



WHAT'S INSIDE:

- Welcome Note - 1*
- Mask or No Mask? - 2*
- What's here to stay? - 4*
- Member Highlight - 5*
- This Article Has Been Sanitized! - 6*



WELCOME SUMMER

by President Shawn Hallum

Aloha Hi-Spa Ohana!

I hope this note finds feeling happy and well. Kau (summer) is will soon be here and we have no doubt that you're gearing up for an exciting season. The islands are have opened up, we're welcoming more visitors, and life for residents seems to be finding a new and positive groove. Your Hi-Spa board members have been very engaged in conversations and strategic planning about how best to serve you in the future. Here are some of the things we're working on to elevate our collective experience with membership:

- Membership Renewals – as all association memberships (with the exception of a few) expire at the end of May 2021, we will be sending out renewal notices in shortly. Please be on the lookout for these (and feel free to reach out to us proactively to renew your membership).
- Scholarship Programs – to ensure 2021 membership renewals have a meaningful impact on Hi-Spa's mission to elevate our local industry professionals, 100% of membership renewal proceeds collected this year will be used to create scholarship opportunities for employees connected to companies with active Hi-Spa membership. More details to come!
- Website - we're working on enhancements to our website that will provide you with more tools, resources, and opportunities to grow your business

In this issue of our newsletter, we thought you'd find it helpful to begin a conversation about the challenges and opportunities that members are facing. To kick off this conversation, you'll find thoughts your board members about masking, vaccinations, and other relevant considerations. We encourage you to continue this conversation by posting questions, comments, and feedback in our blog. (INSERT LINK TO BLOG HERE). We look forward to an exciting and helpful discussion. We've also included a spotlight on one of Hawaii's most impressive industry professionals who is currently available to support your business needs.

Warm and healthy regards,
Shawn Hallum, Hi-Spa President



"Hospitality businesses must consider how to reclaim our sense of Aloha"

TO MASK OR NOT TO MASK...SO MANY QUESTIONS!

By President Shawn Hallum

In light of the CDC's announcement in mid-May to ease mask-wearing guidance for fully vaccinated people, business operators in Hawaii must now work together resolve the challenges associated with this major pivot. Feelings of relief, excitement, and possibility have been muted by genuine concerns about our change readiness and simple confusion about a plan for implementation. To bring clarity on rapidly changing information I've summarized how health and safety information on COVID-19 has evolved below. More specifically, I'd like to present the implications of the CDC announcement, where we are with vaccinations in Hawaii, current thoughts from Governor Ige about the CDC announcement, and how OSHA is endeavoring support our safety at work.

Here's the breakdown on the CDC announcement:

A fresh batch of data from a big study of health care workers across the nation concluded that fully vaccinated people can go without masks in most circumstances. The study found that Moderna and Pfizer vaccines

provided 94% protection for the front-line workers immunized at the beginning of the vaccine rollout. A single dose provided 82% protection. According to the CDC, this report provided the most compelling information to date that COVID-19 vaccines were performing as expected in the real world.

Based on the study results, the CDC offered new guidelines for fully vaccinated people (those who have completed all doses and associated post-vaccination waiting periods). It is now believed that these people can give up social distancing and quit wearing masks outdoors in crowds and in most indoor settings. Partially vaccinated or unvaccinated people should continue wearing masks.

The CDC still calls for masks in crowded indoor settings including buses, airplanes, hospitals, prisons and homeless shelters.

There is no mandate for fully vaccinated people to remove masks – the CDC has simply stated that the science indicates it is safe for them to do so. The CDC encourages people (including

businesses) to make their own decisions at their own pace.

What are the implications of the CDC announcement?

Business operators throughout the nation are concerned that it will be difficult (if not impossible) to guarantee that any unmasked patrons have been fully vaccinated. Any businesses that choose to rely on the honor system will need to consider the consequences of unknowingly exposing themselves, their employees, and their customers to COVID-19. We know that wearing masks and social distancing reduces the risk of transmission and that the likelihood of transmission between vaccinated people is very low, but valid concerns persist. Vaccinated or not, people can still carry the virus and pass it to others and this risk becomes higher without a mask mandate. It should also be noted that hospitality businesses (like our spas here in Hawaii) must consider how to reclaim our sense of aloha, the foundation of which is built on our desire to welcome and trust. In Hawaii, we endeavor to serve our guests without reservation – we don't police them on policies.

Where we are now with vaccinations and state mandates:

Hawaii has consistently ranked the best in the country when it comes to the lowest number of COVID-related deaths per capita and our case counts have remained low. This is not surprising, especially since we've done so much over the past year to implement and maintain safe practices. In more encouraging news, Hawaii has one of the highest vaccination rates in the country. Nationally, 160 million Americans, or nearly 50% of our population, have received at least one dose of COVID-19 vaccine (and more than 121 million are now fully vaccinated). In Hawaii, about 42% of residents are now fully vaccinated, while more than 60% of the population has received at least one shot. This is encouraging data, though we've not quite reached the level of herd immunity for our state (which is estimated to be about 70%). Until such time, Gov. Ige advised that Hawaii's mask mandate must continue.

"Hawaii has consistently ranked the best in the country when it comes to the lowest number of COVID-related deaths per capita"

Ige stressed that because fewer than half of Hawaii residents are fully vaccinated and it's impossible to tell who has and hasn't been immunized without a fail-proof system, our local policies cannot align with the recent CDC guidance. While he has not provided us with an estimated date that residents can drop the masks, he has assured us that our county mayors have been working with state epidemiologists to incorporate vaccination rates into the tier systems. This will help us to understand restrictions on businesses and various activities. Lt. Gov. Josh Green has taken a more optimistic stance, expressing his view that it is now time for Hawaii to mirror CDC guidelines. He said it was better to have one national policy instead of the current patchwork of different restrictions, and that the new CDC policy on masks and social distancing was a safe one for Hawaii. Green publicly stated "masks and their use are emblematic of trusting the vaccine and trusting that we are doing the right things - I want to support the CDC's policy."

Where OSHA stands on COVID-19 and workplace safety:

On January 29, 2021, OSHA updated its published guidance to reflect developments in science, best practices, and standards. The recommendations are advisory in nature, informational in content, and are intended to assist employers in providing a safe and healthful workplace. For the latest information, visit <https://www.osha.gov/coronavirus/safework#executive-summary>

- President Shawn Hallum



COVID- WHAT'S HERE TO STAY?

By Vice President Jennifer Holzworth

Now that CDC has modified their recommendations for mask wearing for fully vaccinated people, it seems only logical that some places (including Hawaii) are continuing to keep stricter policies in place. We all have been so focused on the importance of masks protecting us for over a year that the recent news that it is now safe to remove them contradicts what our brains have been processing the last 14+months so understandably there will be confusion and an adjustment period. I feel that masks are here to stay in some capacity or another... That people will continue to wear as their personal preference for the foreseeable future. The big question to me is – how do we as operators regulate within our businesses to ensure guests and clients feel safe? And how do we ensure that our associates and employees feel safe in their workplace? It is more critical than ever now, in my opinion for us to ensure we are communicating effectively and clearly with our employees – what are our COVID

policies? Are they printed so guests and associates can see them? And most importantly are we sticking to them with every person? If we aren't going to mandate masks in our businesses, does our team understand the why and what measures we are keeping in place for everyone's safety? I think there will be a few other things that stick around for a while in addition to masks. For example, sanitizing stations in public areas and vaccine travel requirements. But one of the great AH HA moments I've had during this time, and something I definitely think is here to stay is the transition away from printed materials and the integration of QR codes and other touchless options. Why weren't we doing this a long time ago?? They have become so engrained in our everyday lives now from restaurant menus, to activity schedules, even shopping mall directories, to the point that we rely on them more than traditional (printed) information available. Spa and wellness as an industry continues to refine the balance of integrating technology while still providing the space to disconnect and QR codes have helped bring that subtle convenience and comfort. The ease of spa menus, guest reading material, client questionnaires all at the touch of a button, (not to mention the money saved in printing costs) will forever be changed for the better.

- Vice President Jennifer Holzworth



"Spa and wellness as an industry continues to refine the balance of integrating technology while still providing the space to disconnect"



MEMBER HIGHLIGHT - GLORIA WILLIAMS AH SAM

By Treasurer Darryll Leiman

In this edition we are excited to feature one of our own Spa Directors, Gloria Williams Ah Sam. Many of us know Gloria but few of us know the diverse and extensive background she has behind that distinctive warmth and smile.

Gloria began her professional career as a flight attendant for Continental Airlines on domestic and international flights based out of Houston. It was there she gained that sophistication and level of guest service that is one of her trademarks. This flight experience gained her a Flight Attendant Supervisor position with Aloha Airlines where,

amongst other things, instructed flight attendants with HR and safety regulation guidance.

Gloria was also a full-time Computer Operations Assistant working at the Kaneohe Marine Corps Base analyzing, testing and configuring PC software and hardware computer systems. (Having any IT challenges? Gloria is your go-to person!). Her techie background led on to a Business Management position with Frederic Fekkai at Neiman-Marcus in Honolulu where she trained staff and organized promotional campaigns. That was Gloria's entree into the spa industry where she opened and operated the Malama Spa and Beauty Salon which ultimately became the Aveda Spa in Ala Moana Shopping Center. will share.

Gloria then went on to hold some prestigious spa management positions both here in Hawaii as well as on the Mainland. These included Spa Manager at Abhasa Spa at The Royal Hawaiian Hotel, and then on to the Spa Director position at Spa Halekulani at the Four Diamond Halekulani. Gloria took a sojourn back to the Mainland where she took up the position at Spa Ojai and the Ojai Valley Inn and Spa in Ojai, California, near

Santa Barbara. Gloria was instrumental in getting her property awarded as a 'Forbes Four Star Spa status' property from 2009-2015 as well as achieving the ISPA Innovate Award in 2014.

Gloria was drawn back to Hawaii by being appointed Spa Director at Four Seasons Resort Lanai where she managed and supervised the multi-million dollar spa renovation and expansion project in 2015-2016. As if naming the "Top 5" list of spas in Hawaii, Gloria then went on to become the Spa Director at the Kahala Hotel and Resort here in Honolulu where she served from 2017 to 2020 – until COVID....

As things begin opening up, Gloria has taken up an Interim Spa Director position at Belmond El Encanto, back in her California home territory of Santa Barbara.

Gloria's heart is set on Hawaii and, as properties begin opening up post-COVID, we are sure that Gloria, with her vast and extensive professional career in the spa and hospitality industry, it won't be long before we see her snapped up by one of the top hotel resorts and spa properties here in Hawaii. Gloria, we want you back – and can't wait to see the next move in your stellar and illustrious career!

- Treasurer Darryll Leiman





THIS ARTICLE HAS BEEN SANITIZED!

By Secretary Amanda Schmiege

One of the priorities that came out of Covid is the focus on heightened cleanliness standards in our spa. I have been made acutely aware of how what we thought was clean before may not have been as clean as we now realize it could be. This has changed numerous considerations in our operations including cleaning products, tester usage, staffing levels, and additional time for cleaning.

The particular idea that I want to address is the post cleaning time after a treatment. For many of our spas, we normally schedule a 50-minute service with a 10-minute turnover time but have subsequently increased this after covid to 25 minutes to allow for additional time to more thoroughly sanitize all surfaces in the treatment room. Even as the CDC states the risk is low from surface contact and with continued vaccination rates reducing the transference threats, do we think that 10 minutes is sufficient to maintain exceptional hygienic standards in our spas? When would you feel comfortable allowing only 10 minutes again? This is obviously also case by case depending on the particular size and layout of each spa and particular treatment set up needs. But perhaps our conversation needs to shift to consider the costs and benefits of additional cleaning time. Certainly financially speaking none of us like the reduced productivity of the schedules. But maybe we need something like Covid to change our thinking regarding what productivity we need to achieve at what cost. How else can we make up the lost time?

And speaking of productivity, we can also look at our staffing levels and how much additional hours have been necessary to cover fitness areas and locker attendants. Is this extra staffing sustainable? The problem in writing this is that I don't have the answers. As this pandemic continues to evolve and we are in an ever changing world as a result, we need to continue to stay open to the possibilities of what may be worth changing forever and perhaps it may just be no more 10 minute clean up times.

- Secretary Amanda Schmiege