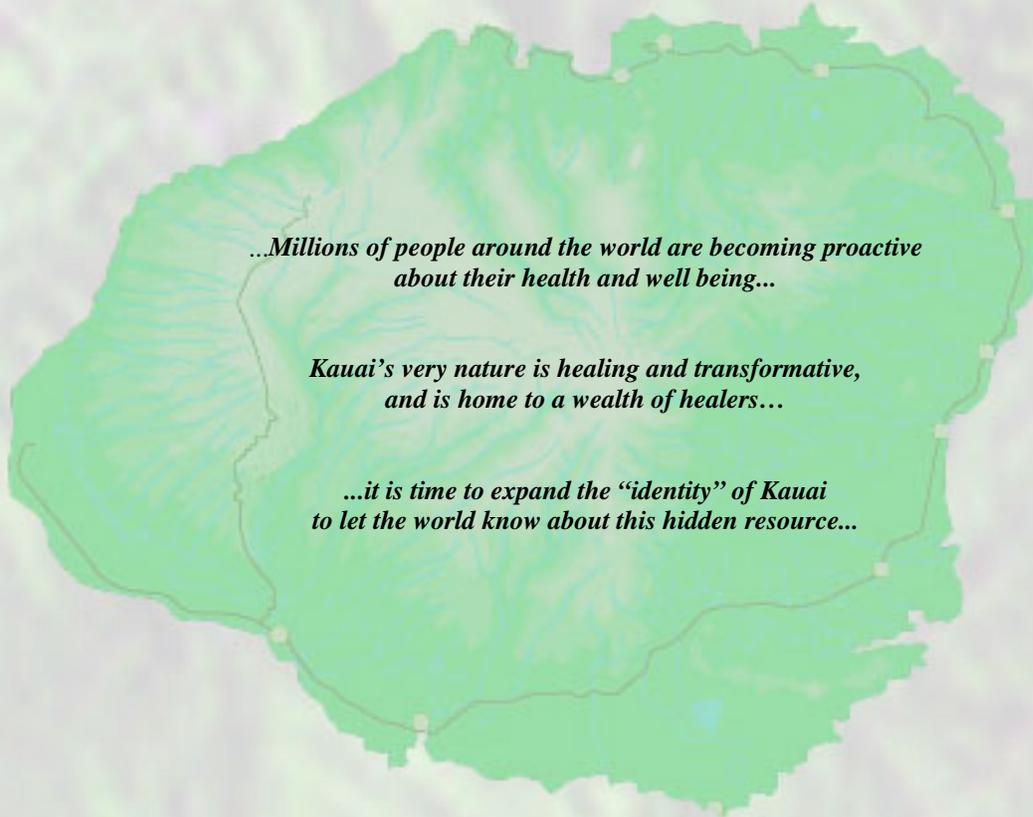


The Island of Natural Healing and Wellness



...Millions of people around the world are becoming proactive about their health and well being...

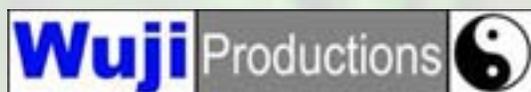
Kauai's very nature is healing and transformative, and is home to a wealth of healers...

...it is time to expand the "identity" of Kauai to let the world know about this hidden resource...

This proposal is about a "learning strategy" that bridges the healing and wellness needs of people throughout the world with the unique healthcare offerings of Kauai.

More than simply a PR campaign with a website and an event, this proposal is a business model for combining, aligning, coordinating, and marketing our island's healing and wellness community... and thereby lifting Kauai – and Hawaii - to her next economic level while creating a future that will benefit everyone.

A Proposal for the Kauai Office of Economic Development



The Island of Natural Healing and Wellness

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Introduction:

Historically, because the majority of Kauai’s visitors have come for vacations, the HTA, OED, KVB, and others have focused their efforts toward promoting Kauai as a vacation destination. Today, however, in a market/context of evermore-competitive vacation offerings, it is important that Kauai’s stewards not limit themselves to ‘tourist’ and ‘vacation’ based thinking. Kauai’s economy is and will continue to be dependant on a wide-range of visitors. However, it is possible to add a new dimension to the island’s economic development plan that will, over the next few years, significantly increase the number of visitors coming to Kauai – visitors coming to Kauai for much more compelling reasons than a vacation.

This proposal is based on what we believe is a very economy-empowering ‘visitor’ model, one that can result in a dramatic increase in the number of ‘new’ visitors coming to Kauai (an area, according to statistical data, where Kauai is weak). These ‘new’ visitors will not be tourists coming for vacations – they will be people driven by much more powerful motives: their commitment to the quality of their family’s overall health and well being, their desire for greater longevity and preventative healthcare modalities, and even to seek critical medical treatment for life-threatening conditions.

Kauai’s best, untapped economic potential may lie in our local healthcare industry – from the healing hands of a Kahuna to the surgical facilities at Wilcox -- and the ideal environment we offer for medical treatment and recuperation.

You can’t have lived on this island very long without having heard of some plan to market Kauai as a place of healing and wellness. Evidently there have been quite a number of attempts to rally the island around this theme. Though we share many of the same underlying intentions, what we are proposing is, to the best of our knowledge, significantly different than any proposal that has previously come to your attention.

We agree with those who have come before us that:

Kauai is by its nature and spirit, a place of nature-induced healing and wellness.

Kauai has attracted a world-class community of healing and wellness practitioners.

Now we depart, rather than proceeding on to market ‘healing vacations’ to ‘tourists’ (though we will include this idea later) we identify two new kinds of potential visitors:

Millions of people each year are diagnosed with life-challenging health crises and are **highly motivated** in seeking ‘complementary’, ‘alternative’ and ‘natural’ support for their **pressing healing needs**.

Millions of people each year are awakening to the importance of **proactively improving** their vitality and general wellness and are **seriously motivated** in seeking ‘complementary’, ‘alternative’ and ‘natural’ support in doing so. Many still seek to integrate this approach with Western Medicine.

So, Kauai has the right nature and it has the right community (albeit untapped) to support itself in becoming a world-center for natural and integrated healing and wellness. Clearly there is a big market emerging for what Kauai has to offer. What is needed, and what this document will propose, is a ‘transformational learning strategy’. This is a plan for unifying, marketing and benefiting island constituencies, while learning to collaboratively “brand” and transform Kauai into the (world-renowned):

Island of Natural Healing and Wellness

Description of Organization:

Kapaa-based **Wuji Productions Inc.** was founded in 1996 by Francesco Garri Garripoli to provide educational events, books, videos and international ‘healing vacations’ that support cultural awareness of traditional Oriental and Polynesian medicine through natural healthcare and wellness education.

Wuji Productions Inc., accomplishments:

Television: “**Qigong – Ancient Chinese Healing for the 21st Century**” a one-hour documentary currently airing on PBS television stations around the US that challenges Western medical thinking, and simultaneously embraces a pathway for complementary healing modalities in the new millennium.

Videos: “**Qigong for Energy**” and “**Qigong for Healing**” distributed by Gaiam/Living Arts, worldwide, are commercially successful guided exercise videos that energize/balance the whole body by teaching specific Tai Chi-like moves for balancing Qi (energy) in different body parts/areas/organs for overall health and well being.

Healing and Wellness Trips to China and Japan – Wuji Productions Inc. offers semi annual group trips that conduct health-conscious tourists and members of the medical establishment through a series of lessons/treatments with Chinese and Japanese healing and wellness practitioners.

Book: “**Qigong - Essence of the Healing Dance**” published by Health Communications (the *Chicken Soup for the Soul* publisher) is an exploration that inspires one to look deeper into the soul of healing and to discover how to move beyond form and limitations... getting to the heart of the healing ability within each of us.

Book: “**Tao of the Ride**” is a refreshing and inspiring read for anyone seeking balance and clarity, and a reminder that we can have fun on this journey of life.

Online Newsletter: “Breathe Deep” this free, bi-monthly newsletter is emailed to over 4,000 readers seeking wellness information through articles by experts in the field of complementary medicine. It has built a virtual community around the world that mobilizes to attend events and purchase learning tools. www.wuji productions.com/newsletter.htm

Website: www.wuji productions.com

Responsible Individuals: Francesco Garripoli and David Boulton

Francesco Garripoli and David Boulton both love living on Kauai and are dedicated to manifesting their shared vision of Kauai as a world center for natural healing and wellness. Together, they bring over 50 years of experience in leadership, business management, marketing, project management, community dialogue, organizational learning, event coordination and technology development to the project. They also bring a vast network of contacts here on Kauai, the mainland, and overseas that they will call upon in support of the project.



Francesco Garri Garripoli, who first moved to Hawaii in 1977, is an **Emmy Award** winning television graphics designer and program producer/director that has been producing television programs for PBS and the major television networks for over 20 years. Prior to his currently airing national television project: **Qigong – Ancient Chinese Healing for the 21st Century**, Francesco co-produced and co-directed the 23-part, PBS series "**Tai Chi INNERWAVE**".

Francesco's PBS programs have focused on educational content such as the award winning 24-part series "**The World of Chemistry**". He supplied animated characters including "**Mathman**" for **Sesame Street's Square One Television**. Also in the area of children's television, Francesco designed sets and characters for **Bobby Goldsboro's "Swamp Critters"** series and the **Landers sisters' "Huggabug Club"**, both in national syndication. Francesco and his animation staff have created animations ranging from television station I.D. packages for **NBC, A&E, CBS, Fox, and WEDU**, to commercials for Fortune 500 companies such as **Disney, Norelco, GTE, General Motors**, and many others.

Francesco served as **Chairman** of the East Coast Chapter of the **ACM/SIGGRAPH**, helping to develop the rapidly growing computer graphics industry. Francesco designed and managed large events and conferences for this non-profit organization at the **Smithsonian Institution**, the **Kennedy Center for the Arts**, as well as working on the team organizing the annual event for some 20,000 attendees each year.

In addition to his technical and business leadership abilities, Francesco lived in China for two years and is an internationally acclaimed teacher of Qigong and a teacher and practitioner of traditional Chinese healing arts. He is **Chairman of the National Qigong Association**, a 900-member non-profit organization that holds annual events that attracts over 300 people annually. He is also **President of the Qigong Institute**, a non-profit company with worldwide membership, founded by Dr. Kenneth Sancier of the Stanford Research Institute, dedicated to education and research in the area of alternative and complementary healing modalities. Over the past 25 years, Francesco has been a board member or significant contributor to 12 other not-for-profit, 501(c3) organizations.

Francesco's **WellRing** venture is an exciting step at bringing awareness of alternative and complementary healing modalities into mainstream consciousness. WellRing's current work with **Mount Sinai Hospital** is developing cutting-edge technologies and programs that will facilitate doctor/patient communications and emphasize the focus on "wellness" in patient care. See www.wellring.com

David Boulton, a board member of Wuji Productions, is a learning theorist, activist and technologist who has founded five companies and been awarded four patents. His last start-up went on to win the **Smithsonian Award for Innovation** and appeared on Upside Magazine's Top 100 private companies list. His latest patent, "**A Method and Apparatus for Implementing User Feedback**", has broad implications for how the networks and World Wide Web of the future will evolve and perform. He is a past member of the **21st Century Learning Initiative** and the Dialogue Research Project at **M.I.T.'s Organizational Learning Center**. He is currently an advisor to the Chair of the **California Senate Education Committee** and a member of the **U.S. D.O.E.'s Gateway Project**.



David's articles on learning have appeared in: **The Brain-Mind Bulletin, In Context, New Horizons for Learning, The California School Board's Journal, Young Scholar, The American Music Teacher; Information Research (England) Management and Conjecture (France), Centecemes (Mexico) Quantum Leap (China)** and others. Articles about his work have been featured in journals and books including: **The Journal of Developmen-**

tal Education, Poisoned Apple: The Bell Curve Crisis and How Our Schools Create Mediocrity and Failure, **Working Wisdom** (Timeless Skills and Vanguard Strategies for Learning Organizations), **The Interactive Corporation:** Enhancing Profits, Performance and Productivity in Your Business, and **Schools Out:** Hyperlearning and the end of Education.

His k-12 education vision has been presented at gatherings including: the **World Futurist Society**, **The 21st Century Learning Initiative**, at both **the California and National Education Summits**, the **Ontario** (Canada) **School Board Association**, The **Chinese Ministry of Education**, and has won the **Teacher Information Network Gold Award** and the **Innovative Teaching Concepts Award of Excellence**.

As an organizational learning theorist and technologist David designed 'learning circuits' and 'transformational learning strategies' for **Boeing's** reengineering program, the 'Employee Knowledge Link' system at **Pacific Bell**, for **Apple Computer's** 'Electronic Campus' (one the world's first virtual universities) and for the genealogy project of the central **Mormon Church**. **AIG, H.P., Mazda, ALLTEL, NEW YORK Life Insurance, Bank of America** and many other Global 2000 companies have implemented his organizational learning and feedback concepts.

(see <http://www.implicit.com> for more on David's work)

Advisory Team

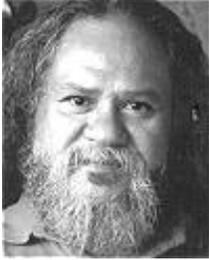


John Vasconcellos is serving a 2nd term in the California State Senate, after 30 years in the State Assembly, representing the heart of Silicon Valley. He chairs the Senate Education Committee and is a member of the Committee to develop a Master Plan for Education: Kindergarten through University. He chaired the Assembly Budget and Ways & Means Committee for 15 years and was the founder of the California Task Force to Promote Self Esteem and Personal and Social Responsibility. John's family came from Hawaii where he plans to retire.

Jeff Sharpley, President & CEO Zento Media, Publisher, Zento Magazine
Coming to Kauai seeking solace from his busy work life at AOL Time Warner, Jeff instead found transformation, complete transformation. He decided to move to Kauai and create Zento Magazine. Zento reaches a per issue circulation of 45,000 with distribution throughout Kauai, and in major metropolitan markets on the mainland. One of Zento's goals for its mainland distribution is to fundamentally change the way Kauai is marketed to visitors. Zento serves as a beacon of light inviting visitors to experience the true spirit of Kauai.

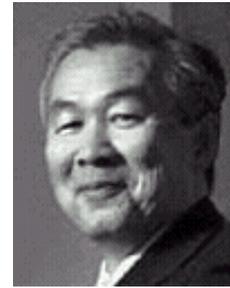


Cary-Hiroiyuki Tagawa is an internationally respected actor, martial artist, professional athlete trainer and the master-teacher of Chuu-Shin. As the developer of Chuu-Shin, which translated means: "to be centered inside your heart and mind", Cary has brought the inward disciplines of martial arts, deep structure bodywork, breathwork and yoga to a new level of integration. Through Chuu-Shin, the center of one's heart and mind can be directly experienced as somatically distinct energy.



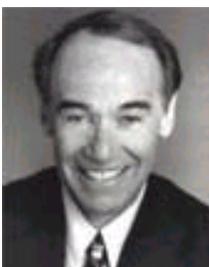
Kahu Abraham Kawa'i (Kahu) Aua'ia Maka'i'ole, Uliama, is a Hawaiian Kahuna Mystic of the "Order of 'Olohe". Trained in many specific Kahuna Arts including, "Kaona" and "Ho'okake", the kahuna use of innate perceptive ability. The name (Kahu) Aua'ia Maka'i'ole, is the doctorate of his 2nd kahuna title, known as "ike ka" - using the Masters name of Kahuna Abraham Kawa'i. He now carries the title and doctoral achievement of "Uliama" and the "Nobel Portal of Kahuna Aua'ia"

Thomas Chin is a member of the California Medical Quality Review Committee and a volunteer with many non-profit organizations, including those for the care and well being of seniors. Tom has held the post of Chairman of the Asian Business Association in San Francisco, was a member of the San Francisco - Shanghai Sister Committee and was once with the Department of Innovation, Technology and Productivity in the U.S. Department of Commerce in Washington, D.C. Considered an expert on Asian business, Tom is frequently quoted in the media including The *San Francisco Chronicle* and *San Francisco Business Times*. A frequent lecturer at University of California Berkeley's Haas School of Business, Tom has appeared on television in CBS's *Pacific Currency* and ABC's Special "Wall Street Today."



Katharine Clark, R.N., CEO/President HealthWorks Enterprises, Inc (Big Island) Organizer of international holistic health conventions in locations including: Jamaica, Bonaire, Costa Rica, a Caribbean Cruise, St Lucia and others. Developer of multi-million dollar network marketing business based on Cell Tech's organic, whole food products. HealthWorks was chosen as one of the Top 10 businesses for 2001 by The Network Marketing Association. Currently active as secretary on the Leadership Alliance Board and in private practice extending from one on one counseling and evening educational courses, to private duty nursing for the seriously ill.

Kirk VandenBerghe, President of HeartCore Corporation, is a writer, trainer, speaker, and skilled counselor. Since 1985 he has offered transformative counseling, personal coaching, and training to clients throughout the world. His interests include Energy Psychology, Intuitive Development, Clinical Hypnotherapy, Neurolinguistic Programming (NLP), and many other advanced technologies for healing, transformation, and learning.



Len Saputo, MD is the founder and director of the Health Medicine Institute, an integrative medical facility in Walnut Creek, CA. He is a board certified specialist in Internal Medicine who has practiced medicine for over 25 years at John Muir Medical Center and is a world-class tennis player, rated #1 in his division worldwide. He is vitally interested in education and co-hosts "Prescriptions for Health" weekly on KEST radio in San Francisco with his wife Vicki, a registered nurse. He is also involved in television production and has recently completed a 5 part miniseries called "Health Medicine."

Kathleen H. Ohara, M.D., F.A.A.P. Dr. Ohara is a strong proponent of integrated and complimentary health and wellness practices and has traveled and lectured on the subject throughout the world. She was raised in Honolulu and, after obtaining her graduate degree at Brown University and her Post graduate training at USC, returned to the Big Island where she has practiced pediatrics for over 20 years. Specialty board certified in pediatrics and a fellow of the American Academy of Pediatrics she is also a clinical instructor at John A. Burns Medical School, University of Hawaii.





Diana Fairechild is an author, journalist, speaker and expert witness, and she publishes an award-winning website, www.flyana.com, which the New York Times called "One of 12 Most Creative Websites." Diana's books, *JET SMART* and *JET SMARTER*, help airline passengers cope with the physical, emotional, and spiritual stresses of flying. Pursuing wellness, she authored two more books on healing, *NONI* and *OFFICE YOGA*. Diana has either written for, appeared on, or been quoted by practically every major media source including ABC, NBC, CNN, Reuters, Forbes, USA Today, TIME, Smart Money, and The Washington Post.

Lani Petranek Producer of InSpirit Radio Series and The Kaua'i New Millennium Conference, director, writer, interview host, and founder of Dancing Star Communications. A dancer of the sacred Hula with a Hawaiian Studies degree, she is currently documenting the unfoldment of the Matrix, Sacred Feminine on Kaua'i, and her journey with the mysteries and temple teachings of Hawai'i and Egypt.



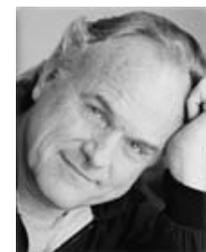
Dr. Alton Kanter, DDS, M.Ac., L.Ac., is a Holistic Health Educator on Kauai since 1990 focusing in the areas of Integrative and Preventive Medicine. Dr. Kanter's experience includes Classical 5 Element Acupuncture and he has been in practice since 1980. Alton is also a teacher of Psychocalisthenics, and founder and practitioner, along with his wife Janey, of the Kaua'i School of T'ai Chi Chuan. Dr. Kanter has a strong commitment to assist in the establishment of Kaua'i as an international center for the practice and teaching of Integrative Medicine.

Rev. Annalia Ph.D., earned her double doctorate from the International Sacred Arts Institute in Healing Arts and Divinity and is certified by the International Association of Colon Therapy. She studied with many leading experts including Carl Rogers, Stan Groff, Jacquelyn Small, John Upledger, Iona Teegarden, Arren Mattis, and Paul St. John, and is certified in 12 modalities of bodywork and psychological bodywork. She is certified by the American Board of Hypnotherapy, and ordained by the Spiritual Advisory Council and The International Sacred Arts Institute.



Sandy Breckenridge, Vice President of HeartCore Corporation, Co-Author of "The Seven Sacred Steps" Sandy is a gifted and intuitive counselor who since 1980 has provided over 22,000 personal consultations. Much of her consulting work is done via email and in conjunction with a complex web based communication system through which she channels much of her client load. With a degree in Commercial Art, she also creates objects of beauty in a wide variety of media and is involved in supporting island art events.

Michael Mendizza Filmmaker, Founder of Touch the Future, Nevada City, Ca
As a documentary filmmaker Michael has traveled extensively researching sensitive issues: domestic violence and rape, the impact of media on learning, cultural and human development, the nature of intelligence, holistic learning models, the changing family, prenatal learning, creativity and peak performance. For two decades Michael has gathered and published interviews with more than fifty researchers, scientists, authors and performance specialists, including extensive works with renowned physicist David Bohm, J. Krishnamurti, Ashley Montagu and Joseph Chilton Pearce.



Sharon Jeffers is a master practitioner of Tibetan Buddhist Tantric Black Hat Feng Shui, having studied and practiced extensively throughout the world since 1986. Her 22 year background as an Applied Educational Kinesiologist contributes to a special blend of the ancient wisdoms from China, the study of the Five Elements, and their applications to learning enhancement for children and adults. Sharon is the founder of Excelerated Learning Strategies and the Center for Integrated Learning, and has done extensive work with kids "at risk" and prison inmates. Her clients also include corporate business', learning institutions, government establishments, police agencies, celebrities, and thousands of individuals from all walks of life.

Tiffani Sugai, Development and Community Relations Manager, Kauai Food Bank - responsible for increasing the potential for philanthropic giving by creating and establishing major gift solicitation and development of infrastructure. Co-create collateral necessary to support annual, special, and capital campaigns. Design all news releases and all other vehicles of information for public consumption - convey the organization's vision to the public. Radisson Resort: Focused on soliciting local and corporate groups, associations, incentives, meetings, and conventions. Worked directly with inter-island wholesale representatives. Direct Web Site Design and Special Promotions and Promotions Calendar. Direct contact and solicitation with all local and international Film and Production Groups.

Vision:

World renowned as “The Island of Natural Healing and Wellness”, visitors come to Kauai to heal their conditions, improve their general wellness and to enjoy healthy vacations. Health practitioners and corporations come to Kauai to establish clinics and treatment centers, as well as for conferences, seminars and workshops hosted by the “International Association of Natural Healing, Wellness and Transformation Practitioners” an organization whose world headquarters is located on Kauai. Through the work of the Kauai Chapter of the Association, a “wellness focus” is promoted throughout all Hawaii businesses and business groups to extend this image as an enterprise magnet and business development tool. There are more visitors to Kauai than at any time in history - the people and businesses that support health-conscious visitors – are thriving.

Background:

There is large and continuous market growth in the number of people seeking ‘natural’ practices, services and products that support their healing and wellness. Millions of people the world over are spending \$80+ Billion each year on preventative and alternative treatment modalities that complement western allopathic models of healing and wellness. Minds are opening in the health sciences – natural healing and wellness practices are being ‘proven’ to work. According to a recent Harvard study there are now more “alternative” healers than there are mainstream health professionals and the average person is willing to pay, out of pocket, for their services. The age of natural healing and wellness is underway and it has the force of inevitability behind it. In support of this, the Hawaii School of Medicine on Oahu has just announced the opening of their Complementary and Alternative Medicine Department. The promise of “integrated” medicine is upon us.

Why Kauai? Kauai’s very nature is healing, renewing and transformational. So much so, the island has attracted and is now home to a world-class community of healing, wellness and transformation practitioners. Kauai, already considered one of the world’s most beautiful vacation destinations, is a natural choice for people wanting a place to go that has the practitioners and the environment that will help them heal, become well and transform.

It is Kauai’s aloha, kulia, and destiny to take its place in the 21st century world as the ‘Island of Natural Healing and Wellness’. It’s in the best economic, social and ecological interests of the people and businesses of Kauai as well, helping to forge a long-range business plan for our island – and state – that will leave a positive legacy for future generations. We know that island development is necessary, and it is within our power to guide this with a positive and constructive focus, such as healthcare can provide.

The Benefits to Kauai: Kauai is already becoming established as a center for healing and wellness, but this image remains underdeveloped. Just as building the ‘beautiful and natural’ image of Kauai has created a tourist market for helicopter rides and other nature-based activities, the establishment of the ‘healing and wellness’ image will spur massive market growth in one of the world’s most lucrative economic sectors - the \$1.5 trillion dollar healthcare industry.

We are proposing that Kauai can position itself relative to these health-related visitor motivations:

- 1) **People seeking healing:** each year millions of people are diagnosed with life-challenging health crises and are seeking ‘alternative’ or ‘natural’ healing treatments. These people are primarily motivated by their life-health crisis, not the desire to take a vacation. **Kauai: the natural healing retreat destination** - the place to go for people seeking natural healing treatments for their life-health crises. Kauai’s environment also makes it the ideal place to undergo standard medical treatment (such as chemotherapy or surgery) to enhance recovery and/or complement treatment with its wealth of natural resources.
- 2) **People seeking enhanced wellness:** each year millions of people are waking up to the importance of their health. They don’t have a specific life-health crisis; they aren’t necessarily motivated by the desire for a vacation, they are proactively seeking to increase their vitality and general wellness. **Kauai: the natural wellness retreat destination** – the place to go for people who take their life-quality seriously and who are proactively seeking to improve their general wellness.
- 3) **People seeking healthy vacations:** Each year more and more people are seeking healthy vacations. Unlike 1 and 2 above, they are primarily motivated by the desire for a vacation and secondarily that it be a healthy one. **Kauai: the naturally healthy vacation destination** – the place to go for people who want healthy vacations. Kauai has a unique opportunity to take the leadership role on the world stage and establish a “first to market” presence in this emerging 21st Century consumer trend.
- 4) **Practitioners coming to learn together:** As stated above, there are more practitioners of natural and alternative modes of healing and wellness than there are western medicine based practitioners. This professional group estimated in the millions, can all benefit by learning together. What better place to make the world-gathering place of the dozens and dozens of healthcare associations - for them to conference and teach - than here on Kauai. **Kauai: the Meeting Place for practitioners of natural healing, wellness and transformation.**

Summary thus far: People throughout the world will be attracted by Kauai’s visitor proposition: come let one of the world’s finest natural healing, wellness and transformation communities help you to heal, become deeply well and transform – all while you engage in nature-based activities that makes exercising naturally fun – all while you relax, enjoy and become renewed by the island’s spectacularly beautiful nature. With this dedicated focus and “island identity”, mainland and foreign businesses will become open to the proposition of relocating (or opening satellite facilities) here in Hawaii.

How? The question is how do we make it happen? What are the ‘fulcrums’, the points of maximal leverage that enable minimal effort and cost to have maximum effect toward ‘lifting’ Kauai into its future as the “Island of Natural Healing and Wellness”? What can Kauai do that will move its people, businesses, economy and tourism toward realizing this vision?

Central Premise: *The greater the number of visitors that experience powerful healing and transformational experiences on Kauai, the greater the number of new people that will be attracted to come to Kauai to have such experiences.*

The net-result of a visitor’s healing and wellness experiences reflects how well the visitor’s individual needs and desires were met in those experiences. In other words, the more a visitor’s

needs and desires are considered in:

- a) choosing the modalities and practices most relevant and beneficial to their condition and awareness,
- b) choosing the nature-based activities most relevant and beneficial to their condition and awareness,
- c) planning an optimal sequence through the chosen practices and activities (i.e., acu-pressure >> swimming >> cranial-sacral work >> hospital outpatient lab work >> gentle nature walk >> massage therapy)

the more powerful the net-result of their visit will be.

Challenge: Kauai’s community of healing, wellness and transformation practitioners is severely fragmented. There are no generally available mechanisms for a visitor planning a trip to Kauai to develop a ‘trip plan’ for optimally utilizing the island’s healing, wellness and transformation resources in relation to their health and wellness needs and desires. Coming to the island without the ability to develop such plans means that visitors must settle for ‘catch as catch can’ and consequently the overall net-result of their visits only scratch the surface of what Kauai could, given the talent and resources that exist here, provide.

In order for visitors to develop ‘trip plans’ that optimally bridge their needs with island resources, Kauai’s healing, wellness and transformation community must collaborate in developing the tools and infrastructure that will support them doing so. It must become relatively easy for visitors (and/or their travel agents or healthcare providers) to match their health profiles and vacation schedules with optimal practitioners and activities and in an optimal order. To accomplish this, the community must collaborate in developing a kind of ‘virtual organization’ that extends throughout the island and that allows the individual talents and availabilities of the practitioners to be aligned and combined in the service of the visitor and towards the manifestation of this vision for the island.

Fulcrum: provide the means for visitors (and/or their agents) to plan healing and wellness vacations that are optimally relevant to their healing and wellness needs and desires.

Example: a woman with an intestinal ailment might develop a ‘trip plan’ that includes: nutrition counseling, hospital blood tests, chiropractic work, health realization counseling, Qigong, swimming, colon hydrotherapy, tapping, energy work, expressive movement, lomilomi massage, acupressure, hiking, and so on repeating and extending the practices and sequencing according to her progress.

Overview of Proposal:

In essence, our proposal is a “transformational learning strategy” that we believe will facilitate Kauai in learning its way to becoming the “Island of Natural Healing and Wellness”. We feel that this is also a model for a statewide development strategy.

‘**The Island of Natural Healing and Wellness**’ proposal has 3 components:

Part 1: Facilitating the Community

The objective of this component is to support three events that focus on developing a marketing and collaboration system for Kauai’s healing, wellness and transformation community. The goal of these events is to create “top of mind” branding for ‘The Island of Natural Healing and Wellness’ - making Kauai the “place to go” for people thinking of healing and wellness.

The first event, scheduled for October 5th 2002 will include 15 to 20 community leaders and will focus on designing “**The Island of Natural Healing and Wellness Campaign**”. The second event, scheduled for (February 11, 2003) will call together approximately 100 members of the larger community, unveil the campaign, engage them in developing the educational resources necessary to support the web-based survey and marketing support software (see Part 2) and sign up participants and exhibitors for the 3rd event. The 3rd event, scheduled for (May 17th and 18th? the shoulder before summer visitor influx) will be ‘**The First Annual Kauai Healing, Wellness and Transformation Fair**’. The fair will be publicized and marketed throughout the mainland and state of Hawaii to attract tourists and will provide both visitors and residents opportunities to learn about and experience Kauai’s diverse healing, wellness and transformational practices.

Part 2: Developing the Infrastructure

The objective of this component is to develop a package of technologies, including a web-based software tool, that will provide people contemplating a visit to Kauai the ability to: 1) enter a personal health profile through an (island wide and accepted) questionnaire 2) receive suggestions as to which kinds of healing and wellness therapies, in what order, would be most appropriate to their needs and desires 3) learn about any of the suggested or other available therapies 4) review information, eventually (future) including Ebay-like feedback reports, on specific practitioners 5) develop an overall trip plan 6) (future) automatically optimally iterate through available island resources and schedule appointments with practitioners and activity providers 7) (future) allow/require the booking and prepayment (or making of deposits) with chosen practitioners. The system will also provide Kuaian practitioners with 1) client-visitor health questionnaires/profiles 2) a (if visitor authorized) channel for visitor-specific collaboration with other practitioners 3) a virtual community learning center 4) (future) a community calendaring system that allows them to post available time slots (via web or phone menu) for automatic scheduling.

A May 2002 study by the travel consulting group YP&D showed that 53% (up from 47% last year) of the 3,000 leisure travelers they polled used the Internet for information gathering and vacation booking. They also found that some 55% of all business travelers consult the Internet for their travel arrangements. Interesting and related, Hawaii was found to be the “dream vacation” spot for one in five of all those polled.

Part 3 (Future): Establishing Kauai as the center of the international natural healing and wellness community.

The objective of this component will be to ‘seed’ the development of the “International Association of Natural Healing, Wellness and Transformation Practitioners” and to firmly establish its world headquarters on Kauai. This will be accomplished in three phases and will, in terms of this proposal, culminate in the “First Annual Conference of the International Association of Natural Healing, Wellness and Transformation Practitioners” (this conference will be timed to recur about 6 months after the annual Kauai Healing, Wellness and Transformation Fair). The conference will be marketed to the tens of thousands of practitioners around the world and will inaugurate the association and establish Kauai as its world headquarters. (The specific details and budgets for this component are not included in this proposal. This is an item we wish to have further discussion on after we have received the primary grant.)

Part 1: Facilitating the Community

Project Goals and Objectives:

Goal: to develop the community resources and implement the community learning processes necessary to support Kauai’s campaign to become world renown as the “Island of Natural Healing and Wellness”.

Strategy: create a series of events that draws the community together, educates the community about the vision and its benefits, and engages the community in collaborating towards the development of the infrastructure and educational resources necessary to support visitor ‘**healing and wellness trip plans**’.

In addition to working with the practitioner community we will **a)** inspire and support businesses peripheral to the health and wellness sector in learning how to focus their offerings to leverage the campaign (for example, helping restaurants to market their “healthy” menu items, hotels to promote their on-site wellness programs and nature-based activity coordinators and guides promote their offerings in a “wellness” context. This strategy includes developing a “brand” and a highly recognizable “icon” that will readily identify that this business is participating in this campaign). **b)** help promote the “state-of-the-art” technologies at Wilcox Hospital and the Kauai Medical Center so as to help change the misperception that Kauai’s traditional medical facilities are inadequate and in order to promote growth in a broader variety of health-care sectors.

Through a mutually beneficial partnership with Zento Magazine, a focused marketing and public relations campaign will be implemented to ensure the success and outreach depth of this venture.

Event I: Leadership Dialogue and Campaign Design Event – Saturday October 5th – 15 to 20 Kauaian leaders: This event will have two distinct parts and will be attended by leading members of the Kauaian healing, wellness and transformation community and will also include representatives of the Kauai Visitors Bureau, the Office of Economic Development, the Kauai Chamber of Commerce, members of the top Kauaian resort associations and representatives of Wilcox hospital and the Kauai Medical Clinic.

The first part of the event will be a presentation by Francesco Garri Garripoli and David Boulton on the vision, its benefits to Kauai and their strategy for developing it. The second part of the event will be a group dialogue focused on designing a campaign to effectuate the vision and to promote the second event throughout the island's healing, wellness and transformation community.

Event I Objectives:

- 1) Gather leaders representative of island constituents and beneficiaries of vision
- 2) Develop shared vision, mission, strategy and campaign outlines
- 3) Enlist leaders in organizing, designing and promoting second event

Event I Target Audiences, Community Support and Sustainability:

The target audience for this first event is island leaders representing the government, tourist industry, general business community, the medical community and the healing, wellness and transformation community. We will directly contact them to solicit their involvement. This vision and implementation strategy has direct economic benefit to each constituency. This event will be one-time only and sustains its intentions through the following events.

Event 2: Community Dialogue and Resource Development Event – January 11, 2003? – approximately 100 Community Attendees – Broadcast on Public Access Television: This event will consist of five distinctive parts. Part 1 will introduce the community to the project's vision, mission and strategy. Part 2 will propose the creation of a non-profit association: 'The Kauai Association of Healing, Wellness and Transformation Practitioners' that would take over the implementation of the vision. Part 3 will task the group to review and improve the website's questionnaire and educational materials. Part 4 will discuss networking methods with particular focus on creating a community wide scheduling system. Part 5 will discuss the plans for and take exhibitor sign-ups for the 3rd event.

Event II Objectives:

- 1) Gather and educate community re vision, campaign and upcoming 3rd event
- 2) Propose and inspire the creation of the non-profit: 'Kauai Association of Healing, Wellness and Transformation Practitioners'
- 3) Develop and ratify visitor health and wellness questionnaire
- 4) Gather and set up committees to generate and review educational and reference contents for each therapy, practice and/or modality
- 5) Discuss and choose among alternative methods of community calendar synchronization

- 6) Choose the themes and topics for the presentations and demonstrations to be given at the 3rd event
- 7) Solicit proposals for presentations and demonstrations based on themes and topics
- 8) Sign up exhibitor for 3rd event
- 9) Sign up volunteers for support of 3rd event

Event II Target Audiences, Community Support and Sustainability:

The target audience for the second event is the island's healing, wellness and transformation community. They will be reached by:

- 1) Direct phone and mail based solicitation from the community leaders who attended event I
- 2) Notices posted around the island's bulletin boards
- 3) Radio show interviews about the project
- 4) Article(s) in The Garden Island Newspaper
- 5) Public Access Television Announcements
- 6) An article on the vision and campaign in Zento Magazine
- 7) Lightline, Zento and other island based email notifications systems
- 8) Notices posted on island websites

This vision and implementation strategy has direct economic benefit to each member of the healing, wellness and transformation community, as it will result in a significant increase in the number of visitors seeking their services. The event will lead to the formation of the 'Kauai Association of Healing, Wellness and Transformation Practitioners' which will involve the community in stimulating new visitors and better supporting regular visitors and residents. The association will assume and sustain the event's mission of developing and supporting the marketing and collaboration infrastructure and future events for the community.

Event III: The First Annual Kauai Healing, Wellness and Transformation Fair – (2 days - TBD shoulder preceding summer 2003) – 700 to 1000 visitors and residents - The Fair will consist of four tracks of presentations and demonstrations and will also include an exhibitor gallery and an evening practitioner gathering to discuss further developments and participation opportunities in the ongoing activities of the campaign. The design of the tracks will target very specific visitor health concerns and will be marketed accordingly (for example, people interested in heart or circulatory healing or wellness will be able to 'thread' their way through presenta-

tions and demonstrations that focus on those concerns).

Track 1: Healing – over the course of the event’s two days, island healing artists and practitioners will give twelve presentation/demonstrations on unique therapies and practices for natural healing. Their themes will be selected to reflect the most common conditions: heart disease, cancer, digestive dysfunctions, skeletal degeneration, etc.

Track 2: Wellness - – over the course of the event’s two days, island wellness artists and practitioners will give twelve presentation/demonstrations on unique modalities and practices for preventative healthcare and improving general wellness. Their themes will be selected to reflect the most common wellness interests: increased vitality, nutrition, pediatric and family healthcare, relationship and family counseling, mental clarity, ease of mobility, life-balance, etc.

Track 3: Transformation - – over the course of the event’s two days, island transformation artists and practitioners will give twelve presentation/demonstrations on unique practices and disciplines for transformation. Their themes will be selected to reflect the most popular and powerful transformational practices: meditation, yoga, Qigong, hula, psychotherapy, etc.

Track 4: Continuing Education Credits – primarily for nurses, though also for Doctors and others desiring CECs (or CEUs) for learning how to integrate traditional medical health care with natural healing and wellness protocols.

Exhibit Gallery – island practitioners and merchants will be offered inexpensive tables and will be able to optionally rent (from the hosting facility) larger booths or private rooms to offer their services and products to event attendees.

Practitioner Meeting – on the first evening of the fair a practitioner meeting will be held to provide an update on the developments and participation opportunities related to the overall campaign.

Event III Objectives:

- 1) Brand the ‘Island of Natural Healing and Wellness’ vision with tourist and travel agents
- 2) Attract approximately 400 or more visitors to come to the island
- 3) Attract approximately 300 or more visitors on the island at the time of the event
- 4) Attract approximately 500 or more residents of the island
- 5) Present the vision to all attendees via the event pamphlets, in the presentations and at the event’s own booth in the event hall
- 6) Showcase island practitioners through presentations and demonstrations that are highly relevant to visitor health interests

- 7) Provide exhibition opportunities for the island's health products and services
- 8) Provide all attendees a big picture view of the number of powerful healing and wellness services and products available on the island
- 9) Create international press coverage in tourism, healing and wellness journals, magazines and newsletters (paper and 'e' versions)
- 10) Provide practitioners a cross-pollinating learning forum
- 11) Provide nurses and doctors CECs/CEUs for attending the 'integrating workshops'
- 12) Assemble community and present collaboration opportunities for assisting the manifesting of our shared vision

Event III Target Audiences, Community Support and Sustainability:

The target audience for the third event is visitors from the mainland coming specifically for the event, including a variety of health care professionals. We will also target Hawaiian island visitors already on the islands when the event is taking place. They will be reached by:

- 1) Direct mail and phone based solicitation from the community members who attended events I and/or II
- 2) Notifications to tourist and travel agency associations throughout the world
- 3) Articles and notices in international healing and wellness journals, magazines and newsletters (paper and 'e' versions) and websites
- 4) Articles and notices in international medical journals, magazines and newsletters (paper and 'e' versions) and websites
- 5) Notices posted on Hawaii's web sites
- 6) Radio show interviews about the project and this event
- 7) Articles in all major island Newspapers
- 8) Public Access Television Announcements
- 9) Local Garden Island Cable TV advertising
- 10) Radio advertising on Kauai, Oahu and Maui
- 11) Notices in hotels, restaurants and stores supporting the vision

- 12) Direct solicitation of worldwide healthcare associations including nursing, massage therapy, acupuncture, chiropractic, and so forth.

This event has direct and immediate economic benefit to each participating member of the healing, wellness and transformation community as it will result in hundreds of visitors seeking their services during and after the event. The event will involve the community in stimulating new visitors and better supporting regular visitors and residents. The event is the ‘First Annual’ and will be sustained by the ‘Association’ on an annual basis in the years to come.

Part 2: Developing the Infrastructure

In order for visitors to realize the ‘net effect’ benefits of choosing Kauai as their healing and wellness destination, they must be supported in finding their way to the right combination of modalities and activities for their specific conditions, needs and desires. They can’t wait until they arrive on the island to do this: 1) their opportunities to get appointments with the right practitioners would be diminished, and 2) they would be beginning their visits here by engaging in potentially frustrating logistics rather than taking off into their healing and wellness experiences.

Before coming to Kauai visitors need to be able to go on line and learn about the local offerings most relevant to their situation – most ‘right’ *for them*. They must be supported in planning a trip that balances the *right* healing and wellness ‘work’ with enjoying the *right* nature activities with having the *right* unscheduled calm and relaxing time.

To support this vision, Kauai needs to provide a web accessible technology platform that will support the visitor in developing their trip plans. For the technology to accomplish this it must also provide the practitioner community with the means to collaborate in creating and evolving the educational resources the system needs to personalize for the visitors. This is quite a different technological undertaking than making a ‘yellow pages’ type sales or promotion-based web site. This system must include: questionnaire based profiling, web distributed on-demand learning, visitor/community distributed dialogue, community collaboration and dialogue, and calendaring. It must be extremely secure – be scalable to meet the future traffic demands and it must be ultra reliable. Moreover, it must **collect and analyze visitor/user data and make it readily available to us via the Web**. This is exactly the kind of technology project both Francesco Garripoli and David Boulton are experts in.

Besides the extensive website and computer graphics software development work he has done for 20 years, one of Francesco’s companies, WellRing, has spent hundreds of thousands of dollars and dozens of programmer years developing a ‘health profile’ software engine for Mount Sinai Hospital that helps doctors and patients learn together. David holds a patent in the design of ‘distributed dialogue systems’ and he was the architect of Apple Computer’s ‘virtual university’ and of the ‘learning circuits’ of Pacific Bell’s ‘employee knowledge link system’. The last company he founded, www.2way.com, won the Smithsonian Award for its ‘organizational learning and dialogue’ software.

Goals and Objectives:

Goal: to complete phase of 1 of the development of a web-based community learning, collaboration, scheduling, marketing and data gathering software system. Via the Internet, this tool will ‘intelligently interface’ potential visitors with the Island’s healthcare, wellness, transformation and related medical service offerings in an individually customized way.

Strategy: Use the questions evolved by the community (see Part 1, Event II, Objective 3) as the contents of a ‘smart questionnaire’ that upon completion directs each visitor to a suggested ‘order’ or ‘list’ of modalities and nature-based activities specifically relevant to their situation.

Use the 'list' as a menu for exploring the visitor-relevant components of the educational resources developed by the community (see Part 1, Event II, Objective 4). Provide visitors a "save and return" trip planner to indicate their preferred schedule of chosen modalities, activities and 'rest time'. Provide visitors a menu of practitioners (ala Zento) to choose from for each chosen modality – as well as educational links to learn more about treatment techniques and relevant scientific research. Provide visitors a 'dialogue control' – a trip-plan-specific email system - that simplifies communicating with each or all of the practitioners or activity coordinators they choose.

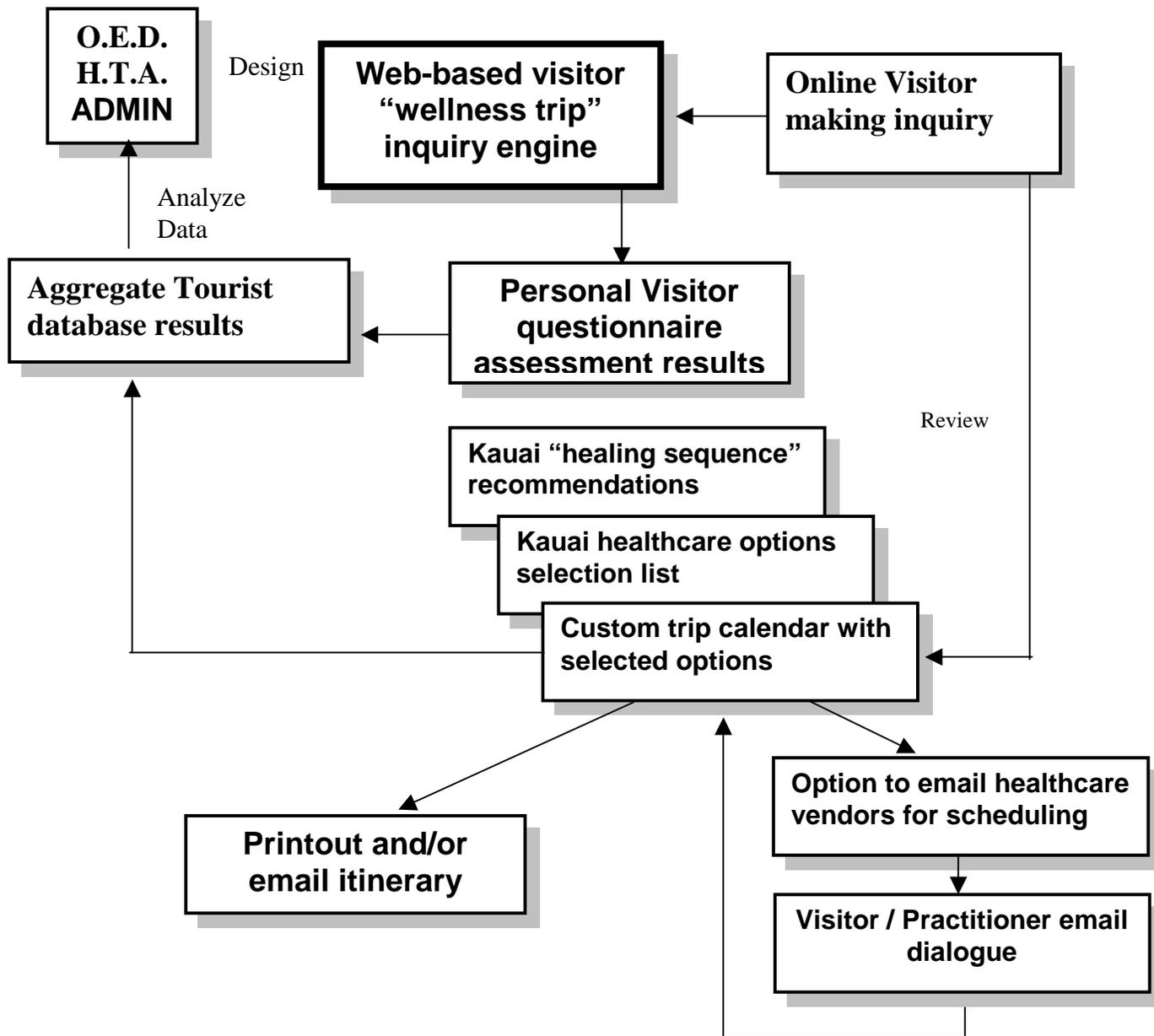
Objective 1: Purchase off the shelf technologies

To create the overall system a series of existing web-based technologies must be purchased and subsequently customized for use. WellRing has invested over \$225,000.00 dollars in developing a system for Mount Sinai Hospital that already provides much of the core functionality needed for this application. Their system includes a powerful web-based branching questionnaire authoring tool that works in conjunction with an ODBC database. The WellRing system is built out of and upon standard Microsoft components for maximum Internet reliability and compatibility. WellRing has agreed to license its proprietary technology to this project for a fraction of its normal licensing fee.

Objective 2: Customize the technology

- 1) Populate the database with the educational resources (actual contents or URLs) generated or gathered by the community and this project's team (see Part 1, Event II, Objective 4)
- 2) Develop 'healing and wellness treatment sequence templates' (via web pages) from expert community input (see Part 1, Event II, Objective 5) that act as a text and graphical interface to specific educational resources in the database.
- 3) Using the authoring tool and the questions composited from the community, (see Part 1, Event II, Objective 3) develop the system's initial questionnaires) and link its terminal nodes to their corresponding 'healing and wellness sequence templates' (see Part 1, Event II, Objective 5)
- 4) Develop web based 'trip planning calendar template' that can act as the GUI (graphic user interface) for visitors during the planning phase that:
 - i. allows the visitor to indicate a preferred trip arrival and departure
 - ii. populates calendar days (within 'i' above) with menus that allow visitor to plan each day – specifying chosen modalities (from inside or outside the recommendations provided them by 2 above), activities and 'off time'
 - iii. can be saved and returned to as an 'object' that remains internally intact even if the arrival and departure dates are changed.
- 5) Develop web based email system that provide integrated interface to email related to planning and scheduling trip.
- 6) Develop overall enveloping web site esthetically appropriate for Kauai that connects the functional modules discussed.
- 7) Develop a community member interface to the system that allows members to access a personal por-

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Online Visitor Healthcare Assessment Software



tal into the system from any web browser anywhere in the world:

- i. Submit and edit their educational content contributions to the general system.
 - ii. Tell their story and differentiate their practice on their own web page.
 - iii. Generally communicate with each other in dialogue forums arranged by topics of mutual interest.
 - iv. Join ‘visitor teams’ (as authorized by the visitor) that provides access to visitor records, including questionnaire, a list-chronology of visits and activities, other practitioners notes (if authorized) and also enables a visitor specific dialogue forum for visitor and all authorized parties.
- 8) Develop a secure and confidential report generator that will provide HTA, OED, KVB and authorized individuals with aggregate data reports on the collective behavior patterns of the visitors flowing through this system. This will be critical for market research and intelligence gathering.

Objective 3: Train the Community

Corporations and school districts have repeatedly learned that the biggest single determining factor in how well a new technology succeeds is training. It can be the greatest technology but if people don’t learn to use it well then the whole initiative is weakened.

To insure optimal ease of use for visitors we will train the island community and use their feedback to tune the system.

We will provide thorough training material and hold 2 community training meetings where every interested community member will:

- Learn the process of adding and editing their various content contributions
- Learn to send and receive visitor email
- Learn to navigate within and engage in community discussions
- Learn to access and contribute to visitor-specific information records and visitor-specific discussion groups
- Learn to give the overall system ‘feedback’ so that the system grows to reflect and support ever better community learning and collaboration

Economic Impact:

With approximately 150 healthcare practitioners initially involved in this effort, we feel that business for them will conservatively increase by 5%. Assuming average gross annual incomes for each practitioner to be \$50,000, this increase represents \$375,000. Area hotels will benefit from the 400 visitors coming specifically for this event, representing approximately \$180,000 in unique revenue directly related to this project.

It is difficult to estimate what the economic impact will be on the Internet-based software. If 53% of Kauai's 1,000,000 annual visitors use online services as data shows, then we have a tremendous potential for search engines to guide these "surfers" to our online tool. One there, it will automatically generate business for Kauai-based practitioners. If 1% (of the 53% above) spend \$100 that they wouldn't have spent before, the total economic impact will be \$530,000/year

Closing Statement:

We live here. We care about Kauai and its future. We want to contribute to Kauai thriving and finding its destiny in this turbulent 21st Century.

It is vitally important that Kauai develop an economic strategy strong enough to keep it independently vital - from being overrun and magnetized by the values of global economics.

Kauai has a very precious and sacred, beautiful and natural, gift to offer the world; Kauai heals.

It's in every Kuaian's best interest for Kauai's real gift to be appreciated and become the new 'sugar' - the new basis for developing an economic strength not solely based on 'tourism'.

We hope that this proposal conveys our intention and will open a dialogue between us to fully realize the intention and potential that lies before us.

To recap the essence of this proposal:

With the goal of "branding" and marketing Kauai as "the" health and wellness travel destination, this project will unify the healthcare industry through a series of targeted, 'community-building' events, the creation of an island-wide association, and a unique, web-based software tool assisting visitors in planning healing vacations while gathering valuable market research data for the HTA.