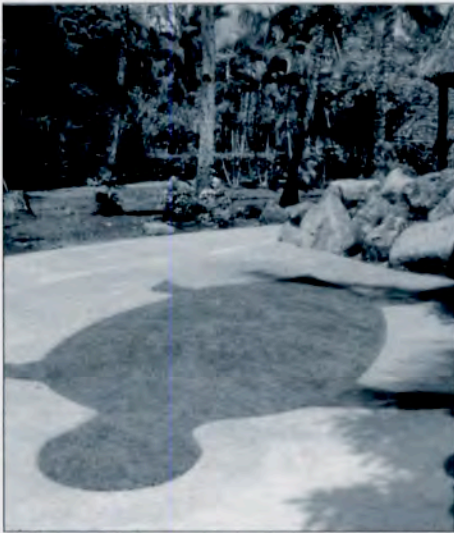


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Landscaping Flourishes in PCC Villages



New landscaping design in the Fiji Village brings art and nature together.

Walk through the villages and see the wonderful work in progress by some very talented "green thumbs." It's a form of landscape artistry that can be easily taken for granted.

The Hawaii and Fiji villages are particularly deserving of special recognition. Both are awash in the kind of lush greenery and tropical vegetation that visitors envision in Polynesia. The taro patch in the Hawaii village is especially appealing, partly because of all the hard work that went into reaching this point.

Many of you may remember the struggles of getting taro to take root. Well, no more. Stop by and see what lots of love, water and dedication have produced. Anyone who appreciates perpetuating knowledge about Hawaii's culture will be thrilled with this sprouting success story.

With Hawaii's native plant thriving, it enriches the educational experience for our visitors. Not only can they sample poi and see it being made, but they can also learn how it's grown.

Message from President Les W.B. Moore

Aloha!

Twice a year our management team meets with the Board of Directors to report on the Center's success, the areas needing improvement and the future plans. Not surprisingly, the multitude of achievements are a constant source of admiration.

For me personally, the board meeting is always a time of great anticipation, a time to evaluate if we are following our mission and reaching our goals. Our team has such high expectations for the Center and what we want to accomplish.

When entering these meetings it is always a comfort knowing that our efforts are backed by such a dedicated team of employees. The impact each and every one of you has on the Center's success is incalculable. My eternal gratitude to you all.

What also makes it a pleasure in presenting our report is having such a great board to work with. All of our board members are savvy business people who not only understand the Center's operational needs but also have the foresight to envision the best course for our future. We are indeed blessed to have this group of talented leaders supporting our endeavors.

Our most recent board meeting in July was particularly rewarding because it allowed us to share a vision for the future that will dramatically expand the range of programs we offer in the coming decade.

The Greek philosopher Heraclitus could have been referring to the Center and the attraction business when he stated, "There is nothing permanent except change." Keeping up with market trends, introducing new products, and yes, change, is a constant

process we undergo to stay ahead of the competition and draw visitors.

As noted in an accompanying newsletter article, the Center will begin a gradual expansion of its interactive programs and cultural activities encompassing, literally, hundreds of acres. Not to worry, we are not tearing down any walls, except those in our imagination.

We have discovered through research that visitors are constantly interested in experiencing the truest representation of a native culture. This is especially true for Hawaii and Polynesia.

Article continued on page 5.



President Moore and the Board of Directors visit the villages by canoe.

New PCC Video's Just Released



Three new video titles have just been released--Hawaiian Heritage, Tongan Traditions and Hukilau. All are full of familiar faces, places and themes, and all used in-house talent directed by a world-class cinematographer. Shot on film and later transferred to video, these pieces are superior in quality to videos the Center has created in the past. The Marketing Division can be credited for bringing all three of these projects together and once again raising the standard of quality in presenting the Center through media.

Hawaiian Heritage and Tongan Traditions will be available later this month for sale to our guests and soon throughout Hawaii for \$19.95 each. Of course, like all other P.C.C. video's, employees with a valid P.C.C. discount card may purchase a limited number of copies for only \$5.00 each.

Hukilau, possibly the finest video ever created by the Center, will be released to the public and employees alike the night of the Hukilau grand opening. Following the opening this video too will be available to employee's for \$5.00.

Who knows, maybe you can get your Christmas shopping done early this year.



Semisi Fakatava wins ukulele contest at the 1999 Samoan Flag Day held annually in Honolulu. Malie Tonga

New Programs Will Extend Center's Reach

Over the next few years, visitors will have new opportunities to experience first-hand much more of Polynesia's heritage as the Center introduces some exciting programs that utilize Laie's natural resources.

The Center will use the surrounding beaches, bays and landscape to provide a truly alternative adventure for visitors wanting a more hands-on approach to learning about Polynesia.

"These programs will complement our existing cultural and entertainment activities, while making the Center more attractive to a broader range of visitors interested in experiencing Polynesia at its fullest," stated Marketing Vice President Dave Cole.



Laie Hike.

This outdoors excursion is intended for anyone, but will be especially appealing to the adventurous type who yearns to experience new encounters with nature. A native Polynesian will lead a group of hikers into the hills overlooking Laie and teach them about the native plants, the ocean and history of ancient Polynesians coming to the area. Lunch will be served at a designated meeting area high above Laie. The planned start date is September 2000.

Hukilau on Laie Beach.

Four to five years hence, the Center plans to reintroduce the Hukilau to Laie's beaches, complete with the throwing of nets, a traditional feast and entertainment. Much like the revered Hukilau celebration of the '40s and '50s made famous in song, this will be a new and personal way to connect visitors and residents with the traditions of the past.

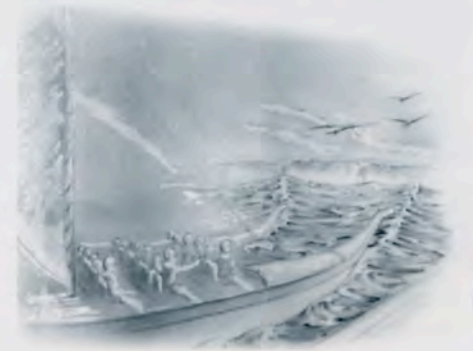


Outrigger Canoe Adventure.

Guests will be introduced to the sea's spiritual majesty as told through the lore of Polynesia. The highlight will come in participating as a crewmember of an outrigger skimming across Laie Bay. But that's just one element of this ocean-based adventure. Visitors will also learn about the outriggers history and help carve a canoe, just like ancient Polynesians did before venturing across the Pacific in search of new lands. This adventure is also projected to start in 2001.

Polynesian Adventure Center.

With the help of technology, visitors will get a sense of what the first Polynesians experienced in making their journey to settle these islands. The highlight will be riding an outrigger canoe amid an interactive planetarium that simulates an actual voyage, complete with natural sounds, waves splashing over the bow, the canoe rocking with ocean swells, and blue skies changing to star-filled nights. Demonstrations will include spear fishing and navigating by the stars, as well as an aquarium and other exhibits to complete this voyage of adventure. This project is scheduled to start in 4-5 years.



Valued PCC Veterans Receive Deserved Promotions

The Polynesian Cultural Center is both very pleased and extremely proud to announce the following promotions, all of which take effect immediately.

"One of the most gratifying aspects of this business is recognizing and rewarding the outstanding people who truly strive to and make a difference in making the Center such a beloved visitor attraction worldwide," said President Les Moore. "Please join me in congratulating all of these dedicated, hard-working and team building individuals for a job well done."

"All of these people have done outstanding jobs and deserve being promoted. I'm especially grateful that these positions are being filled from within the Center."

The promotions are as much a testament of the contribution by these valued employees to the Center's success as to the trust they have earned in taking on more responsibilities. They all share the common traits of being longtime employees, always performing their jobs to the absolute best of their ability, and always being proactive with everything they do.



President Moore announces the promotion of veteran Logoitino Apelu at the Board of Directors dinner.

Promotions Received

LOGOITINO APELU: *V.P. of Operations*

Logo now oversees the Food and Beverage, Physical Facilities, and Cultural Presentations divisions. "After a careful review of these functions, the officer team and board of directors felt these functions should be combined into the Operations Division and managed by Logo Apelu. Logo Apelu, Fifita Unga, George Baily and Delsa Moe will make an excellent team in coordinating, cross training and effectively managing these functions. Logo has the full confidence of everyone and is more than ready for these added responsibilities," said Moore.

DELSA MOE: *Director of Cultural Presentations*

"The night show is our signature event and there has been no one more responsible for its continued popularity and success than Delsa. She's been magnificent as our Theater Manager, and we now want to utilize her boundless energy and creativity throughout the Cultural Presentation Division," said Moore.

KEITH AWAI: *Senior Theater Manager*

"Keith is one of those invaluable behind-the-scenes managers that make sure everything runs smoothly," commented Moore. "Our guests, as well as our performers, will appreciate the guidance and vision he brings to our entertainment package."

DAVID TIAVE: *Manager of Artists & Repertoire*

"David does everything he's asked and always a little bit more-with unbridled enthusiasm," noted Moore. "His work ethic is a model for

all employees to follow and, with his performing skills, he's perfect for this new role."

APISALOMA TORA: *Manager, Fijian Village*

ULA PULA: *Manager, Samoan Village*

"These promotions are a confirmation of the already inspiring work that Api and Ula were doing as acting managers for their villages. I urge everyone to tour the villages, see the joy taking place there, and observe how Api and Ula are making the most of communicating their culture to our guests," stated Moore.

"All of these people have done outstanding jobs and deserve being promoted," said Apelu. "I'm especially grateful that these positions are being filled from within the Center."

FIA MAU:

Manager, Reservations & Hawaii Sales

All direct bookings to the Center will now go through Fia. "When I was a student, Fia was my favorite manager and served as my inspiration for going into sales. She is a very service and customer-oriented person and I'm excited about the strengths she brings to this position," said Sales Vice President Alfred Grace.

ANDY MACATIAG: *Data Analyst*

Andy is now putting his analytical skills to use for the Management Information Systems Division. "Andy is a tremendous asset for our division. His ability to analyze data is a great support tool for the sales team and managers," said Chief Information Officer Fred Camit.

Retail Sales Update: August 1999

In other news about operations, the Retail Sales Division will now report directly to Alfred Grace. "This is a way to streamline our operational efficiency and bring all sales activities under one division," said Grace.

"Retail sales has been doing very well of late and we see even bigger success in the future."

On March 1, 2000 a major change will occur with the Center's retail operations. Host Marriott will leave the Center and in its place several well-established local retail stores will be introduced. "Host Marriott has

been a great friend to the Center and our employees and we thank them for their years of service on our behalf," said President Moore.

This change will not affect the existing stand-alone kiosks that showcase the products of Tahiti, Samoa, New Zealand and the Pearl Factory.

Halau Hula Olana Wins Moanikeala Keiki 'Auana Hula Competition

The talents of Hawaii's keiki stole the spotlight at the Center on August 28.

The 9th Annual Moanikeala Keiki 'Auana Hula Competition showcased the cultural skills of several top keiki hula halau before a crowd of 1,500 enthusiastic supporters at the Pacific Theater.

Halau Hula Olana, under the leadership of Kumu Hula Olana and Howard Ai of Aiea, won the competition and took home the \$1,000 first prize.

Placing second was last year's winner, Hula Halau 'O Hokulani, led by Kumu Hula Hokulani and Larry DeRego of Mililani. Their halau earned \$600. Coming in third was Hu'i Park Hula Studio and Kumu Hula Kepo'omaikalani Park-Chun of Honolulu. They received \$400 for their efforts.

As an added bonus, the top three halau also qualify to perform in the Hawaii portion of "Horizons." Working with the Center, each halau will select a performance date in October. But that's just part of the story.

The Center is allowing the halau to use the special appearance as a fundraiser. Each halau will receive 1,000 tickets to sell at the discounted rate of \$7 apiece, which includes admission to all daytime activities. For every ticket sold, the halau keeps a significant portion of the proceeds.

In all, seven hula halau, six from Oahu and one from Kauai, took part. The competition is an annual tribute to Sally Wood Nalua'i and Sunday Mariteragi, both of whom have been invaluable to hula's popularity in Laie.



Reggie Torres of Halau Napuananionapaliona'olau struts his stuff. Reggie is also a former Ali'i Luau keiki dancer.



You Are Important!

Article Submitted by Alfred Grace

We are doing a great job. Keep up the good work and always remember: You Are Important!

One of the high points of this job is the continual positive feedback I receive from our guests about our employees. Everyone, from the villages and night show to the food service and maintenance, is making a great impression with our visitors.

And that's important because for all that the Center puts into its sales, advertising and public relations, research consistently shows that little of it matters unless we provide our guests with our absolute best.

I'm not talking about the visitor experience itself; no attraction in Hawaii offers a more authentic, more enriching and culturally rewarding experience than the Center.

No, what I'm referring to are the human elements that guests remember with fondness: the warm smile, a friendly greeting, someone going out of their way to give that little extra bit of kindness. All of it adds up in the eyes of our guests—and on our bottom line.

If any of you think you're not important to the Center's success, think again. Studies show that when guests have a positive visitor experience, they recommend it to 5-10 people. When they have a bad experience, they warn 10 people to stay away.

Word-of-mouth is as vital to our popular-

ity as any other aspect of sales and promotion. This is especially true in Hawaii as the percentage of repeat visitors continues to outpace first-time visitors. Thus, it's crucial that each of us strives to make the visitor experience as enjoyable as possible.

Don't get me wrong. Almost, without exception, everyone does a fantastic job. The compliments outnumber the complaints 1,000 times over. But any complaints we do receive invariably involves a personal shortcoming on our part to be at our best.

I know there are times when an inconsiderate guest will test our patience. It can be exasperating. But keep in mind that each and every visitor depends on all of us to display the true meaning of Polynesian hospitality.

Everyone, from the villages and night show to the food service and maintenance, is making a great impression with our visitors.

Every encounter is important: how we answer the phone, how we greet people at the entrance, how we interact in the villages, how we address their concerns, how we show our aloha throughout the day.

We are doing a great job. Keep up the good work and always remember: You are important!

President Moore's Message (continued)

Make no mistake, visitors love everything about the Center and our cultural presentations. But they also want to experience more, and this is especially true for guests who have already visited the Center.

So, we will give them more of Laie. The new programs we have proposed and received board approval for will share the natural beauty and bountiful heritage of this wondrous stretch of land we call home.

In the coming years, visitors will take hikes in the ahupua'a above Laie, sail across the waves on authentic outrigger canoes, and take part in a traditional hukilau on the beach, complete with the throwing of nets and a festive luau. We also plan to weave together the wonder of technology with our energies to create an interactive planetarium that lets guests experience the voyage ancient Polynesians took in settling these islands. It will come complete with ocean sounds, rollicking wave action, and navigation by starlight. Sounds exciting, doesn't it? What a time it will be!

For 36 years the Center has worked tire-

lessly to bring Polynesia to the people of the world. That, of course, is one constant that will never change. But soon, we will be providing more of Hawaii's native beauty and culture as captured here in Laie.

The research we did also revealed markets we need to improve upon, such as visitors interested in adventure experience. These new programs will help us reach these audiences and strengthen our overall visitor profile.

Every day I am reminded what an astounding miracle the Polynesian Cultural Center is, and how honored I am to be part of the officer and employee team. It is an honor I will always cherish.

Am I optimistic about the Center's future? Absolutely, and I have every reason to be. With our Heavenly Father's guiding hand and the support of our Board of Directors, we have charted a course that is bringing some needed change, but also drawing the Center closer to its roots.

A new millennium approaches and the best is yet to come. Mahalo nui loa,

Lester W.B. Moore

Mahalo to Host Marriott

For decades, the Marriott family has been a devoted supporter of the Center and BYU-Hawaii. Through their goodwill, good deeds, and kind-heartedness the Marriotts have contributed more to Laie than could ever be repaid in kind.

Think of the jobs Host Marriott created, the students it helped educate, and the revenues it pumped into Laie and the rest of Hawaii and you realize what a valuable partner it has been to our success.

So, it comes, understandably, with a tinge of sadness when we announce that Host Marriott will close its operations at the Treasures of Polynesia, effective February 28, 2000.

"Host Marriott has been a great friend to the Center and our employees and we thank them for their years of service on our behalf," said President Les Moore. "I urge everyone to join me in extending our undying gratitude to board member Richard Marriott and the

entire Marriott family for all that they've given to the Laie community."

In place of Host Marriott, the Center will open several well-established local retail stores. It's a good move for the Center's future and one that the Marriott family wholeheartedly supports.

The change in retail operations will not affect the existing stand-alone kiosks that showcase the products of Tahiti, Samoa, New Zealand and the Pearl Factory.

"I urge everyone to join me in extending our undying gratitude to board member Richard Marriott and the entire Marriott family for all that they've given to the Laie community."

Les Moore, PCC PRESIDENT

Promo Team on the Go!



The Promo team after a performance at Tobu, Japan.

1999 has been another typical year for the Promo Team. They've racked up frequent flyer miles at a rate that would make Bruce Springsteen envious—and they're nowhere near finished.

Already the Promo Team has had audiences raising their arms and shaking their hips in Taiwan, Japan, Canada, Salt Lake City, San Diego, and Washington, D.C. "It's exciting to see so many different places and the audiences love the entertainment, but it's also a lot of hard work," said Special Events Director Ellen Gay Dela Rosa.

The real value of jetting our entertainers around the world is spreading public awareness about Polynesian culture and hospitality. A lot of people, who equated Polynesia with what they see on reruns of Gilligan's Island, now have a greater appreciation for the Pacific's native cultures.

As much traveling as they've done, the Promo Team is still slated to perform in China, Chicago, and Maui. Their musical and dancing talents are especially appreciated by the Hawai'i Visitors & Convention Bureau, which regularly features them in promotional campaigns abroad.



Keleise, Hoku, and Larissa shake it up for the people of Taiwan.

Soon to Open— The Hukilau Store!

After a year of planning and preparation the Hukilau Store located in the Imax theater will open during the month of September. The new store will be reminiscent of the original Laie Hukilau, started in 1947 and will serve as the theater lobby. Great effort has been taken to create an original, even fun environment and to gather a unique collection of retro-Hawaii products which will enhance the guest's experience in the Center as well as increase retail revenue.

Watch for details on the exact date and time of the Grand Opening. It is sure to be a party you won't want to miss. And if you know someone who was associated with the original Laie Hukilau let us know. We would like to send them a special invitation to the Grand Opening and world premier of the Hukilau video.

Send the name, address and phone number of original Hukilau participants as well as any quick information on how they participated in the Hukilau to Treasures@polynesia.com or call 293-3116.



55-370 Kamehameha Highway, Laie, HI 96762
www.polynesia.com

"Polish Days" Celebrated Old World Culture



Dancers from The Polish Folk Song and Dance Ensemble display grace and beauty of their culture center stage at Ala Moana.

The music of the Center took on the "oom-pah-pah" sounds and Old World charm of Poland during the week of July 25–29.

The 35-member Folk Song and Dance Ensemble of Agricultural Academy of Lublin, Poland treated guests to a celebration of Polish culture with folk songs, melodies and dances in a variety of traditional costumes.

"We wanted to share the experience of Poland's Old World culture with the people of Hawaii,"

Visitors expecting bare-chested Polynesian warriors in the entrance plaza were treated instead to a European style of music that's thrived for centuries. The award-winning song and dance ensemble also entertained the Board of Directors, and made special appearances at the Pacific Theater and BYU-Hawaii.

Both Governor Ben Cayetano and Mayor Jeremy Harris dedicated the week of July 25 as "Polish Days in Hawaii." The group also entertained at Ala Moana Shop-

ping Center, Kapiolani Park, and Royal Hawaiian Shopping Center.

"We wanted to share the experience of Poland's Old World culture with the people of Hawaii," said Bozena Jarnot, Honorary Consul General of Poland for Hawaii, and president of the Polish Cultural Society of Hawaii.

The visit marked the latest chapter in the growing relationship between Poland and the Center. Twice in the past three years, the Promo Team has performed to appreciative audiences throughout Poland and been treated with the utmost hospitality by its people. The trips also generated a substantial increase in Polish visitors to the Center.



Nephi Setoki, Promotional Dancer, hangs loose with Polish dancers after a combined performance at the Royal Hawaiian Shopping Center.