



QUARTERLY NEWSLETTER - January, 2024

HAU'OLI MAKAHIKI HOU, HI-SPA OHANA!

A message from Amanda Schmeige, President

As we kick off a new year, we are filled with gratitude for the Hi-Spa connections we have deepened through this past year particularly supporting our colleagues in need on Maui. We have continued to grow through our monthly Shop Talk Series particularly and welcomed many new members and collaborated with some amazing guest speakers. As

cept of prosperity for 2024. Prosperity is defined as a successful, flourishing, or thriving condition. In the midst of our busy lives and busy operations, we often feel like we can't keep up, or we haven't achieved enough. Perhaps this year we should focus on the journey itself being the measure of our prosperity. We are proud to be part of an industry with a mission for making people feel better, in a destination that is by far one of the most healing places in the world. By the work that we do daily, choosing to support our teams and making our guests happy, we are thriving!

I have cherished my time and connections in Hawaii as it allows us to give and receive aloha. It is bittersweet to announce that I will be transferring to Four Seasons in Dubai, serving as a Senior Spa Director in the EMEA region. Words cannot express the sense of deep responsibility I have felt to carry the vision of the Hi-Spa Association. I couldn't be more proud of the talented and dynamic board which has brought us to where we are today. The amount of commitment and investment from my fellow board members has been a source of inspiration and strength for me. As I look back at the past years since I arrived in Hawaii, I appreci-

times we all need to pause to fuel our connections. The events and workshops we are able to attend together through Hi-Spa, spark collaboration and creativity not only to help us be better for our own spas but to help us all be better together and elevate the greater spa community in Hawaii. We are the force that will continue to remind the market to seek Hawaii as an influential spa and wellness destination. *Read more...*



As my term as board president ends, I have more confidence than ever that the Hi-Spa Ohana will continue to strive toward our vision for the future - to preserve Hawaii's unique spa culture and indigenous practices and share them with future generations. History has proven that every change lends new opportunities, and I am excited to experience all of them as I maintain lasting connections with Hawaii and the colleagues I have met here.

Rest assured, you are now in excellent hands, as Darryll Leiman continues his contributions on the board, along with Mary Ronnow, Dana Murakami, and as Kamala Nayeli (previously our board secretary) will assume the helm as your new board president. I cannot think of a better choice to guide us forward over the next two years!

A FEW WORDS FROM OUR NEWLY-APPOINTED HI-SPA PRESIDENT, KAMALA NAYELI



It is an honor and privilege to sit as the new president of our esteemed association.

My very first Hi-Spa event was in 2010, held at the sensational Sullivan Estate in the North Shore of Oahu. I was invited as Darryll's guest on vacation from Bora Bora, looking for 'a sign' or any indication that I should take a leap of faith and move to Hawaii (as a newly single mother with two toddlers). Spa Directors and industry associates from around the islands came together that day, to talk shop, enjoy food and raise a glass. From that moment, it was an absolute YES!

And now after all these years, as part of the community, having overcome the many challenges, as well as accomplished numerous achievements, I am even more inspired to carry on Hi-Spa's vision of elevating awareness and being the primary source of information for Spa leaders throughout Hawaii.

A special thank you to Amanda Schmiege for her tremendous contributions over the years, and to the board for having confidence in me to be her successor. I will certainly do my best follow her lead, and provide unique opportunities for growth. A hui hou Amanda, you will be missed.

May this year bring abundance and prosperity for us all, as we promote the world of wellness and continue to spread aloha.

WANT TO BECOME MORE INVOLVED?

To make things even more exciting, we are currently recruiting for an additional board member. Please reach out to info@hawaiiispaassociation.com if you are interested in becoming more involved.

PEOPLE ON THE MOVE

Congratulations to our colleagues on the move. Here's where you can now find some familiar faces:

- * **Diego Hermelo Vidal**, Spa Director, Four Seasons Lanai
- * **Jessica Candy**, Spa Director, The One Kauai
- * **David Erlich**, Spa Director, Grand Wailea Maui
- * **Theron Puccinelli**, Spa Director, Kona Village Big Island
- * **Monica Donato**, new director at Nalu Spa, Turtle Bay

MAUI DONATION UPDATES

Report by Darryll Leiman, Past President and Hi-Spa Treasurer

As everyone will recall, Maui was struck by devastating wildfires on Aug 8, 2023. Within just 4 days following this tumultuous event, on Aug 12, 2023, Hi-SPA had jumped into action by starting a GoFundMe page to benefit those of our spa ohana who work in the spa industry on Maui and who were directly affected by the fires. Over the course of time, the GoFundMe has received 205 donations totaling \$28,739.57. Our sincere thanks to each and every one of you who donated; from small contributions all the way to sizable contributions from the likes of ISPA, Live Love Spa and other most generous individuals, vendors and organizations.

Hi-SPA got the word out to all Westside spas and applications for funding began streaming in. Hi-Spa issued its first set of distributions to a total of 58 applicants. Every penny of what had been collected was distributed.

Then, with Love Love Spa hosting its annual conference on Maui, Live Love Spa graciously proposed an on-line auction with all proceeds once again going towards Maui Spa Workers who were devastated by the fires. With the generous support of a range of spas and vendors donating generously, the online auction arranged jointly with Live Love Spa, an additional \$12,763.74 was collected.

This additional amount is in the process of being distributed partially to 7 new applicants received after the original GoFundMe had closed and also supplementing the donations to Maui spa workers most in need helping in whatever way possible to get themselves back on track.

The Hi-SPA Board would like to acknowledge the huge support received from donors and especially Live Love Spa for our fund-raising efforts benefiting those on Maui in the spa industry who were affected by the wildfires. It was gratifying to read thank you notes from recipients stating how much they appreciated receiving the funding donated by people they did not know and who had no other connection other than being part of the Hawaii spa industry and our big spa ohana.

Elevate Your Massage Career with the London Wellness Academy: Join Us on the Pride of America Cruise Ship!

Calling all Massage Therapists of Hawaii,

Are you a professional, Hawaii-licensed massage therapist seeking an extraordinary opportunity to take your career to new heights? Look no further! The Pride of America cruise ship is searching for talented individuals like you to join our exceptional team!

The Pride of America Cruise Ship Experience

Imagine spending your days surrounded by the breathtaking beauty of the Hawaiian Islands while providing rejuvenating massages and wellness services to travellers from all corners of the world. The Pride of America cruise ship offers a unique and unparalleled setting for you to practice your craft, grow professionally and create memorable experiences for your clients.

Training with London Wellness Academy

LWA is at the forefront of the wellness sector, training thousands of professionals every year. We are offering you free flights to and from the academy in London where you will learn the skills that will not only enhance your experience as a professional, prepare you to work on board, but also develop in you a set of skills that enable you to be successful on board and on land.

Flexible Contracts

For a limited time, we are offering a much larger level of flexibility in our contracts with PoA. Your recruitment specialist will be able to go through your contract and match it to your expectations!



NEXT STEPS...

NEXT STEPS, Continued...

To start your journey, head to <https://www.londonwellnessacademy.com/> where you can find out more and apply directly online.

Once you have applied, our recruitment specialist for Hawaii will contact you directly, find out more about you and help you discover what this amazing opportunity can offer you!

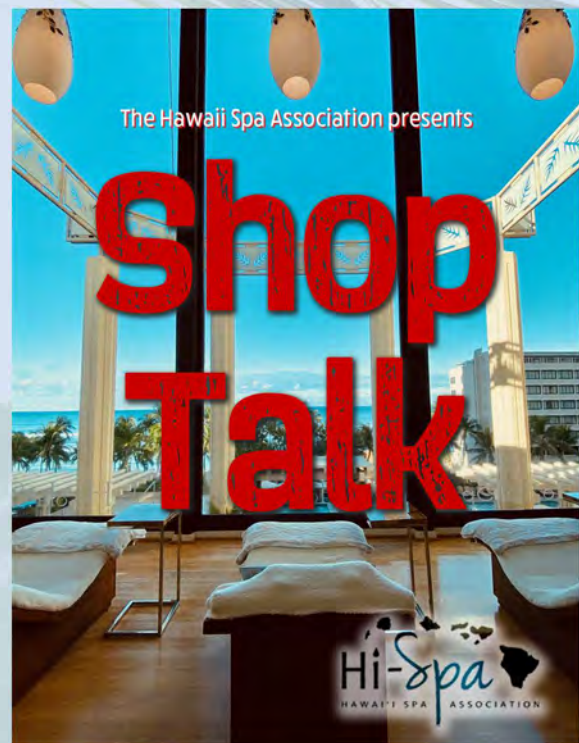
We look forward to receiving your application!

SHOP TALK SERIES

Our Shop Talk Series will resume this year on a quarterly basis.

STAY TUNED!

We will have even bigger and better shop talks and some in person events this year and our focus will be on boosting participation.



OUR MISSION:

Hi-Spa Association is a collaborative group of like-minded Spa Professionals. Our mission is to increase Hawaii's global Spa and Wellness leisure market share. We will accomplish our mission by engaging members in opportunities to share their ideas, expertise, and resources.