



NOTES FROM AMANDA SCHMIEGE, Hi-Spa President

Aloha Hi-Spa Ohana,

As we approach the festive season and planning well under way, we look forward to some upcoming opportunities for us to engage and share, including Shop Talk and Live Love Spa. I am excited to announce the Hi-Spa board has enlisted the support of some additional members! Mary Ronnow, the owner and founder of The Skin Institute Internationale, is joining with us to partner and lead our events specifically but her contributions extend beyond and we are grateful to collaborate with her. Additionally, we are happy to introduce Dana Murakami, Spa Supervisor at the Na Ho'ola Hyatt Regency in Waikiki, who will be helping us expand our social media channels.



SOCIAL CONTENT

Dana will be re-energizing the Hi-Spa Facebook and we need content! We would like to feature your body treatments and perhaps holiday features – so anything Fall or Festive particularly. Please send in a photo to info@hawaiiSPAassociation.com

SHOP TALK SERIES

Hi-Spa is excited for our new monthly series of Team Calls called “Shop Talk”. These calls are intended to cover broad topics that may be currently relevant to all of us. We are trying to keep them to around 45 minutes and hoping that the discussions with other spa leaders may help all of us. Please also submit topics that you would like to feature on these calls. Next call scheduled for NOVEMBER 17th at 3:00 with best practices and fun ideas for FESTIVE PLANNING!

LIVE LOVE SPA EVENT

The Live Love Spa event is taking place on December 5th and 6th on Maui. We are excited to announce that Hi-Spa will be presenting a panel discussion at the event. It is a great way for us to meet more people face to face and share ideas of how we can further support you and our mission to engage and expand! Looking forward to seeing you there.

AND THE AWARD WINNER FROM MARY RONNOW, Hi-Spa Board

*As you may recall from earlier this year, we held a great event in partnership with The Skin Institute Internationale. Mary Ronnow, owner and founder of The Skin Institute Internationale was gracious to honor one lucky winner a scholarship to program. Several applications were submitted and it was a difficult choice as all submissions were extremely compelling. However, we are excited to announce that it is the The Skin Institute Internationale's pleasure to award the scholarship to our Elite Esthetics program to **KATE BROADHURST** of Freedom Spas Oahu. TSII eagerly welcomes Kate to our program.*



My name is Kate Broadhurst and I have been nominated for the scholarship opportunity with The Skin Institute Internationalé. I am honored to have been one of those selected and would like to take this opportunity to tell you more about myself and why I believe I am the perfect candidate for this scholarship. Growing up, I have always had a love for all things beauty and the art of transformation. As for most of us, my teenage years were quite rough as I struggled with severe acne. I would spend hours in my room trying to learn to cover it up and studied how to make it better. As a makeup artist, I have devoted my entire career to helping people feel confident as I know what it is like to feel down trodden. I moved to Oahu 7 years ago and began to research the Esthetician programs on the island. After years as a makeup artist and learning everything I could about skincare through those experiences, I wanted to elevate my career. I wanted to be able to help my clients fix the issues they were experiencing, not just cover them up. My love of taking care of those around me poured into wanting to help everyone I could in the multiple facets of the beauty industry. I had actually settled on TSII as my school of choice when I found out that I was pregnant! Being extremely high risk and on bed rest throughout my pregnancy, that dream had to be put on hold. I was very blessed to be able to spend the first few years of my daughter's life as a stay at home mom and when it was time for her to go into pre school - I sought out steady work in the Spa Industry. In 2019 I was hired with Freedom Spas on Oahu and quickly promoted to Spa Supervisor from Receptionist. In the last 2+ years with the company, it has re ignited my passion for skincare and I have been so blessed to be able to sit in on company trainings and create a bespoke menu for our locations with our lead esthetician. I would love the opportunity to broaden into skincare and encouraging the community that the beauty industry is about confidence, not vanity. As an esthetician, I plan to have very targeted marketing strategies to all genders. I am a very quick study and will bring all of my passion and creativity into this program. In summary, I would be honored to receive a scholarship to TSII and truly hold the values and training close to my heart. As a newly single mother, a scholarship would be life changing for not only my career but quality of life. Having worked in the beauty industry here for the past 7 years and the Spa Industry for 2 - I already have a list of clients that are anxiously awaiting this journey for me!

A JOURNEY BY DARRYLL LEIMAN, HI-Spa Board

10 days in New York, why not go to Morocco?

In early October, I took myself on a quick visit to Morocco; visiting Marrakech and Casablanca. I had plans on being in New York City for 2 engagements 10 days apart and so being “in the neighborhood” (living in Hawaii gives one a different perspective of distances), it was not that much of a stretch to cross the pond and spend the in between time in Morocco.



Morocco has always been an intriguing country to me; definitely a land of contrasts; exotic, yet traditional, Middle East yet part of Africa, desert, mountains, Atlantic and Mediterranean coastlines; French, Arabic, who had heard of Berbers before...? How fascinating to see burkhas and hajibs walking down the road side-by-side with tank tops and cut-off denims without anyone batting an eyelid (though hard to say with the burkhas!)

Of course, I was drawn to the spa culture of Morocco. This seemed to be centered around Moroccan hammam (as opposed to Turkish or any other type of hammam) and the ubiquitous argan oil, endemic to Morocco with multi-use ranging from culinary, a sweet peanut/almond-butter style condiment to cosmetic with all sorts of claimed benefits for the hair and complexion.

My hammam experience began in a dome-shaped steam room where over the course of a hour or so, one experiences a ritual of warm, hot and cold showers, a full body soaping down, standing, then laying down, followed by a burly local Moroccan performing an exfoliation with a ‘kessa’ glove that I swear I came out a few pounds lighter. (How he spends his full working day in a steamy hammam performing loofah scrubs, all with a great sense of humor and positive work attitude, is anyone’s guess.) After being flipped over like a fish fillet and pummeled front and back to the point of exhilaration (or maybe that it would end soon!) I came out with my skin feeling as soft as a baby’s behind, all pink and wrinkled, and a sense of complete content as a glass of sweet mint tea was poured and placed into my limp hand and a traditional ‘fouta’ towel draped over my head. With a final application of argan oil, my car-wash, oil and lube experience, Moroccan-style, was complete and I was ready to glide out.



The hammam, scrub and soaping set me back a whole 120 dirham (\$12!) and the argan oil “enhancement” treatment was a further 230 dirham (a grand \$23!). 120min of energizing and exhilarating bliss.

WHO'S ON THE MOVE MEMBER HIGHLIGHT: WELCOME NEW MEMBERS



Kauka'ohulani Morton is currently the Director of Spa & Retail at Hāna-Maui Resort as well as serving as the resort's community engagement and guest cultural experience liaison. Born and raised in the rural East Maui town of Hāna, where she is now raising her own family, she is passionate about perpetuating the Hawaiian culture through the arts. In her down time she can be found spending time with daughter Nanea, her Australian Shepherd Mauka, in the wa'a or her art studio creating her next masterpiece.



Breege Holden is in the newly appointed Spa Manager at Four Seasons Ko Olina Resort O'ahu. Originally from Ireland, Breege has made a home for herself in hospitality and in Hawaii specifically. An experienced Manager with a demonstrated history of working in the front side of the hotels, Breege is excited to make this transition into the Spa Division



Danny Silva is the new Director of Spa & Wellness at the Grand Wailea Waldorf Astoria Hotels & Resorts Hilton. He is a 19-year industry leader of wellness/wellbeing, spa, retail, fitness and luxury hospitality. Experienced in domestic and international markets. Ability to travel at a moments' notice for short and long periods of time. We are excited he decided to travel out to the islands and we look forward to his contributions.

TIPS FROM KAMALA NAYELI, Hi-Spa Secretary

Thank you for those who were able to join our recent Spa Shop Talk on Sustainability. Kamala has highlighted a two simple tips we all can do to help reduce a little more of our carbon footprint.

REPLACE YOUR BULBS

Nearly 90% of electricity used by incandescent light bulbs is producing heat, wasting energy and money. Switch to LEC, or halogen bulbs and reduce this amount to as little as 20%. Try LED Magnifying Glasses in the Esthe room, rather than the standard mag light.

PURGE YOUR INBOX

Emails consume power. An average year of storing emails could be equivalent to driving 200 miles. Deleting old emails and unnecessary attachments will save power and reduce your carbon footprint. Unsubscribe from irrelevant newsletters and turn social media notifications off.