

October 2003

40  
YEARS

# Imua Polenisia

*Special 40th Anniversary Edition*



*Dedicated October 12, 1963*



## President Orgill welcomes PCC alumni and special guests

As the Polynesian Cultural Center celebrates its 40th anniversary, I want to welcome all of our guests and alumni, especially those who have traveled from afar. How honored we are that you could join us for this special occasion and how grateful we are that President and Sister Gordon B. Hinckley will be able to join us as well.

So many people have been blessed over the past 40 years through the miracle that is the Polynesian Cultural Center. It is wonderful to consider the 30 million-plus guests who have felt the aloha spirit here, and the thousands of BYU-Hawaii students and community residents who have sustained their studies and families here.

May each of you and all of our guests constantly find themselves energized by the opportunity to interact with our young students, who are absolutely filled with a love for life, with boundless energy, and unflinching optimism for the future. Such is the true spirit of aloha, which is the spirit of God. This spirit lives in the lives of these young people and everyone associated with the PCC.

To all our alumni who have volunteered or worked here over the years — and all who are associated with this place and BYU-Hawaii — you are still helping to fulfill the prophetic words of President McKay. You are the “pure gold” he spoke of — people filled with integrity, honorable in every way, willing to work and sacrifice to bring about God’s purposes.

I know of no other place on earth where so many people from so many different countries and cultures have come together in harmony — where all learn to love and appreciate what each has to share. All have grown because of these associations, and carried these experiences, blessings, and this knowledge with them throughout the world.

You have been a precious gift to the Polynesian Cultural Center, just as the PCC has been a precious gift to each of you. Mahalo nui loa for all you have done and are doing. Your service, sacrifice, and contributions are a powerful legacy that will be gratefully carried into the future.

Welcome home!

*Von D. Orgill*

Von D. Orgill







# Imua Polynesia

## Weeklong 40th Anniversary Celebration: October 20-26

PCC Vice President of Operations Leilua Logo Apelu and his committee have been planning the Center's weeklong 40th anniversary celebration for the past year. They expect as many as 3,000 PCC alumni to attend.

"The purpose of the celebration is to bring the PCC alumni back, that is, anyone who helped build or worked here since the beginning, to renew their ties to the Center," Apelu said. "We want those who came in the beginning to know those who came after them. We really want to express our gratitude to our Father in Heaven for sustaining us the past 40 years."

The schedule of activities for the week can also be seen at [www.alumni.polynesia.com](http://www.alumni.polynesia.com). It includes:

### Monday, Oct. 20

- 7:00 & 8:00 A.M. - Temple sessions
- 10:30 A.M. - A presentation by T. David Hannemann on the "Prophetic and Spiritual Foundations of PCC", in the Island of Samoa, PCC
- 12 NOON - Flag-raising ceremony, PCC front entrance
- 12:30 P.M. - 6:00 P.M. - Craft fair, May Day area
- 12:30 - 6:00 P.M. - Alumni work opportunities in the villages
- 6:00 P.M. - Concert Series, "Kapena", PCC front entrance plaza
- 7:30 P.M. - "The Testaments", IMAX Theater

### Tuesday, Oct. 21

- 8:30 A.M. - Employee recognition meeting, IMAX theater
- 12 NOON - Flag-raising ceremony, PCC front entrance
- 12:30 P.M. - 6:00 P.M. - Craft fair, May Day area
- 12:30 - 6:00 P.M. - Alumni work opportunities in the villages
- 5:00 P.M. - Alumni and employee reception, Hale Ohana
- 6:00 P.M. - Concert Series, "The Opihi Pickers", PCC front entrance plaza
- 7:30 P.M. - "Legacy", IMAX Theater

### Wednesday, Oct. 22

- 10:30 A.M. - A presentation on the "Cultural Foundations of PCC" by Vernice Wineera Ph.D., Island of New Zealand, PCC
- 12 NOON - Flag-raising ceremony, PCC front entrance
- 12:30 P.M. - 6:00 P.M. - Craft fair, May Day area
- 12:30 - 6:00 P.M. - Alumni work opportunities in the villages
- 4:00 P.M. - Alumni show rehearsal, Pacific Theater
- 6:00 P.M. - Concert Series, "Keahiwai", PCC front entrance plaza

### Thursday, Oct. 23

- 9:00 A.M. - 7:30 P.M. - Golf tournament at Turtle Bay (\$125 entry fee)
- 12 NOON - Flag-raising ceremony, PCC front entrance
- 12:30 P.M. - 6:00 P.M. - Craft fair, May Day area
- 12:30 - 6:00 P.M. - Alumni work opportunities in the villages
- 6:00 P.M. - Concert Series, "Alea", PCC front entrance plaza
- 7:00 P.M. - Anniversary ball, CAC, followed by an employee concert at 9:30 P.M.

### Friday, Oct. 24

- 7:00 A.M. - Sports day, BYUH P.E. field
- 9:00 A.M. - Alumni show dress rehearsal, Pacific Theater
- 10:30 A.M. - A presentation on the "Educational Foundations of BYUH & PCC" by President Eric Shumway, PCC IMAX Theater
- 12 NOON - Flag-raising ceremony, PCC front entrance
- 12:30 P.M. - 6:00 P.M. - Craft fair, May Day area
- 12:30 - 6:00 P.M. - Alumni work opportunities in the villages
- 4:00 P.M. - 8:00 P.M. - Dinner, the Gateway and other venues
- 6:00 P.M. - Special "Horizons" performance, Pacific Theater
- 6:00 P.M. - Concert Series, "O'Brian Eselu", PCC front entrance plaza
- 6:00 P.M. - "Paradise Hawaiian Style" movie with Elvis Presley, PCC IMAX Theater
- 8:00 P.M. - Alumni Night Show, Pacific Theater

### Saturday, Oct. 25

- 10:30 A.M. - Hale La'a & BYUH groundbreaking, traffic circle near La'ie Elementary School
- 11:15 A.M. - PCC 40th anniversary parade
- 12 NOON - Flag-raising ceremony, PCC front entrance
- 12:30 P.M. - 6:00 P.M. - Craft fair, May Day area
- 12:30 - 6:00 P.M. - Alumni work opportunities in the villages
- 6:00 P.M. - Concert Series, "Pati", PCC front entrance plaza

### Sunday, Oct. 26

- 10:00 A.M. - Multi-Stake LDS Conference with President Hinckley, live broadcast at local Stake Center

For more information, call Tali Galea'i at 293-3002

### Alumni show section rehearsals:

- Hawai'i - Tuesday & Thursday at 7:00 P.M., outside the CAC
  - Samoa - Thursday at 7:30 P.M., outside the CAC
  - Maori - Wednesday, 7:30 P.M., PCC island of New Zealand marae
  - Tonga - Thursday at 8:00 P.M., outside the CAC
  - Fiji - Wednesday 6:00 P.M., outside the CAC
  - Tahiti - Wednesday & Thursday 7:30 P.M., outside the CAC
- For more information call Cy Bridges at 293-3096



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Please visit us at: [www.polynesia.com](http://www.polynesia.com)





## 40 Years of Landmarks and Counting

Someone once said writing history is like collecting rain with a thimble: You can only gather a few drops.

Thousands, no millions of connections, experiences and miracles have marked the past 40 years of PCC history; plus each employee and visitor has his own perspective on those events. So, while it's impossible to provide a comprehensive overview of PCC history that covers everyone's expectations, here are a few important historical moments that have impacted the Polynesian Cultural Center over the years:

### Early 1962

Labor missionaries begin construction of the Polynesian Cultural Center.

### March 17, 1962

Over 3,000 people watch Polynesian Panorama's first performance at the Waikiki Shell.

### August 14, 1963

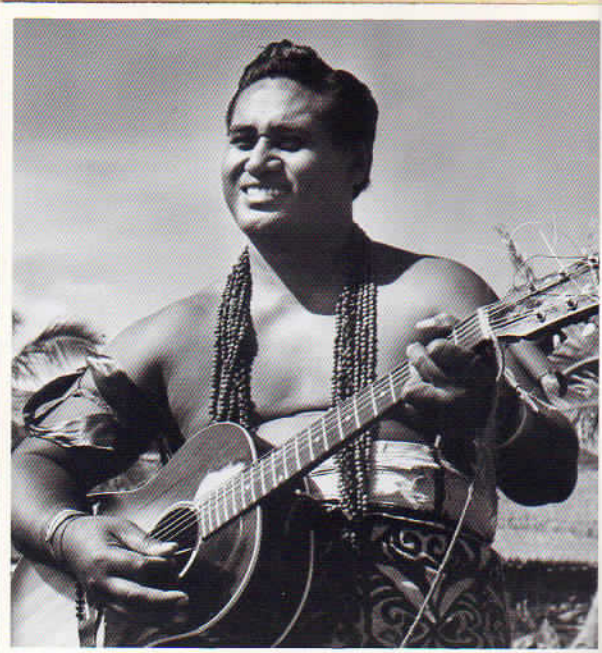
President David O. McKay instructs Wendell B. Mendenhall and Edward L. Clissold to organize the Polynesian Cultural Center as a nonprofit organization.

### August 25, 1963

The PCC board of directors, with Mendenhall as chairman and Clissold as vice-chairman, holds its first official meeting. The president of the college, dean of students, and Polynesian Institute director are named ex officio board members. The board appoints Howard B. Stone, a returned mission president from Samoa and Hawaii businessman, as the first managing director.

### October 12, 1963

Elder Hugh B. Brown, First Counselor to President McKay, dedicates the Polynesian Cultural Center. Over 1,000 dignitaries and special guests attend. Music is presented by the Te Aroha Nui performing company from New Zealand.







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**October 14, 1963**

The Center opens for regular business, charging \$1.50 per adult and 75¢ per child.

**July 4, 1964**

PCC launches its Polynesian Feast in the Samoan chief's house. Guests feast in Polynesian style.

**October 1964**

About 175,000 visitors attend PCC in its first year of operation.

**January 1965**

The First Presidency names Elder Howard W. Hunter, a member of The Quorum of the Twelve, as the Center's first president and chairman of the board.

**September 1965**

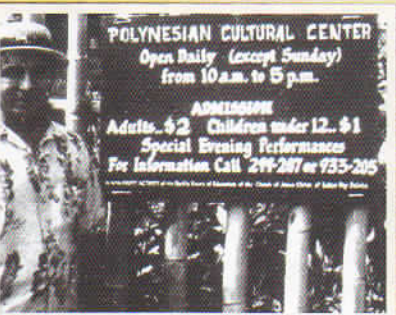
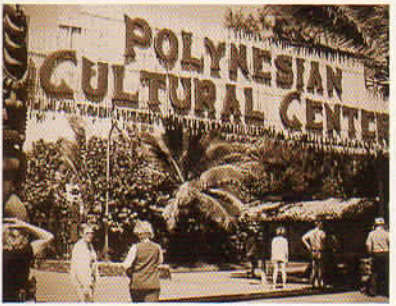
Elvis Presley films a portion of his movie, *Paradise Hawaiian Style*, at PCC. He includes the PCC song, *Bula Laie*, in the movie as *Drums of the Islands*. The movie is released in 1966.

**April 10, 1966**

The Center starts a canoe pageant, at first with only Samoan and Maori canoes. Musicians stand on the end of Coconut Island where the Rapa Nui moai would later stand. By the end of the year, PCC becomes profitable.

**August 31, 1966**

The PCC starts a four-night stand at the Hollywood Bowl, which over 100,000 people attend. During the same promotional tour, the PCC performers also appear on America's most popular TV variety program, the *Ed Sullivan Show*. They also travel by train to Salt Lake City where they perform several times at Highland High School and also visit with President McKay.





**December 31, 1968**

For the first time, over 1.1 million people attend the Center in a single year.

**1970**

By the end of its sixth year, PCC begins planning for expansion.

**1971**

Joseph Fielding Smith becomes the first president of the Church to visit the Center. His father, President Joseph F. "Iosepa" Smith, served several missions in Hawaii starting in 1854. He is the namesake of Iosepa Colony, Iosepa Street and the BYU-Hawaii sailing canoe.

**October 5, 1972**

PCC introduces its "Laie Tour" of CCH, the community and the Temple Visitors Center. Also, Church President Harold B. Lee approves the expansion plans for the Center.

**May 12, 1975**

The Center opens the Marquesan tohua.

**June 1, 1975**

The Center reopens its newly relocated and enlarged Hawaiian village.

**July 4, 1976**

Elder Howard W. Hunter dedicates the Center's newly completed front entrance and the 2,700-seat amphitheater. Elder Marvin J. Ashton, a member of The Quorum of the Twelve, recently succeeded Elder Hunter as President & Chairman of the Center.

**October 20, 1976**

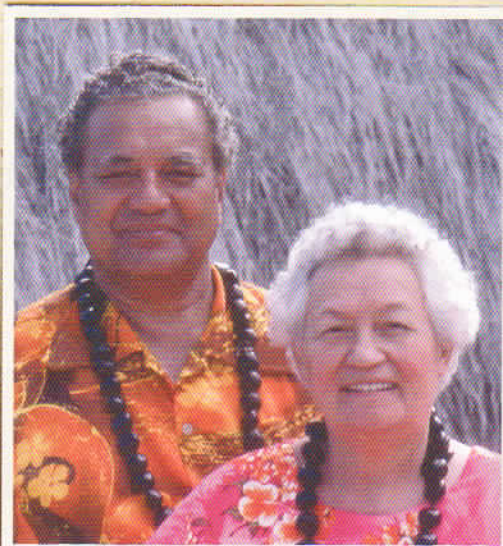
BYU-Hawaii presents an honorary doctorate degree to His Royal Highness Taufa'ahau Tupou IV, King of Tonga.

**January 12, 1979**

PCC holds the grand opening of its new restaurant, The Gateway.

**September 22, 1979**

The combined PCC/BYU-Hawaii float captures the grand prize in the annual Aloha Week parade in Waikiki.







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**June 4, 1980**

The PCC President, Bill Cravens, hosts Vice Premier Geng Biao from the People's Republic of China. This visit leads to establishing the China internship program and other ties with the PRC.

**November 23, 1982**

Hurricane Iwa temporarily shuts down the PCC and causes considerable damage throughout Hawaii.

**January 7, 1984**

China Vice Premier Zhao Ziyang tours the Center and BYU-Hawaii. Unknown to almost everyone, his daughter Yannan Wang, is a member of the first group of Chinese interns.

**July 25, 1984**

The 1850s Missionary Complex is opened, with a bell from the historic Pulehu chapel on Maui in the new belfry.

**October 1984**

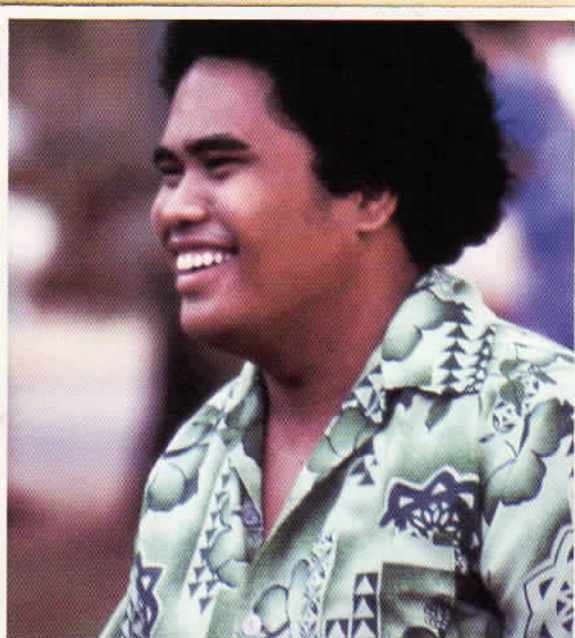
PCC maintenance crews and community volunteers launch a village revitalization program that, overnight, puts up a "mountain" to separate Samoa from New Zealand. They also realign sidewalks and build a waterfall and waterway in the Hawaiian village.

**November 1, 1984**

Elder Ivin and Sister Pearl Gee from Lander, Wyoming, are the first of many senior missionaries to serve at PCC.

**May 2, 1987**

The PCC launches its Sterling Scholar Awards program for outstanding Hawaii high school seniors.





**July 8, 1988**

Elder Marvin J. Ashton rededicates the newly relocated Tongan village, which moves to make way for construction of the new IMAX Theater.

**November 11, 1989**

Area President and PCC officials break ground for the New IMAX Theater.

**April 1990**

Sister missionaries from the Hawaii-Honolulu Mission begin to conduct the Laie Tour.

**October 1990**

Twenty-five performers and leaders from PCC participate at the first China International Folk Arts Festival in Beijing.

**January 18, 1991**

President Thomas S. Monson dedicates the new 600-seat IMAX Theater, the first in Hawaii.

**September 11, 1992**

Hurricane Iniki closes the PCC and causes considerable damage to the rest of the state.

**November 1992**

The PCC agrees to consult on the development of a Chinese cultural center.

**May 8, 1993**

The PCC launches its first Samoan World Fireknife Dance Competition.

**July 17, 1993**

The king of Tonga presents PCC President Les Moore with the chiefly title Mafi Fakapotu during an unprecedented investiture ceremony at the BYU-Hawaii little circle.

**May 27, 1996**

Following the dedication of the Hong Kong Temple, President Gordon B. Hinckley is greeted as a VIP as "president" of the PCC at the Folk Culture Village in Shenzhen, Guangdong, China.

**July 13, 1996**

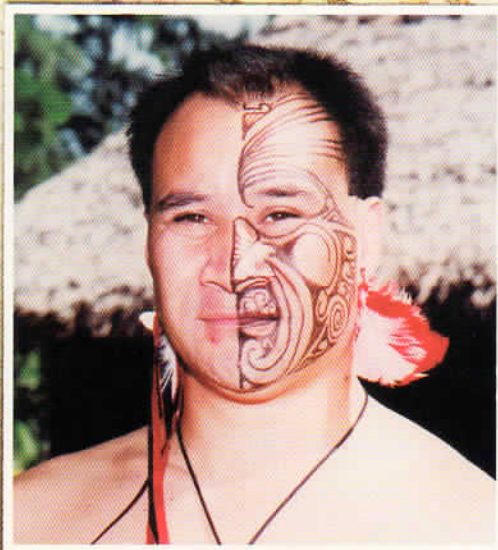
PCC holds the grand opening of the new Ali'i Luau in the former Market Place building, which had been transferred from behind The Gateway to behind the IMAX Theater.







# Imua Polenisia



December 1996

PCC welcomes its 25 millionth visitor.

May 10, 1997

His Highness Malietoa Tanumafili II, Head of State of Western Samoa, bestows the chiefly title "Galumalemana" on PCC President Les Moore in a special investiture ceremony in the little circle at BYU-Hawaii.

Summer 1997

Twelve PCC student performers appear at the China cultural theme park in Shenzhen.

July 1, 1997

About 30 PCC performers participate in the handover ceremonies between Great Britain and China officials in Hong Kong.

August 18, 1997

The Center opens its new \$4 million, 16,000 square foot Food Preparation and Distribution Center.

October 22, 1997

The State of Hawaii presents the PCC with its Oihana Maika'i Award of Excellent (analogous to the national Malcolm Baldrige Award).

June 1998

Due to economic challenges caused by the Asian financial crisis, the Center restructures. At this time 25% of its full-time workforce "graduated" into retirement or other opportunities.

April 1, 1999

The PCC's retail area, Treasures Marketplace, opens to the general public.





## October 1999

The new Hukilau store opens for business.

## Summer 2000

The new Tahiti presentation and kitchen buildings open to the public.

## Fall 2000

After a thorough review, the PCC begins a comprehensive, multi-year effort to renovate its aging facilities.

## January 2001

Working with the Missionary Department, the PCC begins dramatically increasing the number of senior service missionaries working full-time in the Center from an average of 8 missionaries to as many as 48 missionaries, while also increasing the average number of volunteers serving part-time to 28 people.

## August 2001

As part of the senior service missionary presence, retired kupunas begin returning to work in the villages of the PCC as cultural specialists, adding much needed knowledge and wisdom to the mix of students and full-time employees.

## October 2001

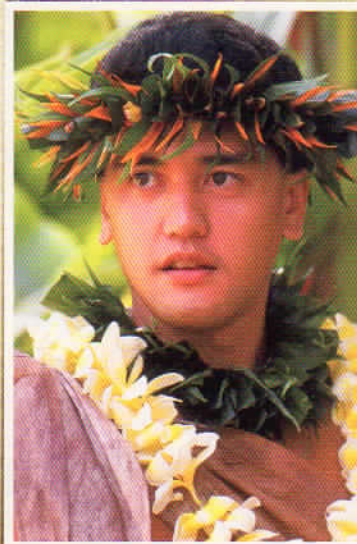
Due to the financial impact of the 9/11/01 terrorist attacks in New York and Washington, D.C., PCC full-time employees absorb compensation reductions of 10-30%.

## January, 2002

The PCC, for the first time in over 20 years, takes total control of guests' motor coach transportation experience from the time they are picked up in Waikiki until they are returned following the Night Show. Guest satisfaction levels take an immediate positive jump and the number of complaints drops dramatically.

## March 25, 2002

By special arrangement with the First Presidency and the Honolulu Hawaii Mission, the PCC begins complimentary screenings of "The Testaments" in the IMAX Theater.







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## November 11, 2002

For the first time in its history, the PCC receives approval from the First Presidency to begin a joint work-study scholarship fund raising effort with BYU-Hawaii.

## February 2003

The Center completes a \$2.4 highway/front entry project renovating the entry building into a museum and renewing the highway landscaping, including placement of 18 tikis.

## February 3, 2003

Four Rapa Nui (Easter Island) carvers and PCC President Von Orgill insert the "eyes" into the moai stone statues in the newly completed Rapa Nui exhibit.

## February 14, 2003

The PCC holds its first function in the newly renovated Hale Aloha, new home of the Ali'i Luau after a \$2.4 million renovation.

## March 2003

The Banyan Tree Snack Bar is reopened after a \$1.6 million reconstruction. The snack bar area is now open to the general public without a ticket purchase.

## April 25, 2003

The Center welcomes its 30 millionth visitor.

## October 12, 2003

The Center celebrates its 40th anniversary

## October 24-26, 2003

The PCC's 40th anniversary is celebrated in a special visit by President Gordon B. Hinckley and Sister Marjorie Hinckley.







*"... the town of Laie may become a missionary factor, influencing not thousands, not tens of thousands, but millions of people who will come seeking to know what this town and its significance are."*

*- David O. McKay February 12, 1955*



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