

Testimony of the Board of Massage Therapy

**Before the
Senate Committee on Commerce and Consumer Protection
Friday, March 1, 2024
9:00 a.m.
Conference Room 229 and Videoconference**

**On the following measure:
G.M. 507, SUBMITTING FOR CONSIDERATION AND CONFIRMATION
TO THE BOARD OF MASSAGE THERAPY,
GUBERNATORIAL NOMINEE, SHANON SKOOG,
FOR A TERM TO EXPIRE 06-30-2027**

Chair Keohokalole and Members of the Committee:

My name is Risé Doi, and I am the Executive Officer for the Board of Massage Therapy (Board). The Board supports the appointment of Ms. Shanon Skoog to the Board (Board) as a public member.

Ms. Skoog holds a Bachelor of Arts degree in Environmental Science and is currently the director of development for Massage Envy Hawaii, where she has established and cultivated partnerships with local massage schools, working collaboratively to promote their educational goals. She contributes as a guest speaker, providing insights on best practices in areas such as ethics, treatment room management, and resume development, empowering and preparing students for long term success in their chosen career path.

As an interim board member, she attended the January 9, 2024, board meeting and provided insight to increasing the number of education and training hours for licensure of massage therapists.

Ms. Skoog's business background and interest in serving the public will make her a positive addition to the Board.

Thank you for the opportunity to testify on this measure.

GM-507

Submitted on: 2/27/2024 5:44:42 PM

Testimony for CPN on 3/1/2024 9:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Lari Jarvis	Testifying for Massage Envy Hawaii	Support	Written Testimony Only

Comments:

I have had the honor of working closely with Shanon Skoog for the past 8 years in the massage industry. I wrote a recommendation letter for Shanon when she began this journey, and I am honored to submit a written testimony for her. Shanon is an inspiration to myself and everyone around her. Her work ethic, integrity, resilience, optimism and vision shows in everything she does. Shanon is passionate about massage therapists having a platform to use their skills and talent to make a difference in our community. As Director of Development for Massage Envy Hawaii, Shanon hires, leads and coaches 90+ massage therapists. She has made a tremendous impact on our company. She leads with positivity and empathy. Shanon is highly respected by everyone in our organization. She is dedicated to the massage industry in Hawaii and finding ways to support new students and individuals looking to pursue a career as a licensed massage therapist.

As a local business owner, words cannot express the personal and professional appreciation that I have for Shanon. Shanon has been an integral part of our success and setting the high standards we have for our team, customer service, safety and culture. I see her make a difference in people's lives every day. She has most definitely made a difference in mine.

GM-507

Submitted on: 2/26/2024 4:54:32 PM

Testimony for CPN on 3/1/2024 9:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jasmine Lane	Individual	Support	Written Testimony Only

Comments:

Aloha! My name is Jasmine Lane and I have been a Massage therapist in the state of Hawaii since 2013, and I have known Shanon Skoog since 2014.

My experience with Shanon has always been one of growth; Working under her as a therapist, I have personally experienced her level of empathy and compassion for others, putting people first while still pushing others to be the best versions of themselves.

Working alongside her as a manager, I have experienced nothing but support. Once She sees the potential in someone to be truly great, she supports that growth 100% and helps you exceed even your own expectations of yourself.

Shanon Skoog would be an excellent member of the Board of Massage Therapy in Hawaii because she strives to allow Massage therapists the level of respect and professionalism we deserve. She would be an amazing advocate for the growth of our industry and would be an asset to supporting this profession.

GM-507

Submitted on: 2/27/2024 8:54:07 PM

Testimony for CPN on 3/1/2024 9:00:00 AM

Submitted By	Organization	Testifier Position	Testify
KalenaKai Strohlin	Individual	Support	Written Testimony Only

Comments:

Aloha,

My name is Kalenakai Strohlin and I have known Shanon Skoog since 2018. I worked under her at Massage Envy in Kapolei.

something I appreciate about Shanon is that she always has a positive mindset. I appreciate that she always sees the best in others, and portrays others in the best light.

When I started at Massage Envy, I had some setbacks as a male front desk associate, but shanon still saw the potential in me and fostered an environment for me to succeed. Although I am no longer with Massage Envy, I can say the mindset, leadership, customer service and communication skills I have been coached on by shanon has had a lasting effect on my career and in my personal life.

Shanon would be a great part of the board of massage therapy because she brings a positive outlook in to everything she does.

GM-507

Submitted on: 2/28/2024 12:01:49 AM

Testimony for CPN on 3/1/2024 9:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Jeriel Cuaresma	Individual	Support	Written Testimony Only

Comments:

My name is Jeriel Cuaresma and I have been a massage therapist with massage envy for the past 8 years. All 8 years I had the pleasure of working with Shanon. She is a ball of sunshine and energy and she never settles to be stagnant. She thrives to grow each and every day and she helps people around her grow as well. Whenever you have a question or need help/advice you can count on her to help you out or give a solution to your problems while also coaching you as well. Shanon would be an excellent asset to the board of massage therapy and I know she will be able to help grow and change the board for the better.

GM-507

Submitted on: 2/29/2024 10:44:12 AM

Testimony for CPN on 3/1/2024 9:00:00 AM



Submitted By	Organization	Testifier Position	Testify
Kanoelani Woo	Individual	Support	Written Testimony Only

Comments:

Shanon Skoog will be a great representation on the Board of Massage Therapy. I am the General Manager of Massage Envy, and have worked with Shanon for the last 10 years. I have seen how she cares tremendously for the for the safety and success of every therapist across our region. Along with that she has built great relationships in our community and Massage Schools, even going as far as being able to teach ethics to current students. She is passionate about what she does, and the safety and livelihoods of Massage Therapist in our company and across the state is of utmost importance to her. I have witnessed her work ethic, and know she will work hard to support our Massage Therapist in our community.

GM-507

Submitted on: 2/29/2024 4:34:02 PM

Testimony for CPN on 3/1/2024 9:00:00 AM



Submitted By	Organization	Testifier Position	Testify
Delaney Bernauer	Individual	Support	Written Testimony Only

Comments:

Hello, my name is Delaney Bernauer. I am the Director of Operations for Massage Envy Hawaii. I work closely with Shanon daily. I am writing on behalf of Shanon Skoog possibly becoming a board member for Massage Therapy.

Shanon would be an amazing addition to the board. She is passionate about helping the Massage Therapists on our island. She goes out of her way to advocate for those making our community better. Shanon has the best interest of furthering the education, benefits, and overall lives of the Massage Therapists in the state of Hawaii. She has a wealth of knowledge and experience interacting with Massage Therapists on a daily basis. Shanon is fully devoted to her involvement and responsibility should she be chosen as a board member.

Thank you for your consideration on behalf of Shanon.