

Imua Polenisia



Message from PRESIDENT ORGILL

Setting Our Sights Higher

The PCC family has been through periods of significant challenge many times since it's dedication 38 years ago. Each one was conquered by faith, hard work, dedication, a sense of mission, and a willingness to do whatever was required to achieve success, despite the problems being faced.

Likewise, each of you have shown courage, commitment, and tenacity during this past two months as we have confronted the effects of September's terrorist attack. You are to be commended for your faithfulness. You deserve to be congratulated for keeping morale high and spirits up. You should be thanked for making our guests' visits an experience so positive and so powerful they want their family and friends to experience the PCC too!

A key to success in challenging times is found in where we set our sights. If we allow our focus to be diluted by thoughts of how

hard things are, how bad we have it, how difficult our circumstances continue to be, we will find our energy dissipating, our enthusiasm waning, our courage and commitment faltering.

If we keep our eyes, our minds, our hearts focused upward towards God, towards what is still possible, despite the challenges, we will experience an increase in our energy level, a boost in our enthusiasm, and a surge in our courage and commitment.

Each one of us would greatly benefit by doing daily that which will raise our sights and gladden our hearts. These include:

- Recommitting to learning, living, and genuinely practicing gospel principles in every area of our lives and at all times. Again, that is in every area, with all people and at all times, not just occasionally or only with certain people.

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IMUA
A Newsletter from the
Polynesian Cultural Center

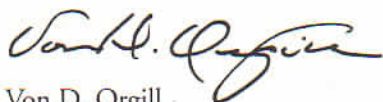
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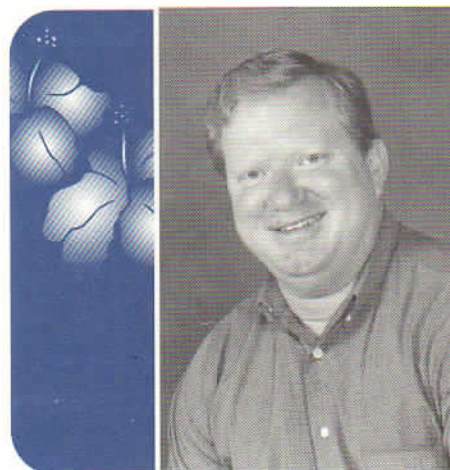
- Seeking guidance and strength through sincere, on our knees, heartfelt, deep, thoughtful, meaningful, filled-with-faith communication with our Heavenly Father. That means we need to jettison the quick, get-it-over-with, checklist-like, routine pronouncements we sometimes call "prayer."
- Restoring our souls and lifting our sights in constant, contemplative, prayerful searching of the word of God, as opposed to the occasional skimming of the scriptures we sometimes call study.
- Putting the will of the Lord truly, without reservation, without excuse, without hesitation, first in our lives.
- Treating everyone, our families, our neighbors, our co-workers and our guests with respect, with love, with a deep yearning to be of service.
- Developing our skills and talents, and gladly giving our genuine best at work, at home, in our church service, in our schooling, and in our community.
- Forever being incredible examples of goodness, righteousness, unconditional love, and selfless service.

Let us be leaders to the world in how we live and how we work. Let us remember that leadership in this sense is not a position, but rather a choice we each can make. And let us remember that when we are truly living our lives in harmony with what matters most, we unleash the limitless power that lies within us. With this power, with this choice, and with divine assistance from a loving Heavenly Father, we can overcome any challenge and surmount any problem.

May we set our sights ever higher as individuals, as families, and as a PCC family, and may you each be greatly blessed for all the good you do each day.



Von D. Orgill
President/CEO



Orlin Clements Joined Together in a Common Cause for Good

What a wonderful time to be part of the Polynesian Cultural Center's team. We are part of a great group of people that are joined together in a common cause for good. We are faced with many challenges. Attendance is down, staffing levels are at a minimum, every one is being stretched to their limits, and asked to do what seems to be overwhelming. It seems like we are in a dire time in history.

However, let us consider this quote by Winston Churchill, "Do not let us speak of darker days;

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let us speak rather of sterner days. These are not dark days; these are great days – the greatest days our country has ever lived; and we must all thank God that we have been allowed, each according to our stations, to play a part in making these days memorable in the history of our race.”

Talk such as this preserved the great people of Britain through those dark and deadly days, and saved the United Kingdom from catastrophe. We are creatures of our thinking. We can talk ourselves into defeat, or we can talk ourselves into victory. Churchill is just one example, albeit a superb and convincing one, of the prevailing power of optimism and hope.

“We all tend to worry about the future, and yes, there may be lean days ahead for many of us. There will certainly be challenges of all varieties. No one can avoid them all. But we must not despair or give up. We must look for the sunlight through the clouds.” (Standing for Something, Gordon B. Hinkley).

Life is a journey, and we are the navigators. We control our destiny. We can do anything that we set our minds to. The Center just celebrated its 38th birthday and is already preparing for its 40th and it is showing its age. We have many challenges and projects before us. These facts give us new opportunities if we will but recognize it. We can rebuild, reshape and improve the Center for the next 40 years by sharpening our skills and developing new talents as we face this challenge. However, we must understand that, “There is no substitute under the heavens for productive labor. It is the process by which dreams become realities. It is the process by which idle visions become dynamic achievements. It is work that spells the difference in life. It is stretching our minds and utilizing the skills of our hands that lift us from mediocrity.” (Gordon B. Hinkley, Ensign December 2000). We are the leaders in our industry and we will continue to be if we strive to improve as we share the cultures of Polynesia, Aloha, and the Gospel through our voice and our actions.

Let us replace our fears with faith. We should all take comfort in knowing we have a living Prophet to guide us in these troubled times. I know that we are engaging in great work. The Lord will bless us to be successful and happy in our various paths. May we always follow his counsel and work our best to always be worthy of his blessings of joy and peace in our journey through life.



Logo Apelu The PCC Family

Since the events of September 11th, the importance of the family has taken center-stage in many people’s lives. I believe the family is the only place where one can discover true love and comfort. And it’s for this reason that I am very grateful to be part of the PCC family. My heart has been touched with the understanding and commitment each member of our PCC family has demonstrated in this difficult time. This is an overwhelming feeling that cannot be found anywhere else.

Once again, we have come together to do our part in making sure the PCC continues its mission for generations to come. The Center is a true blessing, and we are all helping perpetuate President McKay’s

prophetic vision through our efforts. This commitment is a symbol of our true appreciation of those who labored so diligently in the past to ensure that we and those who come after us, will have the same opportunity to experience the indescribable “Aloha spirit” this great institution offers. This is the spirit of the Lord. I know our people will be blessed with a clear vision if we continue to live our lives in accordance with the commandments of the Lord.

It is time for every member of our PCC family to review and truly apply our mission statement into our daily duties. We must demonstrate and radiate a spirit of love and service which will contribute to the betterment, uplifting and blessing of all those who visit this special place. This is the only way we can continue to maintain the spirit of the Center and share the cultures of Polynesia with generations to come. I express my love and gratitude to our team for the commitment and dedication they have demonstrated over the last several weeks. I want you to know that your work has not gone unnoticed.

I am so thankful for the leadership of President Von Orgill. It’s a blessing to have his sweet spirit guide us through these troubling times. I truly believe that every PCC president was called to a special mission in the Lord’s timetable. How lucky we are to serve under such wonderful leaders.





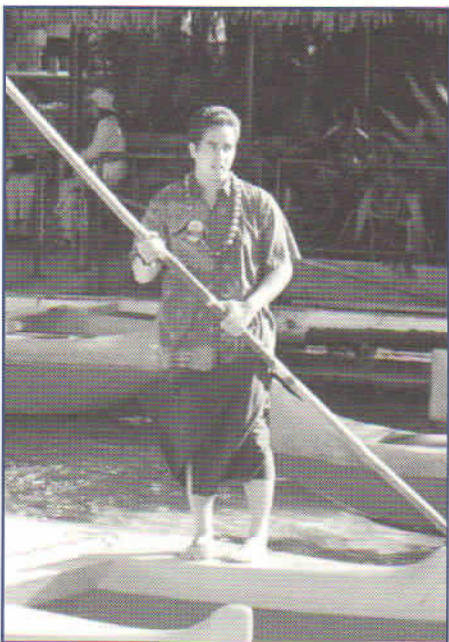
Alfred Grace
Customer Satisfaction;
Our Most Effective Tool

Most of us by now have come to grips with the impact of September 11. On top of all the other emotions I experienced, the enormity of our situation started sinking in when shortly after the attack I was informed "block ticket sales from Japan Travel Bureau for today is 0". I couldn't believe it, Japan Travel Bureau, the largest sales agent in all of Hawaii, responsible for bringing over 400,000 Japanese visitors to Hawaii each year - had not sold a single PCC ticket that day.

Since then things have improved, and continue to improve. Our promotion teams are aggressively selling the PCC in Waikiki and throughout the world. Within the past few weeks they have been to Bermuda, Beijing-China, Alaska, Portland, Nashville, Tokyo and Boston – at no cost to the PCC other than salary and wages. Many groups and individuals have booked the PCC thanks to their efforts. The Waikiki sales team has also increased their efforts to ensure agents promote the PCC as a "must do". And on the home front, our reservations and retail sales teams exceeded expectations for October.

As good as these accomplishments are, we must never forget the most effective sales tool we have is, and will always be, a satisfied customer. A satisfied guest will tell other visitors in Waikiki and friends and family back home that, "You have simply got to visit the PCC!" It is for this very reason that all of us as employees must personally accept the responsibility to ensure no guest leaves PCC less than satisfied.

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Les Steward
Keeping Faith Amid Turmoil

During these hard times we all have turned to our families to give and receive strength. I know we all have found great comfort in the words we have heard from President George W. Bush and also from our Prophet, President Hinckley on how important our relationships are with

each other and our families. They have reminded us to love one another more than we have in the past and to love our enemies and pray for them. I am also reminded as I read spiritual thoughts and the scriptures that there is always peace as we feed our faith by turning to the Lord and the Prophets' words. I'd like to share with you some thoughts and scriptural passages that bring me comfort. I hope you find comfort in them as well. They are:

- Feed your faith and your doubts will starve to death.
- "We are not of those who shrink back to perdition, but of them that believe to the saving of the soul." (Hebrews 10:39)
- Do the thing you fear and the death of fear is certain.
- "Be strong and of a good courage, fear not, nor be afraid of them: for the Lord thy God, he it is that doth go with thee; he will not fail thee, nor forsake thee." (Deuteronomy 31:6)



Fifita Unga Rising to the Occasion

I express my gratitude to you, our PCC team and family, for your prayers, fasting and untiring dedication to our mission, for your faith and continued support during a very challenging time in the history of the world. The media has kept us all up to date on the events of the world, and we've taken these factors into account for our 2002 Operating Plan as well as the remaining months of this year. Our focus though, is to generate growth and perhaps explore new products and new markets, to achieve a competitive advantage that will offset the economic trends in Hawaii, be more cost effective, and increase our market share.

In spite of all that is going on, our faith is strong. Thank you for rising to the occasion and not letting our economic vulnerability and uncertainty rock our confidence or dampen our spirit. As a leader, I

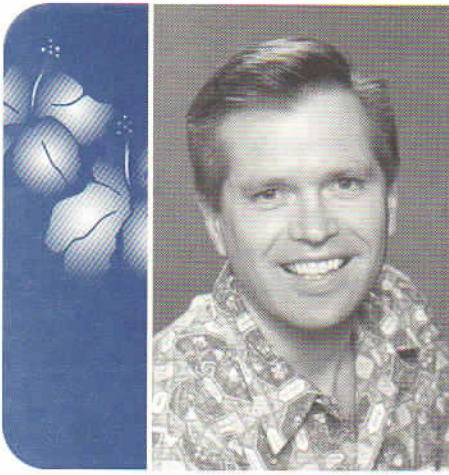
am mindful and sensitive because of the financial adjustments we are going through, both at PCC and in our homes, but we will survive. Though the journey may be turbulent, may we remember the dream of President David O. McKay in 1941 when he referred to "La'ie...the educational and spiritual center of our people in these islands." Through his prophetic vision, the legacy of La'ie prevails, and we have a divine destiny to fulfill.

As a team, we've implemented measures to reflect our volume revision. I am overwhelmed by your willingness to sacrifice, and your discipline and spirit which have, over the years, built the fibers of this company. I find this a wonderful time to reflect and remember why we're here, as employees and as a company, and why we must continue to be here. We have a divine responsibility to prepare world leaders, to preserve and portray our cultures and especially the "mana" or "spirit" of our people.

May we continue to cleanse our lives and align ourselves with the Lord. May we look to Him always with gratitude for the privilege that's ours to serve Him here at the Polynesian Cultural Center. May we be worthy of His miracles so together we can rise to new heights and obtain our goals, thereby uplifting ourselves, our families and our community as we position ourselves to be a beacon to the world.

'Ofa atu!





Blaine Jacobson Reap Future Blessings by Sowing Today

Although guest counts at the Center have been diminished by recent events we have the opportunity to begin building now for future success. More than half of the visitors who come to the Polynesian Cultural Center do so as a result of a recommendation of a friend who has been here. We also

know that visitor satisfaction (and referrals to friends) is higher when the Center is not too crowded and when there is the opportunity for a more leisurely visit and for increased interaction with the Center's employees.

Some may feel there is little that can be done until visitor arrivals to the islands recover. However, principles of the Gospel often apply to situations we face in everyday life, and in Doctrine & Covenants 6:33 we read, "...for whatsoever ye sow, that shall ye also reap; therefore, if ye sow good ye shall also reap good." Although we may not be able to impact immediate visitor arrivals to Hawaii, each of us has the opportunity to plant seeds for the future success of the Center. We can do this by making sure each guest attending now has such a terrific experience that they tell their friends and family about the PCC on their return home.

Guests will remember the friendliness of our employees, the cleanliness of the Center,

and the authenticity of our presentations, and these are all things on which we can have a positive impact right now. The seeds we plant with current customers each day will bring a bountiful harvest for the Center in the future.

Most industries go through regular up-and-down-cycles and astute managers use the down cycles to consolidate their market position and lay strategies to be ready for the next business surge. I encourage every employee to find ways to surpass each guest's expectations and cause them to leave with high levels of satisfaction. I also encourage every employee to take advantage of this slower period to ready those things that will lift the Center to even higher levels when tourism to the islands is back to normal. The Lord will bless each of us with success if we use this as an opportunity for personal growth and the Lord will bless the Center as we do all we can to help it fulfill its mission.



MAINTENANCE EXTRA MILE AWARDS

JUNE 2001

Orlin Clements (Maintenance)
Matt Clements (Maintenance)
Elder Ford (Painter)
Lopeti Lauaki (Grounds)

JULY 2001

Valerie Mejia (Office)
Karalee Davis (Office)
Pratana Harris (Office)
Roland Damuni (Roofer)
Elder Jensen (Plumbing)

AUGUST 2001

John Soliai (Roofer)
Lorima Nasilasila (Roofer)
Elder Watson (Maintenance)
Washington (Auto Shop)

SEPTEMBER 2001

Paul W. Pere (Moterpool)
Roland Damuni (Roofer)
Elder Peterson (Nursery)
Elder Watson (Maintenance)
Elder Price (Auto Shop)

OCTOBER 2001

Elder Jensen (Plumbing)
Elder Ford (Painter)
Tofa Unga (PM Crew)
John Soliai (Construction)
McKay Ernestberg (Electrician)



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