



*Aloha Hi-Spa Ohana,*

*The tides are turning this summer season. As we continue to grow we are excited to make some announcements regarding our board changes, new members, and a look to the future.*

#### **A message from Shawn Hallum, outgoing Hi-Spa President 2020-2022**

It's hard to believe that it has been two years since I wrote my first message to you as the newly appointed board president of Hawaii Spa Association. Time has never fallen short on its promise – to pass swiftly! Since 2020, we've covered expansive ground together – we faced a pandemic, united as a community, solved challenges, and reached a higher plane. As I reflect on all we've accomplished together since 2020, everything has aligned with our mission, which makes me very proud.



From our Navigating Together educational webinars to our vendor series (Five Reasons for Partnership), we overcame some of the most significant obstacles in our shared pathway and ultimately revealed an abundance of opportunities. New members joined the association, enabling us to extend more opportunities for our members to connect, learn, and grow. In fact, one of our latest members, Mary Ronnow (co-owner of The Skin Institute Internationale), hosted our first in-person event on June 9th! I was delighted to share the incredible experience she created with the association members who attended – it was one of the best events we've had yet! I'm looking forward to learning who will win the full scholarship that Mary graciously extended.

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'm excited to...

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experience all of them as I maintain my association membership. Rest assured, you are now in excellent hands, as Amanda Schmiede (previously our board secretary) has assumed the helm as your new board president. I cannot think of a better choice to guide us forward over the next two years! To make things even more exciting, we're currently recruiting for a vice president for our board, as Jennifer Holzworth's term also ends. Jenn's service to our members and our board has been extraordinary. Working with Jenn, Amanda, and Darryll has been an honor I will never forget.

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**Message from Jennifer Holzworth, outgoing Hi-Spa Vice President 2020-2022**

*Gratitude: the quality of being thankful; readiness to show appreciation for and to return kindness.* They say that you don't know what you have until it's gone... but I disagree. I am fully aware of how lucky I have been to be able to surround myself with such an amazing spa community over the last 2 years and work alongside some of the most brilliant leaders and coaches while serving on the Hi-Spa board. As my term as Vice President comes to an end, I reflect back on all the great memories I have from over the last few years. From my first introduction to the Hawaii Spa community, having the privilege to meet and build relationships with you all, to then the turn of 2020 when our world was flipped on its side and we all had to pivot into the new norm. My connection to you all became deeper during that time when it felt like all we had was each other to rely on for positivity and the latest industry happenings. It was a great reminder of how strong the spa community is and I'm grateful for the commitment and time spent with our partner vendors and community supporters for participating in our zoom series. I especially remember how fun the virtual New Years gratitude call was! Fast forward to present. We were finally able to host our first in person event post COVID recently which I must say is going to be tough to beat. A big mahalo to Mary and her team at TSII for your support of Hi-Spa and hosting an amazing networking and educational event for us all back in June. I'm grateful for my fellow board members whom I've learned so much from. As we recruit for the next Vice President of Hi-Spa, please know I'm not far away and will always be a strong supporter of Hi-Spa. This is not goodbye, but A hui hou.

*We would like to announce and welcome our new Hi-Spa President, Amanda Schmiede. Amanda has been serving as Board Secretary for the past 2 years. She is currently the Senior Spa Director at Four Seasons Hualalai on the Big Island helping support 5 other additional Four Seasons properties. She has a BA in Organizational Behavior and a NASM certification in Nutrition. She is particularly passionate about broader definitions of wellbeing and the hybrid of beauty and wellness.*



**Message from our New President, Amanda Schmiede, Hi-Spa Secretary 2020-2022, President 2022 – current**

Words cannot express the sense of deep responsibility I feel to carry on the vision of the Hi-Spa Association as the newly appointed President. 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 appreciate the accelerated growth, fulfillment, and experience that only this place can bring. I am reminded of my first Hi-Spa event at the Hilton Hawaiian Village, feeling nervous being so far away from what I had known, and yet through the power of connecting with like-minded spa professionals, I immediately felt a sense of comfort. Sometimes we all need to pause from our own busy operations 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.

I look forward with eager enthusiasm as we continue to evolve our efforts and our reach. I am envisioning our future for Hi-Spa to be stronger and bolder particularly with our focus to support continued education opportunities; connecting opportunities with talent, advancing our wholesale discounts and cross sales; and enhancing our vendor and school relationships. Let's continue to grow and stretch our minds, stretch our perspective, stretch our dreams to think

of new and innovative ideas to make an impact. I am immensely grateful for the ongoing support from all of you as we begin this new chapter together.

*We would also like to introduce our newly appointed board Secretary, **Kamala Nayeli**.*

**Kamala Nayeli** is the Director of Spa & Wellness at Halekulani, the award-winning spa nestled into Oahu's finest resort, Halekulani. As Director, Kamala oversees daily spa, fitness and pool operations, develops new innovative wellness programming and maintains SpaHalekulani's sustainable, environmentally-friendly wellness practices. Prior to joining Halekulani, she served as Spa Director for Bora Bora Pearl Beach Resort's Manea Spa and established additional locations in French Polynesia's Tahiti and Huahine. Additionally, she held the positions of Guest Relations Manager and Fitness Instructor at the Canyon Ranch Spa Club aboard the Queen Mary II, the flagship ocean liner of Cunard cruise line. Her experience also includes Program Advisor at Canyon Ranch Health Resort in Arizona. Kamala studied Business Administration at the University of Cincinnati and graduated from the Desert Institute of Healing Arts in Tucson, Arizona. Kamala Nayeli is also an active member of the Organization of Women Leaders Hawaii.



*We want to wish a warm welcome to our newest **Hi-Spa Members**. We look forward to connecting with you.*



**Brandon Claypool, Executive Spa and Recreation Director, Hilton Waikoloa Village**

Brandon has a background in exercise physiology and understanding the importance of spa therapies in addition to exercise. He was drawn to spa as a massage therapist and a trainer which led him to ultimately serve as Executive Director level for a variety of prestigious brands.



**Emily Held, Founder & President Mamas Medicinals, Ukiah, CA**

Mamas Medicinals is a woman-owned skincare company based out of Northern California and run by Emily Held from California and Nicole Fetterman from Maui. Dedicated to clean and organic skincare for all, Mamas Medicinals strives to keep prices affordable as well as give back to their community. As a way of giving back for every Healing Salve they sell, Mamas Medicinals give a salve to someone in need.



**Grace Stachowski, Owner New Esthetics Spas; Honolulu Spa & Wellness LLC ([www.honoluluspaandwellness.com](http://www.honoluluspaandwellness.com))**

*Grace is a licensed Medical Aesthetician and a certified Laser Technician. Grace's involvement with the field of wellness started in 2004 when she graduated from the original Japanese Aisen Shiatsu Academy. Later she discovered that her true passion lays in the field of aesthetics, and in 2007 she has earned the certification of a Basic Esthetician through Honolulu Community College. Driven to learn more about skin care, in 2013 she attended the prestigious Esthetic Institute in the National Capital Region, earning the certifications of Medical Aesthetician and Laser Technician.*



**Rafal Stachowski, Individual membership**

*We are looking forward to Rafal's continued involvement in Hi-Spa particularly for his specialty videography skills.*



**Lacey Matsumoto, (assuming new role) Director of Spa and Wellness at Four Seasons Lanai Manele**

*Lacey is a dedicated and driven leader with 14 years of experience in all facets of the spa, hotel and retail operations. She joins the Four Season's Lāna'i most recently from the Grand Wailea, A Waldorf Astoria Resort where she oversaw the 50,000 square foot operations as the Assistant Director of Spa & Wellness. Lacey is thrilled to be Lāna'i and is looking forward to golfing and becoming a yogi!*



**Jessica Candy, (assuming new role) Director of Spa and Retail at Montage Kapalua Bay**

*Originally from Texas, Jessica has made a home out here in Hawaii and now specifically moving to Maui. She has a passion for the spa, health and wellness industry, combined with experience in hospitality management, retail sales, marketing and leadership. She is an employee and teammate committed to excellence and throughout her career.*

**Valeriia Rudenko, individual membership**

*Not pictured*

*As we continue to grow our own talents at this time, we wanted to help connect our members with quick access to the schools in the area. We need to focus our attention on the future and help raise awareness and excitement for spa careers. Supporting our schools will help us enhance the future talent and can lend itself to helping us find and develop great talent for our spas.*

## **Oahu**

The Skin Institute Internationale, <https://tsiihawaii.com/> 808-596-4567 (MEMBER)

Honolulu Nails & Aesthetics Academy, <https://honoluluacademy.com/>  
808-944-1121

Makana Esthetics Wellness Academy, <https://makanaacademy.edu/>  
808-591-6090

Elite Massage Academy, <https://www.elitemassageacademy.com/> 808-536-7888

Hawaii Massage Academy, <https://www.hawaiimassageacademy.net/>  
808-398-8828

## **Big Island**

Hokulani Massage Academy, <https://hokulanimassage.com/> 808-339-4159

Big Island Beauty Academy <https://bigislandbeautyacademy.com/> 808-329-6447

## **Maui**

Maui School of Therapeutic Massage, <https://www.massagemau.com/>  
808-572-2277

Maui Academy of Healing Arts, <https://www.mahamaui.com/> 808-879-4266

IBS School of Cosmetology and Massage <http://ibs-hi.com/> 808-214-5293

Let's talk about how great our recent **CONNECT, LEARN & GROW** event was at the Skin Institute Internationale!

**EVENT Notes by Hi-Spa Board member, Darryll Leiman**

This past June 9, The Skin Institute Internationale (TSII) partnered with Hi-SPA in co-hosting a most exquisite spa experience seminar. The event was held at TSII school location in Kaka'ako, Honolulu.

TSII Co-Founders, Mary Ronnow & Lieren Pearson and their team did a magnificent job from start to finish. From laying out a red carpet (literally!) with a welcome flute of sparkling wine, guests were met at the ground floor entrance of the building and personally escorted up by TSII students to the school on 3rd floor. The school was set up as an Open House and after a tour of the facility including a special display by Hydrafacial, Mary welcomed the attendees and the day began.

The first seminar was given by Pam Chambers who gave an engaging presentation entitled: "Raising the Bar: Shaping Stellar Employees". This was followed by a most delicious full-on buffet lunch amid a backdrop of distinctive pink and white floral decor, crystal glasses, silver chafing dishes with appetizer, main course and variety of desserts from local culinary establishments. As if the lunch was not enough, a surprise feature was a featured percussionist, Becca Laurito, a member of



the Hawaii Symphony Orchestra playing harmonic sounds from an array of singing bowls and a xylophone. The gentle energy healing and sound meditation made the lunch itself almost ethereal.

This was a perfect interlude to the afternoon sessions, the first of which was a presentation by Mary Ronnow whose presentation was "The Paradigm Shift in the Spa Industry", a summation of the key information presented at the recent ISPA Conference in Las Vegas, in

which she also addressed the current employee crisis in the spa industry today and a poignant look of what may lie ahead. Mary's punctuated her presentation with "peak moments" emanating from her wealth of knowledge in the industry.

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The final presentation was a delivery by Lieren Pearson in which she gave an amazing hands-on demonstration of quality control, posing the question, "Do we really know what's going on in our treatment rooms". Attendees were riveted by a Master Esthetician giving a demonstration equating to a work of art. The only regret was that the presentation should have been videoed and available for every spa director and esthetician to use as reference.



TSII extended complimentary esthetic services to those attendees who were able to stay on an enjoy this extra courtesy. All attendees were presented with a huge bag of complimentary products and other spa gifts to take home, or have shipped over for those who came over from neighbor island to participate in the event.

BIG MAHALO to Mary, Lieren and the whole TSII team for making a truly stimulating, enjoyable and rejuvenating event.

*Additionally, Mary generously donated a one year scholarship!*

**The Skin Institute Internationale, located in Honolulu, is excited to offer a full ride scholarship to our Elite Esthetics Program. Scholarship is worth \$10,500. If you are a spa owner or director and have an outstanding employee that would like to get their esthetician's license, or perhaps you have a massage therapist that would like to be dual trained, then this scholarship is for them! It is extended to any organization that is a HI-Spa member. If your company is a HI-Spa member and you have an outstanding employee that you would like to nominate please contact Mary Ronnow, owner of TSII for details, nomination forms and guidelines:**

**Mary Ronnow  
(435)229-2578 cell  
mronnowtsi@hotmail.com**

**Nominations need to be in by September 1, 2022 - The eligible candidate will be determined by essays submitted and judged by the HI SPA board members.**

### 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.

**AMANDA SCHMIEGE**  
President

**DARRYLL LEIMAN**  
Treasurer

**KAMALA NAYELI**  
Secretary