for their therapies inspired by nature, including Earthy and Herbal, Fruits and Floral, Pinot Therapy and Water Therapy. Calton's approach is designed to create the ultimate spa experience in the Pacific Northwest, where environmental consciousness and holistic treatments are at a premium. "Smelling, touching, hearing, and sampling the flavors by drawing on all senses create a most memorable and valuable guest experience," notes Calton. Whether attending a special event or a day to rejuvenate and indulge, The Allison Spa is designed to offer lavish and effective therapies while remaining true to Nature.

Calton's educational background in business marketing and computer science evolved naturally into a career in the spa industry through genuine interest and a desire to broaden awareness of well being. "Because a spa visit is an experience that nurtures one's being on many levels, I endeavor to fulfill a personal guarantee to provide authentic therapies in a beautiful and serene environment," notes Calton. "I strive to create a positive work environment that fosters well being, creativity and respect for our clients, our associates, and ourselves and well as the community around us. At the heart and soul of this experience is the team – the ones who create the place of serenity and in whose hands we place our guests wellbeing. Our paramount concern is that the every guest is made to feel inspired and valued. We are committed to the highest levels of personal attention and superior service at The Allison Spa," continues Calton. The fitness studio also reflects Calton's athletics expertise and personal values, featuring the most advanced and state-of-the-art training equipment found in the Pacific Northwest.

Calton was most recently Spa Director (business manager) for Root Whole Body in Portland, Oregon where she was responsible for the company's overall business plan and brand representation. In this position, Calton supervised a staff of 50, including operations management, front desk teams, massage therapists, aestheticians, acupuncturists, chiropractors and naturopathic doctors. She designed and implemented exemplary customer service processes and protocols. She also used her internet marketing skills to impact the company's website content and search engine marketing plans.

Immediately prior, Calton was the Fitness Director for Portland's Spa Chakra where she assisted the Spa Director in successfully re-launching and re-branding the 12,000 square foot spa and fitness club, including the implementation of new product, equipment, spa policies retail boutique, spa café and spa menu. Again, she was successful developing marketing strategies, business solutions and process improvements while serving as the manager for spa operations.

Her first foray into the world of health and well being in Oregon was at Portland's preeminent facility, the Avalon Hotel and Spa, where she managed a full spectrum of responsibilities, from sales and marketing to front desk hospitality, fitness consultation and lead instructor and athletic coach.

Originally from Ventura Beach, California, Calton owned and operated Soul Fitness, a wellness and athletic coaching business where she consulted for an 8,000 square foot health club and provided health and ergonomic safety services. Simultaneously, she created the business plan for and sold a new line of women's clothing under the TAGline label. Tara first became attuned to the nuances of wellness and client service through these experiences and fostered a business philosophy based upon programming for individualized needs. Calton spent nearly ten years in association with the Affinity Group in Ventura where she exceeded sales and performance targets as both the Internet Marketing Manager and the Club Benefits Coordinator for a membership numbering over one million.

Her personal passions include the rugged coasts of Oregon and California, music of the 1980's, a wide range of sports and awe-inspiring sunsets.