

CONFERENCE AGENDA AND SCHEDULE
Hawai'i Island Conference on Health and Wellness Travel
Hale Hoaloha Pavilion
Mauna Lani Resort
Thursday, October 5, 2006

8:00 – 9:00 Reception desk open, networking tables set-up

9:00 – 9:10 am Opening Blessing (Danny Akaka)

9:10 – 9:25 Opening remarks (Susanne Sims)

“A Shared Vision: Hawai'i Island as a World-Class Health and Wellness Destination”
Welcoming remarks, conference overview and what we hope to accomplish today.

9:30 - 10:45 am

“Perspectives: Wisdom and Lessons Learned from Providers”

What does it take to service holistic travelers who are seeking body, mind, spirit retreats and programs? What are travelers looking for and how can programs be packaged to various groups and individuals? Learn about perspectives and wisdom gained from those who are running successful wellness travel businesses.

Panelists:

Dane Kaohelani Silva, Hawaiian Healing Center
Mahealani Kuamo'o-Henry, H'oo pono Pono Ke Ala
Mimi George, Ph.D., Hawaiian Sea Water Cleanse
Sharon Forsyth, Akash Healing Center
Kathleen Golden, MA, Volcano Rainforest Retreat

(Q&A to follow)

10:45 - 11:00 Break

11:00 -11:15

Eco-Troubadour Nelson Denman performs his new song *“The Healing Island”*

Pauline Sheldon, Ph.D., Professor of Travel Industry Management School, University of Hawaii, Manoa, gives briefing on the recent First International Conference on Wellness and Tourism which she attended in Mallorca, Spain.

11:15 – 12:30

“Operational Issues: Insurances, permitting, licensing, standards and guidelines”

How to we produce and develop a quality product? What fundamental guidelines should be followed to insure customer satisfaction? What rules and regulations do the County, State of Hawaii, and other regulatory agencies require? What role can the Hawai'i Island Wellness Travel Association play in this area?

Panelists:

Susan Tanzman, Travel Agent and Attorney, Martin's Travel, LA. CA
Marcel Hernandez, ND, Pacific Naturopathic Retreat Center
Greg Mooers, Planning Consultant, Mooers Enterprises
Jean Sunderland, Retreat Owner, Ahu Pohaku Hoomaluhia

(Q&A to follow)

12:30 – 1:30 Lunch

Networking luncheon, gourmet boxed lunches served. Tables will be set up along the sides of the room to allow attendees to promote their businesses and services. Bring your business cards and brochures.

1:30 – 2:45

“Marketing Hawai'i Island as a World-Class Health and Wellness Destination”

Who is the health and wellness traveler and how do we reach them? Can we attract not necessarily more visitors, but those who will spend more and stay longer? Learn about cooperative marketing opportunities, press activity, ad campaigns, collateral and tools available through the Big Island Visitors Bureau. Networking and Internet development will also be discussed.

Panelists:

Jim Dannemiller, Vice President, SMS Research, Honolulu
Kristin McGrath, Senior Director, Sales and Marketing, Big Island Visitors Bureau
Charlotte Novom, President, Novom Marketing, Hollywood, CA
Sharman O'Shea, Founder/Exec. Director, Holomana O'Hawai'i, Holistic-Hawaii.com
Michael Saiz, Co-Founder/Technical Director, Hawaii Health Guide.com

(Q&A to follow)

Break 2:45 – 3:00 Refreshments Served

3:00 – 4:15

Interactive -Collaborative Strategic Visioning Session with high-speed graphic illustrator Jim Channon and facilitator Forrest Arnold. A fun, lively and interactive mind-mapping session that will provide vision, direction and next steps forward. Together we will discuss how Hawai'i Island can differentiate itself from other wellness destinations around the world and what our unique message will be.

4:15 – 4:30 Wrap-up, launching of Hawai'i Island Wellness Tourism Association

4:30 – 5:00 Tour of Mauna Lani Spa