



MARCH 2021 • QUARTERLY NEWSLETTER

A WORD FROM THE HI-SPA PRESIDENT

Aloha Kākou!

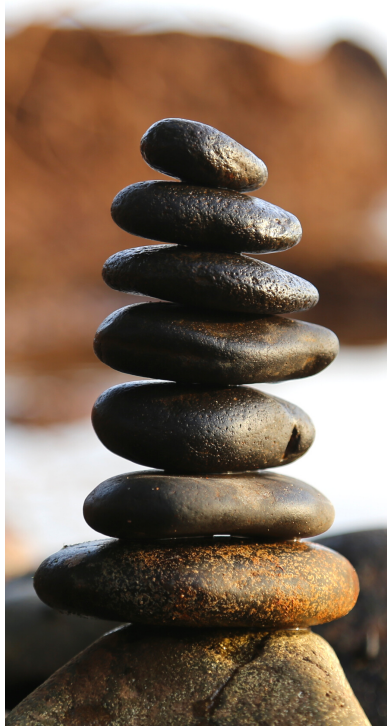
While it would be typical (and very tempting) to begin my note to you with a thoughtful reflection on all of the lessons we've learned over the past year, I'm going with my gut to summarize what I believe represents our collective feeling in just two sentences:

Farewell 2020, we will not miss you or invite you back.
Aloha 2021, we've been waiting for you and we're ready!

Setting playfulness aside, please allow me to share a bit more with you. Most importantly, my gratitude for the support, engagement, and energy you contributed to our collective over the past year (including the stories, cocktails, and zoom backgrounds we shared during our last event in January). A Hawaiian word I learned while reading Rosa Say's book *Managing with Aloha* comes to mind as I think of our experiences. That word is LŌKAHI. If you're not yet familiar with this powerful word, it represents the values of harmony and unity - the idea that people working together achieve more than any one individual could achieve alone. I feel both enthusiastic and well-prepared to travel the freshly paved path ahead because I'm walking that path with my Hi-Spa ohana.

This newsletter represents the first of four issues you'll receive this year and it comes at an important time. Spring is a time often associated with renewal and it has never been more fitting! Nearly a year after mandated spa closures throughout Hawaii and around the globe, many of our spas have reopened and are beginning to hit modest yet encouraging strides. In previous issues of our newsletter, we communicated tools, tips, and techniques for re-opening preparation. Now that doors are open, we thought you'd appreciate a pivot into currently relevant topics like the state of hospitality, the latest vaccine updates, and a spotlight on industry professionals who can help you achieve success. I hope that you enjoy the issue and invite you to send questions, ideas, and feedback our way! You can reach me personally at info@hawaiispaassociation.com.

Energetically,
Shawn Hallum,
Hi-Spa President



FEATURED STORIES

- Member Highlight
- Travel Trends to Hawaii
- COVID-19 Vaccine information
- Hiring Position Highlight



MEMBER HIGHLIGHT OF THE QUARTER - VALERIE PLOTNIKOVA

Valerie Plotnikova is an International beauty expert with 24+ years of cosmetic industry experience. She is currently the Regional Business Development Manager for Yon-ka Paris. She expertly detects nuances that others might overlook, expanding a company's vision that leads to increase profits, boost sales, and bolster brand recognition. In her other life, she works with light and sound healing modalities and has a daily mindful practice of meditation, yoga and connecting with nature.

How has your perspective changed from last year into this year?

In addition, I have had a new perspective of what wellness means to me. I love seeing that it's not only about spa and treatments, but an overall holistic approach and lifestyle. That's why I started my Instagram page under Yonka_Lifestyle. To me, it is about nutrition, daily routines, home rituals, workouts, being outdoors, breath and having a mindful practice.

What best practices have you experienced in a post covid environment?

The level of virtual education and events on all platforms is an amazing way of keeping us together. We are extremely lucky to have a full US education team and were able to pivot overnight, coming up with a full virtual schedule. This has allowed us to stay fully involved and really adjust to what our partners (and future partners) need.

What do you predict as a trend that started because of the pandemic but may be here to stay?

It's amazing how my perspective changed on how we can do business using technology and connect in a powerful way! I have had so much fun on zoom meetings, webinars and virtual events. Although I prefer real life gatherings, there is something to be said about connecting from all over in the comfort of your own home. I believe this is here to stay along with virtual consultations. I just want to give a HUGE THANK YOU to the Hawaii Spa Association and the board members for keeping our communities together in times we need it most. I feel honored to be a part of it and grateful how quickly I was accepted by this amazing industry. Mahalo Hi-Spa ☑

WELCOME NEW MEMBERS!

Please help us give a warm welcome to our Newest Hi-Spa Members:

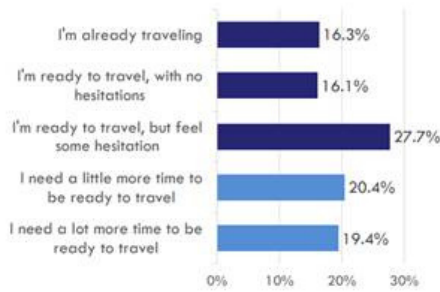
- **Ashley Sedillo**, Skin Authority
- **Mary Ronnow & Lieren Pearson**, The Skin Institute Internationalé

TRAVEL TRENDS TO HAWAII

From Jennifer Holzworth, Hi-Spa Vice President

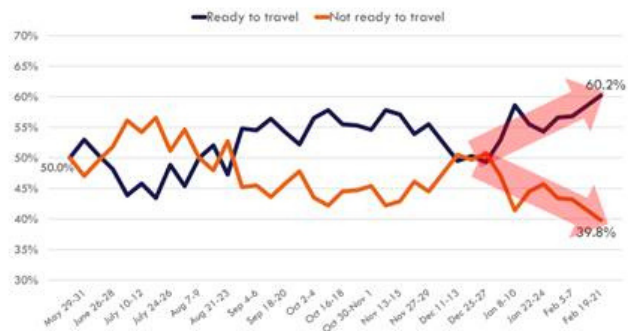
Finally a little light in our tunnel. Since reopening the islands to visitors in October of last year, we all learned how to pivot and run more efficiently to prepare for the peaks and valleys that currently seem to be closer to our “new normal”. There is another shift happening now, of people becoming more comfortable with travel, perhaps with the gaining number of vaccinations or the extra precautions the state is taking. Whatever the reason, the numbers of visitors to the islands continues to grow slowly and I am hopeful by the way the travel trends are looking this spring, summer and even later into 2021 for domestic travel. Right now according to Hawaii Visitor and Convention Bureau (HVCB), 80% of Americans have plans for 1 or more upcoming trips with July looking like the peak travel month this year, and perceptions of travel and leisure activities as unsafe has fallen to an average of 46% - which is a record low since the start of the pandemic. Hawaii tourism Authority also has some positive forecast predictions with all categories including arrivals, length of stay, and visitor spending on the rise and continued to grow through 2023 and beyond. International travel seems to be the biggest question mark with some places on their second and third lock downs.

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



(Base: Waves 12-13 and 15-50. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216 and 1,210 completed surveys.)

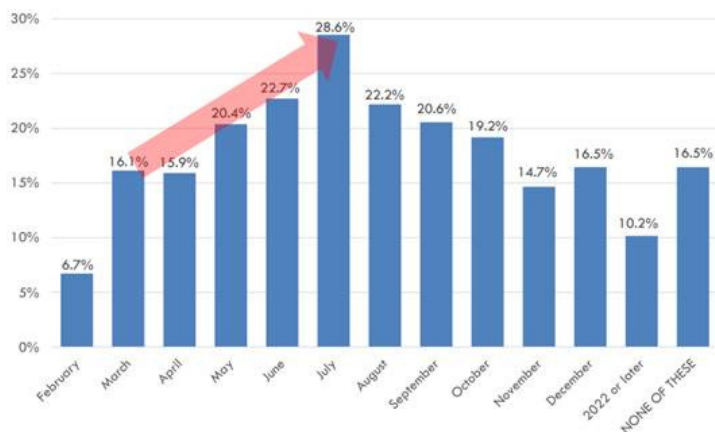
Historical data



Destination Analysts

Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)



Destination Analysts



COVID-19 AND VACCINATION INFO FROM HAWAII SPA ASSOCIATION

From Darryll Leiman, Hi-Spa Treasurer

Hawaii has been relatively fortunate compared with some other states on the Mainland. Good news too is that the trend of infections seems to be going in the right direction.

Various companies such as Pfizer, Moderna and others are producing vaccines that have shown to be about 95% effective against COVID-19. A third vaccine, developed by Johnson & Johnson, has just been approved, with the advantage that it requires just a single dose and not such extreme storage temperatures. Slowly the vaccines are being distributed around the country and internationally.

The Hawaii Dept of Health has outlined various categories as to who will receive the vaccine first:

- Phase 1a. Healthcare personnel and long-term care facility residents. (6% of Hawaii population.)
- Phase 1b. First responders, frontline essential workers and kupuna 75 years of age and older. (20% of Hawaii population)
- Phase 1c. Adults age 65 to 74 years, persons 16 to 64 with high-risk medical conditions. (47% of Hawaii population) - Latest word is that this category may be further split into 2 groups; 70 to 74 years old and 65 to 69 years.
- Phase 2. Persons 16 years and older not in other categories. (27% of Hawaii population)

According to the latest federal and state guidelines, workers who are in a higher risk category should be given priority for COVID-19 vaccination.

Hawaii Spa Association has approached the Dept of Health and petitioned on behalf of massage therapists, estheticians, cosmetologists and other spa staff who literally and physically touch their guests and/or work in an enclosed treatment room for 50 -80 min at a time throughout their workday. The Dept. of Health has responded positively to Hi-Spa and invited individual spa directors and owners to petition on behalf of their own staff and team members for this higher prioritization.

Hawaii Spa Association encourages spa directors and owners to go ahead, complete and submit the form on behalf of their team members who interact closely with their guests and clientele.

The form may be found [HERE](#)

They do hope to afford us some priority within Phase 1c but ask us to be patient as supply of the vaccine is limited and there is such demand not just all across the US but globally as well, of course.

References and resources:
[State of Hawaii - Department of Health, COVID-19](#)
[State of Hawaii: COVID-19 portal](#)
[Oahu COVID updates and Honolulu Opening Strategy Executive Summary](#)



POSITION JOB FEATURE



JOB SEEKERS

Meet Jonathan Jumawan, Assistant Manager at Naupaka Spa at Four Seasons at Koolina. He is currently out on furlough due to pandemic but excited to get back in the spa when opportunity arises. He worked in the spa/salon industry for more than 10 years. He started his career in guest relations as a team member, then service provider, educator, and moved up to managing a Salon/Spa.

He is particularly known for his ability to energize the team, strong communication skills, and delivering exceptional guest experiences. He was born and raised in Hawaii, but recently moved back from Chicago. He is excited to be part of the Hi-Spa network and would be delighted to find a new opportunity to further develop his spa career.

Jonathan Jumawan
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jumawan@ymail.com

CALLING ALL TALENT!

As we continue to evolve our Hi-Spa Association, we strive to offer more benefits to membership and to create more opportunities for connection within our spa community. We would like to launch a new feature that highlights Hiring Managers and Job Seekers currently in the market. If you would be interested in being featured in the future, please email amanda.schmiege@fourseasons.com

HAVE A POSITION YOU'D LIKE TO FEATURE?

If you'd like to feature an open position in our next newsletter, please reach out to us at info@hawaiispaassociation.com

