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**FOR IMMEDIATE RELEASE:**

**KATIE ARMITAGE NAMED  
DAY SPA ASSOCIATION PERSON OF THE YEAR**

*Leadership at ASCP and ABMP Cited*

(Evergreen, Colo., Feb. 12) – The Day Spa Association named Associated Skin Care Professionals (ASCP) president Katie Armitage the *2008 Day Spa Person of the Year* last week for her role in the 2007 launch of ASCP and her 13 years as executive director for Associated Bodywork & Massage Professionals (ABMP).

Armitage was one of six candidates for the honor, in which more than 30,000 votes were tallied. The award was presented at the Day Spa Expo and Business Forum in Las Vegas.

“It’s fitting that Katie should be recognized for a year that had two milestones – ABMP’s 20<sup>th</sup> anniversary of serving massage therapists and bodyworkers, and the successful launch of ASCP service to skin care professionals,” said Les Sweeney, ABMP president. “ABMP has grown to the nation’s largest massage membership association with 62,000 members and Katie’s commitment to customer service has played a big role in that success.”

Armitage joined ABMP in 1993 when membership hovered around 10,000 and has served as executive director for 13 of her 15 years with the company. In January 2007, she spearheaded the launch of ABMP’s sister association, ASCP, the first association providing liability coverage to skin care therapists that’s solely devoted to estheticians and their business needs. Former skin care members of ABMP, numbering 5,000, became the first ASCP members in 2007; their ranks have grown to nearly 7,000 in the first year of operation.

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Armitage's experience previous to ABMP includes 12 years of working with a variety of associations, supplying logistical management; meeting planning and special event planning services with a destination management company. Her decision to dedicate her energies to the spa world was prompted by her enthusiasm for the massage, bodywork and skin care professions.

Armitage has become a fixture in the spa world, forging and nurturing relationships within the profession with her trade show presence and school visitation travel through the years. She strives to elevate educational standards, and educate the profession about liability and risk management. She's a member of the Day Spa Association, International Medical Spa Association and the International Spa Association. She also serves on the advisory board for the National Coalition of Estheticians, Distributors, Manufacturers and Associations. Most recently, ASCP became a member of the American Association of Cosmetology Schools.

Katie is a fourth-generation native of Colorado and enjoys boating, camping, gardening and reading. She enjoys most sports as a spectator, especially as an avid Broncos fan. She lives in Golden with her husband, Tim. They have two college-aged children.

ABMP serves the massage, bodywork and somatic therapy professions and is devoted to promoting ethical practices, fostering acceptance of the professions and protecting the rights of legitimate practitioners. Sister organization ASCP is the only association of its kind and serves the business needs of skin care professionals nationally.

Both are headquartered in Evergreen, Colo.

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