



IMUA POLENISIA

Vol. 2 No. 1

January 1996

The Year in Review

The Polynesian Cultural Center is a growing influence in the local and international communities and it is heartening to see the achievements we have attained together over the past year:

AWARDS

Our significant efforts in the marketing educational campaigns continue to be recognized for our achievements and excellence. We have received the following awards, including numerous positive articles in the local and national press:

- * American Marketing Association (Honolulu Chapter) Marketer of the Year award. PCC is the first visitor attraction in AMA's 20-year history to receive this distinction.
- * Two prestigious Pele Awards for best advertising campaigns: six Awards of Excellence, and nine Awards of Merit given by the Hawaii Advertising Federation – the most awards ever given to one entity. (Note, the previous year the Center received one Pele Award.)
- * PCC was voted "Hawaii's Favorite Visitor Attraction" in the 1994 People's Choice Awards, a Honolulu Magazine reader poll.
- * Board of Education special award for community service.
- * Department of Education Distinguished Service Award for its contribution to education in Hawaii, including the Sterling Scholar and State Teacher of the Year programs.

MISSIONARY FACTOR

Through its Laie Tour program, PCC took more visitors (63,363 up 26%) to the Hawaii Temple Visitors Center in 1995 than in any of the past five years and the number of referrals (up 34%) from those visitors was dramatically higher than any year over the same period. The Center now contributes 68% of those attending and 66% of the referrals.



PRESIDENT'S MESSAGE

EDUCATION

The Center invests in the future of our local community by contributing toward excellence in teaching and student achievement. These community contributions include:

- * PCC's Sterling Scholarship Awards Program
- * Seven District Teacher of the Year Awards
- * DOE State Teacher of the Year Award
- * BYU-Hawaii Awards
 - President's Council Professor of the Year Award
 - ASBYUH Teacher of the Year Award
 - David O. McKay Lecture Award
 - BYUH School of Business Awards
- * Schools, Youth, and Charitable Organizations
 - Kahuku High School
 - Kahuku Elementary
 - Friends of Malaekahana (Hawaiiiana)
 - Hawaii State Math Bowl
 - Kahuku High and Laie Elementary May Day Programs
 - Kahuku High School Graduation
 - Aloha United Way
- * Junior Guides Program
 - 26,700 came to the PCC
- * Elder Hostel Program

INDUSTRY INFLUENCE

Many of our people are involved in responsible positions throughout the industry's associations.

SPECIAL GUESTS: The number of visiting dignitaries, especially those from the United States, foreign countries, and Hawaii, increased significantly in 1995 compared to 1994. Our prominent visitors came from The People's Republic of China, the mainland US, other foreign countries, and included Hawaii as well as LDS Church leaders for a total of 1,935 this year compared to 444 in 1994.



High School Students “Shadow” Center Employees

For four days over the summer, Center employees acquired extra shadows as they shared the responsibilities, challenges, and joys of their jobs with twenty-five of Hawaii’s high school students. PCC’s shadow students spent time in the Waikiki Sales Office talking with the sales team, learned the Center’s strategic planning process from Miller Soliai in the Training department, studied the Chinese Intern program and BYUH student recruitment conducted by John Muaina, and split up to explore some sixteen different jobs with Center managers.

The students first chose the career area of their interest and then those specific jobs they wanted to learn more about. Roger Ewens, costume and set designer with the Theater department, was very impressed with the program: “It is an excellent program. The kids knew nothing about the career of costume and theater design when they arrived and they were very much impressed by all the work and planning that goes into every detail of a performance –

from library research to design sketches to searching for the right fabrics for the actual sewing of costumes.”

His students observed that they appreciated the night show so much more for knowing all the elements which contribute to the performance. Roger notes, “This program helps the students to set education goals and explore career possibilities – and PCC sets a standard they can follow. Here they get a look into the real world of artistic expression, not the fantasy world of being a ‘famous artist’ someday.”

He also expressed the response of many managers toward the program: “I found I appreciated my job more as I explained it to the students and their questions from a young point of view gave me new insights into what I do.” He is exuberant in his support of the program, “I’ll do it again, definitely. I’ll take anyone who’s interested and give them a look at what we do here at the Center!”

Note: The following letter appeared in *The Leeward Coaster*, Vol 10, No 5, December 1995. It is reprinted here with permission of the newspaper:

Editor:

During the summer I had a great opportunity to participate in an internship program with the tourist industry and Hawaii Visitors Bureau. This program, which has been going on for many years, places teachers in tourist industry jobs for a week and one college credit.

The purpose of this program is to educate teachers about the tourist industry and its jobs so teachers can in turn educate their students. I think there were some 50 teachers from the entire state participating in this program and they all went to places such as Atlantis Submarine, Princess Kaiulani Hotel, Customs, United Airlines, just to name a few.

Learning about the Polynesian Cultural Center was a great experience for me. I got to meet all the VIPs and sit and chat and find out all the nitty gritty stuff about their organization. They really treated me well! I was very impressed when they told me their president, Lester Moore, turned PCC around from a couple of million dollars deficit to being a profit producing organization in just a few years time. They

February, 1996:

Wed. 7: 9:30am - Junior Guide Cultural Education visit.
 Thu. 8: 10:00am - BYUH Devotional, Cannon Center, Dale Robertson.
 Fri. 9: 9:30am - Junior Guide Cultural Education visit.
 Sat. 10: 9:00am - Waitangi Day, Maori Village.
 Mon. 12: 12 noon - ALC meeting, PCC Boardroom.
 Tue. 13: 9:30am - Junior Guide Cultural Education visit.
 Fri. 16: 9:30am - Junior Guide Cultural Education visit.
 Fri. 19: President’s Day.
 Thu. 22: 10:00am - BYUH Devotional, Cannon Center, Greg Newell.
 Mon 26: Management Update meeting.
 Thu. 29: 9:30am - Junior Guide Cultural Education visit.

Special Events, Looking Ahead:

May 11 - 18 - 1996 World Fire Knife Competition and “We Are Samoa” Festival.

September 6 & 7 - Hawaiian Festival

November 2 - 9 - Tongan Festival

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also won the "Marketer of the Year" award for 1994 and they really deserve it! Our state and Department of Education can learn a lot from this organization.

After this great experience I decided that my Peer Education students at Nanakuli High and Intermediate School would benefit from a similar internship, so I set up an over-nighter field trip which consisted of a career internship at PCC and a college opportunities tour and workshop at Brigham Young University-Hawaii, November 6-7.

My students were able to "job shadow" in numerous fields (at PCC) and they were very impressed. The college impressed all, and especially me. They stress values and moral standards there, something we all need to do more of in our daily lives.

Kathy Tolleson, secretary to PCC Human Resources vice president John Muaina, made all of our job shadowing arrangements. Celva Toa of BYU-Hawaii made our college arrangements. They both did a great job! If anyone wants to have your students experience this field trip, call Velulu Sigavata, sales manager at PCC, 923-2911.

Lily Cabinatan,

Nanakuli High and Intermediate School.

"Dear PCC Employees..."

December 9, 1995

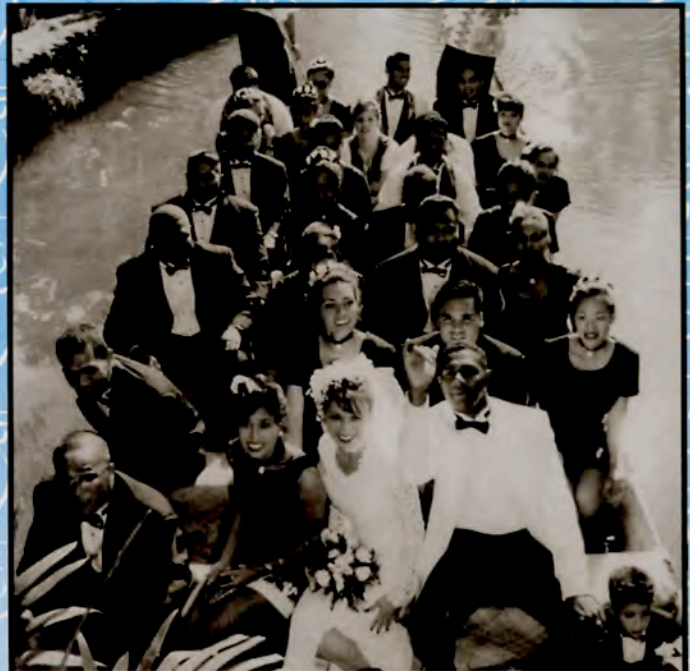
Awesome Ali'i Luau Show! Food was great; music was great; kids were great; Keith was fantastic – a true showman – excellent voice, style, smile, wink – engaged the audience and made all enjoy themselves and the experience – most memorable part of our visit. Thank you kids, thank you Keith.

Neal Bogdanovich, party of six from Chicopee, Massachusetts.

December 19, 1995

Elana who was our tour guide was fabulous. Everyone here was very kind and courteous. We were treated with respect and learned so much about these diverse cultures. Joshua our waiter was prompt with our requests and was concerned about our well-being. This has been a wonderful experience. Thank you. The only thing that could be changed is to add Hawaiian music in the dining room.

John Montgomery, party of two from California.



Congratulations to former PCC employee Jack Damuni, and his new bride, Shalei Nani Mossman, who participated in a traditional Fijian wedding ceremony in the Fijian Village December 29. The couple were married earlier that day in the Hawaii Temple then enjoyed the beautiful ceremony in which mats, masi, and hand-sewn pillows and other traditional items were presented as part of the proceedings.

Jack is the son of Emosi and Sereima Damuni, both current Center employees. Shalei is the daughter of Boyd and Maile Mossman. Brother Mossman is a member of the Center Board of Directors. President Lester Moore paid tribute to the couple and explained the PCC's commitment to helping perpetuate the cultural traditions of Polynesia to many delighted Center visitors who had the opportunity of witnessing the ceremony during their visit.

December 19, 1995

My tour guide from Mongolia was as sweet and nice and patient as she could be. The village shows were educational as well as fun and entertaining. I have been here many times and each time I thoroughly enjoy myself. Keep up the wonderful work!

Sarah Waugh from Shalimar, Florida.



Consul-General Visits

Feng Shusen, Consul-General of the People's Republic of China led a party of six high-ranking officials through the activities of the Islands of Polynesia December 29. Holding ambassadorial rank, General Feng, a graduate of the Foreign Affairs College in Beijing,

has held several important posts in the Foreign Affairs Office of the Yunnan Province People's Government. He was appointed Consul-General in Los Angeles in August 1995.

He was accompanied on his visit to the Center by Consul Liu Yupin, Vice-Consul Zhai Jianjun, Consul Lu Yueke, interpreter Chen Chuandong, and executive secretary Walter Lau. The



group met with President Moore and enjoyed an island canoe tour with stops in Samoa and New Zealand, before dinner in the Ambassador Club and attending the evening show.

Aloha Oe!

Viola and Soifua Tauiilili

Soifua started working at the Center in 1975 in the Grounds department. She has also worked in the Villages and from 1980-1990 was a cook with Food Services. She worked in the Custodial department from 1990 until her retirement in 1995.

Viola began working at the Center in the Maintenance department in 1975. He also worked for a short time in the Security department before returning to Maintenance and retiring in 1995.

Members of the Samoan Ward, Laie 9th Ward, the couple has one daughter who was a dancer in the night show, "This is Polynesia." The family is moving to Utah to live.

PCC's Own Miss Teen Samoa



Hawaii, and activities coordinator for the Center. The daughter of Ella Manumaleuna, Supervisor, and John Manumaleuna, a S. Serena grew up in Laie with the goal of becoming a Miss Teen Samoa. It was her dream to dance at PCC."

"The PCC has provided me with many opportunities that have helped me to grow. Through these unique experiences, I have gained priceless values, knowledge, and skills. The love and support of the spirit of the people make it such a pleasure to be here. Being a part of PCC is a choice blessing that I will cherish for the opportunity. I love this place. It was my dream to dance at PCC."



Anhui Tourism

We recently hosted a team from Anhui province in southeast China. Led by the Anhui Tourism Administration, they had a warm welcome and first-class experience at PCC."

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Technical Services Conference



Under the leadership of Technical Director Stephen Crowell, PCC hosted a five-day training conference using BYU-Hawaii facilities in December. Drawing participants from all over Oahu and the outer islands, the conference was sponsored by major manufacturers of audio equipment.

A national group, Synergetic Audio Concept (SYNAUDCON), services the world's needs, particularly in the academic focus of audio technology, and was the trainer for the seminar workshops. This conference marked the first time that technical services employees could participate in educational training.

In extending the invitation to Hawaii industry professionals beyond PCC, Stephen and his staff built an invaluable network with local audio people who were impressed with PCC's technology and their experience with us.

New Funeral Policy

Revised 1/1/96

POLICY:

It is the policy of the Polynesian Cultural Center to grant its employees funeral leave with pay in accordance with the stipulations set forth below:

COMMENT:

1. For the purpose of this policy, the terms "immediate relatives" is interpreted to be the employee's: parent, child, spouse, brother, sister, grandparents, father-in-law, mother-in-law.

2. A full-time employee will be allowed time off with pay for up to three (3) days, if necessary, to make

funeral arrangements for and attend the funeral for those listed in Comment #1. If more than three days are needed, the employee may choose to use vacation time or a short term unpaid leave in order to finalize the arrangements. Part-time employees will be granted unpaid short term leave to attend to the funeral needs of those identified in Comment #1.

3. Employees' attendance at funerals of those other than immediate relatives listed in Comment #1 must be approved in advance by their respective supervisors and department heads. Time taken off to attend such funerals will be counted as vacation or leave without pay.

4. For pay purposes, the department shall identify the dates of funeral leave by placing an "F" on the time card.

PCC's Own Miss Teen Samoa

Technical

Visits

People's Republic of
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in the Foreign Affairs
of the Yunnan
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nment. He was
ted Consul-General in
ngeles in August 1995.
was accompanied on
it to the Center by
l Liu Yupin, Vice-
l Zhai Jianjun, Consul
ke, interpreter Chen
dong, and executive
ary Walter Lau. The
an island canoe tour
dinner in the
show.



Serena Manumaleuna, a Kahuku High School graduate and BYU-Hawaii junior majoring in Elementary Education with a minor in Music, won the Miss Teen Samoa - USA pageant and will hold her title until August of this year. A part-time PCC promotional team member, Serena dances in the night show, is a singer and dancer with BYU-Hawaii's Showcase

Hawaii, and activities coordinator for the PCC's Samoan Club.

The daughter of Ella Manumaleuna, a Teacher Reserve Supervisor, and John Manumaleuna, a Security Chief at Halawa, Serena grew up in Laie with the goal of one day being a part of the Center.

"The PCC has provided me with many opportunities that have helped me to grow. Through these unique experiences I have gained priceless values, knowledge, and skills. The spiritual atmosphere and the spirit of the people make it such a pleasure to work in the Center. Being a part of PCC is a choice blessing and I am eternally grateful for the opportunity. I love this place. It was my childhood dream to dance at PCC."



Under the leadership of Technical Director [Name], the PCC will visit the BYU-Hawaii facilities in December. Drawing [Name] was sponsored by major manufacturers of [Name].

A national group, Synergetic Audio Corporation, has an academic focus of audio technology, and will visit for the first time that technical services employees [Name].

In extending the invitation to Hawaii in [Name], the PCC has a valuable network with local audio people who [Name].

1975 in the Grounds
ages and from 1980-
worked in the Custodial
1995.
Maintenance depart-
ment in the Security depart-
ment in 1995.
Ward, the couple has
now, "This is
e."



Anhui Tourism Team Visits

We recently hosted a team of tourism people from Anhui province in southeast China. Led by Gao Weiqing, director of the Anhui Tourism Administration, the group enjoyed a warm welcome and first-class experience in the villages and shows.

New Funeral Po

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COMMENT:

1. For the purpose of this policy, the term "immediate relatives" is interpreted to be the employee's child, spouse, brother, sister, grandparent, grandchild, law, mother-in-law.

2. A full-time employee will be allowed time off for funeral pay for up to three (3) days, if necessary, for the following:



Tofa my Feleni

Vaiolini Leota was seven years old when she came to Laie from Western Samoa. Her parents came with their family to go to the Hawaii Temple. They also left Samoa because they had been disowned by their families for joining the Church. Her father never returned to Samoa.

Vaiolini grew up in Laie working as a substitute teacher in Laie Elementary School and as an interpreter with the government, translating for new arrivals from Samoa – a job she held for most of her life. When the telephone exchange came to Laie, she was one of five workers there, and she was a skilled knife dancer, performing regularly with other local young men and women at Malaekahana Officers' Club and other military bases on the island.

When PCC was opened, Vaiolini Niko and her sister Anna Fanene were among its first workers. She stayed 16 years, working as narrator for the canoe shows, as singer and dancer, and reservationist. In her later years, even when she was no longer employed, she could be seen visiting her friends in the Samoan Village, weaving with them while they talked.

A genuine PCC "Living Treasure", she was a firm believer in the importance of education. When she passed away December 12, 1995, Vaiolini was the mother of ten children, 69 grandchildren, and 35 great-grandchildren – a living heritage from the faith of a small family who had left their homeland for the Temple and a gospel life in Laie so many years earlier.



Vaiolini, 1933



The Aivao Leota family, 1925, Laie. Nine year old Vaiolini is far right.



Vaiolini Leota Niko
 September 15, 1915 – December 12, 1995

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Food For Thought

The Food Services Division Newsletter is a monthly piece edited by Maile Pope, Leilani Glassie, Fai Sauni, and Winona Enesa and distributed among the division employees. Containing news, advice, recipes, waste and injury reports, job vacancies, motivational thoughts and other notes of interest, it solicits employee involvement in the division goal-setting and accomplishment.

The November issue spotlights dishwasher lead, Amata Sauni, with the following quote from one of his co-workers: "He never orders us to do things, he asks nicely. The way he asks makes you want to help." When Amata was asked about his leadership approach he responded: "I ask people to do a job the way I would want to be asked." He added that his workers know he would never ask them to do anything he would not do himself, "physically give

examples so they can see me doing the job, working next to them." One piece of advice is valuable for every job in the Center:

"Effective service is efficient service, but not at the risk of compromising our high standards. Remember, you make a difference! No one affects the guests more than their waiter/waitress does. You set the mood of the restaurant with your attitude and your mannerisms. No one likes to be rushed or feel like they are unimportant, so take a moment, smile and ask them how they are enjoying their day here at the Center. We are always on our best behavior when the boss comes into the area. But we often forget that we have another boss that is equally important, and that is the guest that walks through our doors every evening to dine."

1	Siakisone Taleni	8
1	Lusiana Tawaqa	8
2	James Litster	9
2	David Saufale	9
2	Freda Tagoai	9
2	So'o Tufaga	9
3	Po Sen Chu	9
3	Uikelotu Kauvaka	10
3	Taniela Kavapalu	10
3	Leimomi Muti	10
3	Vaiola Tauilili	
3	Catherine Teriipaia	
3	Faalua Wright	
4	Edie Tovo	
5	Dean Niutupuivaha	
5	Amata Sauni	
6	Steven Keawe	10
6	Ivana Kusevic	11
6	Violette Tetua	11
7	Tara Duffin	11
7	Kanoe Kaluhiokalani	11
7	Pualani Kim	12
7	Stephen Smith	12
7	Jenelle Stabler	13
7	Vince Woo	13
8	Michael Aki	13

Angelita Guillermo	13
Sophia Turaga	14
Chaehwa Choi	14
Mata Kiwa	14
Eileen McCoy	14
Amanda McQueen	14
Ben Nihipali	15
Arthur Hannemann	15
Tania Sopa	15
Ataruru Toaraa	15

Joe Tulele	20
Mario Benavides	22
Maria Dinger	22
Vaialua Ross	22
Jinna Wang	23
Dionne Wills	23
Wah Pei	23
Malia Strother	23
Sileiloga Tanivasa	24
Tasele Tiatia	25

Craig Yamagata	20
Heather Crump	22
Adam Hai	22
Lattisha Wallace	22
Titaua Germain	23
Shan Leung Choi	23
Tony Naea	23
Jesse Newbold	23
Gail Heffernan	24
Tae Kyung Jung	25
Lyvonne Dela Cerna	26
Naomi Waka	26
Kim Clarkson	26
Paul Coxhead	27
Chang-Hee Jin	27
Kwok Cheung Law	27
Roy Manoa	27
Nack-Youn Yang	28
Afa Tevaga	29
Juliet Uata	29
Felesi Ulutika	29
Tailoa Ngalu	30
Nattinee Puramul	30
Rinalyn Salangad	30
Shirley Chua	31
Siaosi Pasi	31

JANUARY BIRTHDAYS

Loreen West	16
Tavita Gisa	16
Eugene Paewai	17
Tua Sanerivi	17
Ila Talapa	17
Marlene Fesola'i	18
Rorii McCulloch	18
Marjory Christy	19
Wilda Paalua	19
Kathy Soliai	19

Mahinarangi Smith	16
Siok Jun Tan	16
Unaloto Kioa	17
Raymond Magalei	17
Anau Tuifua	17
An-Yuh Lin	18
Sharon Moss	18
Keola Kailianu	19
Ricky Mak	19
Apisalome Tora	19

News from the Polynesian Cultural Center



President from page 1

Our grand opening reception of the new night show, HORIZONS!, Treasures of Polynesia shopping plaza, and new IMAX film, *The Living Sea*, held August 4, 1995, was attended by approximately 700 invited special guests representing a broad group of influential leaders from business, government, the community, media, and travel industry.

BOARD MEMBERS AND OFFICERS

We acknowledge these former board members and officers who now serve in responsible positions in the Church.

- * Elder Jeffrey R. Holland, Quorum of the Twelve Apostles
- * President Sterling Colton of the British Columbia Mission.

Hawaii Entities

- * President Dee Andersen of the Hawaii Mission
- * President Eric B. Shumway of BYU-Hawaii
- * President T. David Hannemann of the Hawaii Temple
- * President Jack Hoag of Hawaii Reserves Inc.

PERFORMANCE REVIEW

Each year since 1991, the management and employees have completed over 85% of their respective objectives plus handled numerous other unforeseen challenges. In 1995 our divisions had an effective year as they implemented 88% of their objectives. A status report on our objectives by division is as follows:

Marketing and Sales:

David Preece joined us from an extensive background in marketing and sales and executed phase 1 of a more functionally-oriented organization, launched a new phase of the advertising campaign, refined all brochures and sales materials in six languages, hired a new reservations manager and restructured his group, created new Museum Stores products, and established key

strategic alliances. 1995 finished with excellent sales results, and 1995 attendance hit a nine-year high and net revenues set an all-time record.

Cultural Presentations completed 13, postponed 2 = 15

Finance completed 9, postponed 0 = 9

Human Resources 9, postponed 2 = 11

Operations & Food 8, postponed 3 = 11

Protocol 10, postponed 1 = 11

Corporate 7, postponed 0 = 7

Total 56, postponed 8 = 64

(88% accomplished, 12% postponed)

DIVISION MAJOR OBJECTIVES

Cultural Presentations:

The creation of a new night show, a new IMAX film presentation, rotation of new activities for the islands, and a new audio tour program for guests.

Finance:

Developed a new reservations ticketing system, a monthly departmental financial statement, and replaced 23 computers with new models capable of operating network software.

Human Resources:

A strengthened interactive relationship with BYU-Hawaii, a contingency plan for external environmental threats, and the implementation of the Hawaii State Award of Excellence patterned after the Malcolm Baldrige Award criteria.

Operations and Food Services:

New facilities for Gateway overflow dining, Luau, central kitchen and distribution, and shopping plaza. Renovation or replacement of physical facilities, improvement to the grounds, review all 1994 reports issued by ADA, OSHA, and Risk Management

Protocol:

Development of an organizational plan of policies and procedures for hosting dignitaries, increase Laie Tour guests; locate and store all PCC historical documents preparatory to writing the PCC history.

Corporate:

Update, revise, and implement the strategic alliance plan, plans to increase the effectiveness of PCC as an extension of the BYU-Hawaii classroom, the transportation of guests to the Center, and the implementation of a PCC fundraising program.



POLYNESIAN
CULTURAL CENTER

IMUA POLENISIA

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