



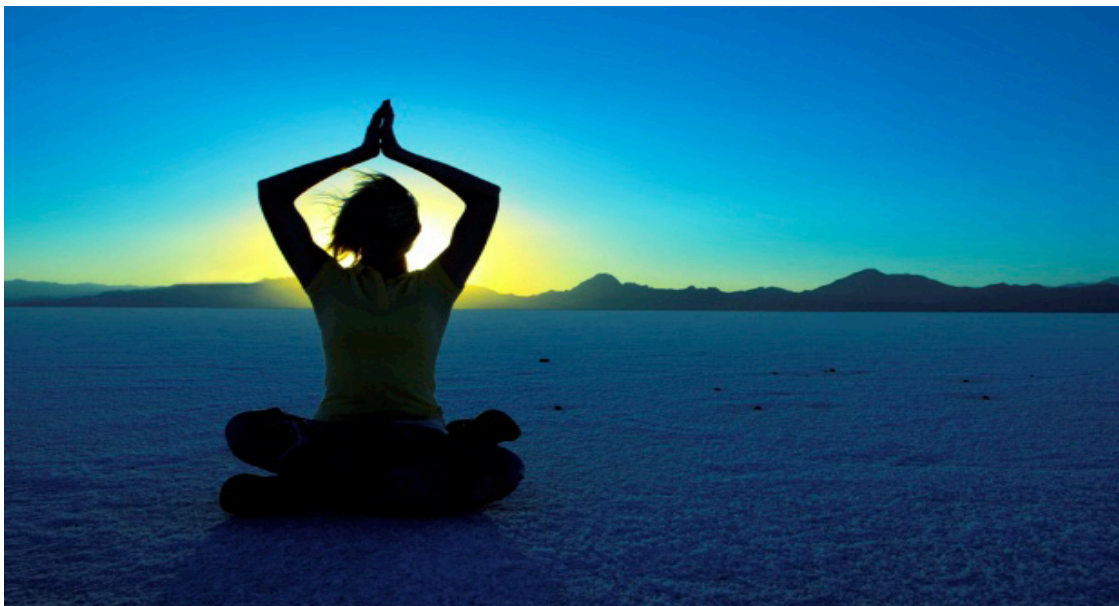
Sun Valley Wellness Institute

OUR PLAN FOR THE FUTURE

THE MISSION: *To Inspire Positive Change*

THE GOAL: *Create a legacy that inspires others to dream more, learn more, do more, and become more.*

THE VISION: *Develop the Sun Valley Wellness Institute into a world-renowned center for health and well-being, that offers exceptional, innovative programs and events throughout the year, and establishes Sun Valley as a premier wellness destination.*



www.sunvalleywellness.org

The Opportunity – EXPAND SUN VALLEY WELLNESS INSTITUTE

Partnerships, Programs and Services – The Pathway to Success

In keeping with the Sun Valley Wellness Institute’s mission to “inspire positive change,” it is our goal to promote and provide innovative educational experiences year-round that offer local residents and visitors with a wide variety of opportunities to embrace positive change in their lives.

In order to accomplish this ambitious goal, several steps or stages are envisioned:

- ❖ Develop an integrated community of wellness (*mind, body, spirit, environment, food*)
- ❖ Actively promote all Sun Valley area wellness programs, events, etc under one “brand”
- ❖ Nurture new partners, sponsors and donors who share this vision.
- ❖ Organize and present new top-tier educational programs, events and conferences throughout the year that attract both locals and visitors.
- ❖ Create a long-term strategic plan to accomplish the vision of a world-renowned wellness retreat center and achieve the goal of Sun Valley becoming a premier wellness destination.

SUN VALLEY WELLNESS INSTITUTE MODEL ELEMENTS:

1. BECOME SUN VALLEY’S ONLINE WELLNESS RESOURCE

The new SVWI website (www.sunvalleywellness.org) will provide the following information:

- Wellness Resource Directory of all wellness related businesses, practitioners, organizations
- Calendar of Events for all area wellness/fitness related activities, programs
- Programs and Workshops; Special Wellness/Fitness events; products
- Professional Training/Certification Programs
- Wellness retreats/Spiritual travel, promotion
- Forum and discussion board

2. ACTIVELY PROMOTE & SHOWCASE SUN VALLEY AS WELLNESS DESTINATION

- Bring in 3,000+ new visitors in 2011
- Increase business for Wellness Partners
- Use creative promotional tools - social media, public relations, strategic marketing partnership co-promotions, Wellness Wire ENews, advertising, other.

3. CREATE & PRESENT:

- Monthly weekend workshops/retreats with nationally known teachers/speakers
- Monthly professional training/certification programs for wellness professionals
- New wellness events – i.e. *yoga spirit festival, others*
- Weeklong “*life development*” retreats
- Unique spiritual/wellness travel opportunities

4. DEVELOP A LONG-TERM PLAN FOR PHYSICAL SUN VALLEY WELLNESS INSTITUTE CENTER

The time is ripe to move forward with this new effort!
Please join us in creating a vibrant, healthy future for our community
and the many lives we can touch.

SUN VALLEY WELLNESS INSTITUTE BOARD MEMBERS

Nick Maricich, President
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Gene Daniels, Treasurer
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