



Hau'oli Makahiki Hou Hi-Spa Ohana!

Alas, we kick off a new year - and we're feeling confident that it will be filled with better health, optimism, and opportunities for spa and wellness professionals throughout Hawaii. Despite the challenges we've faced together since early 2020, evidence of positive and sustainable shifts is undeniable. In fact, according to research published in 2021 by Global Wellness Institute, the spa industry is expected to recover fast, with expected annual market growth of 17% through 2025 - and revenues are projected to double to more than \$150 billion. This is inspiring news - and proof that we're back.



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President's Message, continued...

I'm feeling very motivated by a few sectors of the more significant global wellness industry that have maintained growth during the height of the pandemic – healthy, immune-boosting eating (sustaining 3.6% growth since 2019) and mental wellness, which is now a \$131-billion opportunity as consumers are on a mission to reduce the stress that elevated during the pandemic. How might spas in Hawaii incorporate elements of these sectors into the experiences we create to ensure we're responding to the needs of our guests? More importantly, if we're innovative enough to enhance our offerings, how will we be able to deliver them amidst industry-wide staffing shortages? My gut reaction tells me that the solution lies in employee engagement and retention strategies – specifically, making tangible investments in our employees through education and professional development.

"...the spa industry is expected to recover fast, with expected annual market growth of 17% through 2025."

The data supporting strong associations between learning opportunities and employee retention is compelling. An impressive study of more than 22,000 employees in 100 companies across the US (The Lasting Impact of Tuition Assistance, 2017) revealed that 93% of respondents felt that using their employer's tuition assistance program helped them develop the skills they needed to grow within their current company. More than 80% said that tuition assistance made them more likely to stay with their employers. Investing in our people inspires them to invest in us – and Hi-Spa was delighted to help you do that in 2021. 100% of your membership renewal fees have been invested in the growth of Hawaii spa and wellness businesses through educational scholarship awards. Based on the quality of nominee submissions, the future for Hi-Spa is bright! We'll share details on our scholarship winners and how they'll invest in you by continuing their education in this issue.

Growth is at the forefront of 2022, and with that in mind, I leave you with some exciting news. Hi-Spa's Vice President, Jenn Holzworth, has decided to reinvest in her career with Montage International as their newly appointed Corporate Director of Spa Operations! We're excited that Jenn will continue her service with Hi-Spa this year until she heads to the mainland. On a final note, we've concluded our 2022 wage and price survey and wish to extend gratitude to all who participated. If you participated in the survey, you'll receive a copy of the results from me directly.

Energetically,

Shawn Hallum
President, Hawaii Spa Association

Scholarships

This past year, Hawaii Spa Association has done something rather unique. The Board decided that 100% of the annual membership fees collected for the year 2021-2022 would be put towards an educational scholarship fund for employees of member spas. You will recall e-mails went out at the end of last year inviting spas to submit applications for the Hi-SPA scholarship. The Board reviewed the applications and we are pleased to announce that a total of 5 recipients were selected to receive this scholarship fund.

Congratulations to the following winners who have chosen to keep GROWING!



Barbara Hart

Hilton Hawaiian Village, Oahu

Oncology Massage course: Barbara is a Hawaii-state LMT working for Mandara Spa Hilton Hawaiian Village. Barbara selected this 16-hour class to further her knowledge on how to safely work with people who have completed their cancer treatments and are at risk of lymphedema, often a long-term effect of cancer treatment.

We at Mandara Spa supported Barbara in this quest as we occasionally do have guests affected by some type of cancer who would like to enjoy spa treatments but are unsure of what treatments might be possible and how to safely navigate their spa experience.



Shannon Satterwhite Shakir

Westin Hapuna Resort, Big Island

Myo-skeletal Alignment program: Working as a LMT since 2006 and being particularly interested in Deep Tissue and Sports massage, Shannon focused on this course helping her to improve her skills in therapeutic massage specifically how it relates to pain, posture and function for massage guests. All of the courses offered by Erik Dalton Myoskeletal Alignment Techniques are recognized as continuing education credits by the National Certification Board of Therapeutic Massage and Bodywork and most State

Licensing Boards. This particular course has a total of 80 CE units.



Tomoyo Ng

Westin Hapuna Resort, Big Island

Therapist On-line Course - Advanced "Pro" course: Tomoyo is the Principal therapist at Westin Hapuna Resort. Tomoyo applied to attend a massage course through the Therapist Online Academy, a Japanese on-line mas-sage school. The "Pro" course Tomoyo has registered for is a 6 months course providing a more advanced level of practical, practice and marketing skills and including such subjects as Psychology and Mind, Anatomical Physiology.



Ethan Watson

Mandara Spa at Waikoloa Beach Marriott Resort & Spa

Lomi Lomi massage: Since arriving on the Big Island he has been inspired by Lomi Lomi and investigated the various lineages and traditional Lomi Lomi schools on the Big Island. As Lomi Lomi is a unique modality to Hawaii, Ethan expressed interest in studying authentic Lomi Lomi and gaining a deeper understating of and experience in traditional Hawaiian modality. As such, with the aid of the Hi-SPA scholarship fund, Ethan will be studying traditional Hawaiian Lomi Lomi massage more thoroughly.



Brelynn William

Four Seasons Lanai

Esthetician Course: A hardworking and motivated spa professional, Brelynn demonstrates passion to continue to grow in her spa career. She started as a receptionist and successfully transitioned into a massage therapist. The sky is the limit for Brelynn who now wants to learn esthetics and strives to expand her horizons to help guests inside and out.

Michelle Jones

Fairmont Kea Lani

Massage School: Michelle would like to continue her education by attending massage school. Michelle is a gifted Nail technician and easily connects with guests with her caring nature and positive energy. For her to be able to use these gifts toward body work would be a benefit for many future guests to enjoy. This scholarship would help relieve a bit of financial burden and accelerate the start of her advanced education.

Scholarships, continued



SARA KAHAIALII

Andaz Maui at Wailea Resort

Massage Certification: Sarah would like to share that exploring the Spa industry and field of Massage Therapy is something that she considered for many years and she is so glad to finally be welcoming this career change. She has been at the Andaz Maui Resort for 5 years this January and being a part of the 'Awili Salon & Spa team has been instrumental in encouraging her to pursue a future in the wellness industry. Upon graduation she is looking forward to contributing to the Hawaii Spa & Wellness community and hopefully becoming a member of Hi-Spa itself!



Nikki Theiss

Montage Kapalua Bay

Esthetician Training: Nikki is extremely dedicated to her craft and education. She takes training very seriously and she is extremely passionate about the spa industry. Nikki will use this scholarship to continue some advanced education in skincare and learn more about what she loves to do.

Growing

Jennifer Holzworth

Vice President, Hawaii Spa Association

Aloha HI-Spa ohana! I hope you all had a joyous festive season and 2022 has started off with a bang! 2021 certainly presented a lot of change for us all and although not all of it was great, there were so many moments to be grateful for and some inspiring changes that took place. Our industry continues to rebound as more and more people become inspired by health and wellness, and we have had the chance to pivot and recreate what wellness experiences look and feel like.

2021 also presented a shift within our industry as it relates to labor. Although it may seem we can never hire enough therapists for the demand, this shift has also led to some exciting new leadership growth opportunities for our up-and-coming stars out there. I was personally able to continue my career growth this past year with taking on the new role of Corporate Director of Spa Operations for Montage International. As much as I am looking forward to this next adventure, I am even more excited and honored to recruit for the next Spa Director of Montage Kapalua Bay. If you know anyone looking for their next leadership opportunity, please feel welcome to share my contact information. Jennifer.holzworth@montage.com



Growing, continued

Jennifer Holzworth

Vice President, Hawaii Spa Association

I look forward to continuing to build our HI Spa community even stronger in 2022! I want to also take the opportunity to highlight other movements around the islands:

NEW PLACEMENTS

Frankie Moreno, Spa Director Four Seasons Ko Olina Resort Oahu

Jared Kahaialii, Spa Manager, Westin Oahu

Teresa Frederick, Interim Spa Director, Andaz Maui at Wailea Resort

Mahlon Moore, Hi-Spa Design & IT Consultant

JOB OPPORTUNITIES

Director of Spa Montage Kapalua Bay, Maui

Director of Spa Fairmont Hotels and Resorts, Big Island

Director of Spa Fairmont Hotels and Resorts, Maui

As Hi-Spa continues to grow and we anticipate some upcoming changes to our board, please let any of our board members know if you may be interested in contributing.

Also, look for our newsletter next quarter and stay tuned as we begin to plan an in-person event.