



IMUA POLENISIA

GO FORWARD POLYNESIA

THE VOICE OF THE POLYNESIAN CULTURAL CENTER

SPECIAL ISSUE

Friday, November 15, 1991

"A NEW DAY" DAWNS AT PCC...

Center's Founding Vision Restored

Second-tier Management Reorganization Announced

by Reg Schwenke

After weeks of exhaustive deliberation, detailed personnel evaluation and much prayerful consideration, the Center's division managers yesterday announced major reorganizational changes in their respective areas.

The reorganization involved at least 15 terminations and close to 30 employee reassignments.

In a joint statement, the five Division managers said their charge was to:

- Carefully evaluate their areas of responsibility.
- Simplify their organizational structures.
- Consolidate to avoid duplication of effort.
- Eliminate unnecessary positions.

That process, they said,

incorporated the following steps:

- Once the functional positions in each division were defined, a consistent matrix or ranking was developed for individuals considered the most qualified to fill those positions.
- The factors considered in these documented rankings were interpersonal skills, education, experience, attitude and management skills.

Another vital consideration was the emphasis to place the "right people... in the right place... at the right time."

"We did everything possible to respect the rights, maintain the dignity and honor the confidentiality of those affected by the changes.

The Center provided a generous severance package and professional outplacement services for all those impacted—something never before offered to departing employees at this level.

Meanwhile, the Division managers expressed great enthusiasm and optimism for the Center's future.

"We are poised on the brink of a whole new day and beginning at the Center," they said.

PCC president Lester Moore added: "We are restoring the Center's founding goals as clearly stated in the Center's mission statement and dedicatory prayer.

Moore said he is equally awed and excited by the potential of where the Center can and should be.

"We are going to do some great things and achieve great heights in the near future, but it's going to take a total team effort from all employees working together and cooperatively.

"I feel honored, privileged and humbled by the enormity of this PCC assignment, but right now I wouldn't exchange it for any other job in the world.

"We cannot help but be successful when we are about the Lord's work," he concluded.

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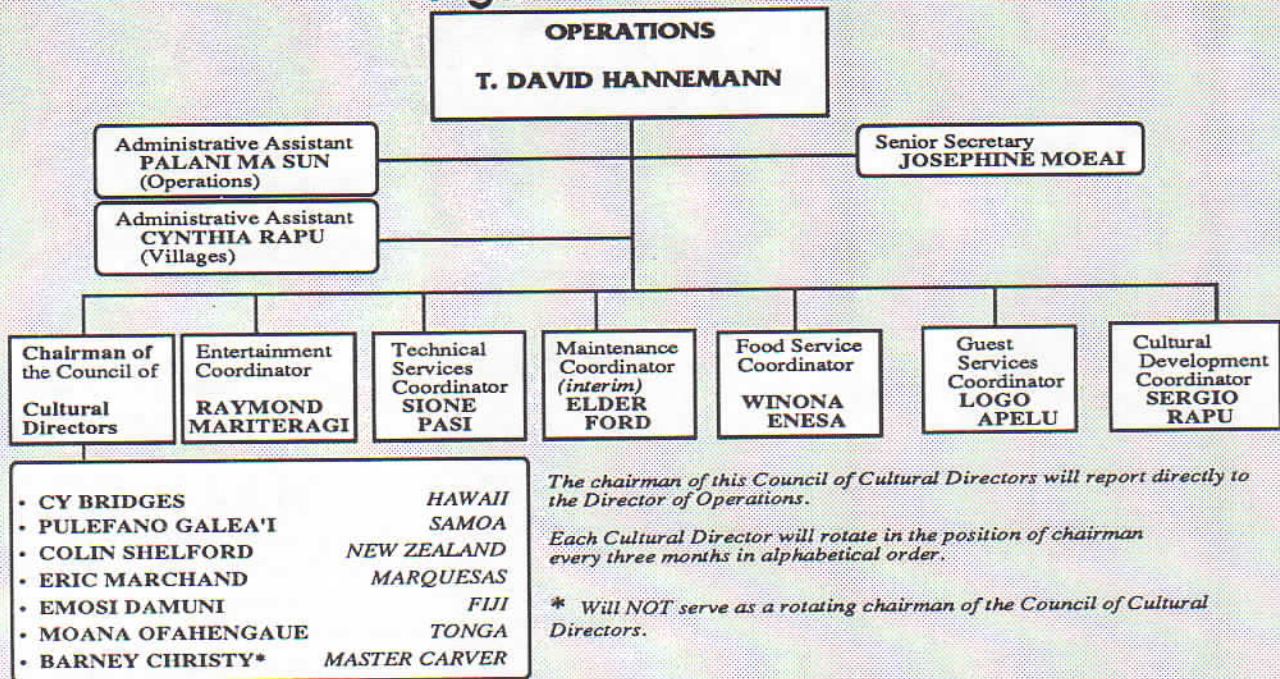
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OPERATIONS DIVISION Organizational Chart



GET TO KNOW YOU EMPLOYEE BIOS

Elder Walter Owen Ford was appointed interim Maintenance Coordinator yesterday.

He is a native of Kanab, Utah. He graduated from Utah State University in 1956 with a B.S. degree in Civil Engineering.

His entire professional career was with the Arizona Department of Transportation, beginning as an engineer-in-training. When he retired in 1988, he was the State Highway Engineer, with responsibility for the maintenance and construction of all state highways and 2,000 employees in the state of Arizona.

Elder & Sister Ford began their mission at the Polynesian Cultural Center last October.

As interim Maintenance Manager, Elder Ford will be completing a new maintenance master plan for the Center. His permanent replacement from within the division will be named by the end of the year.

Raymond Mariteragi, formerly PCC's maintenance manager, has been named the Center's new Entertainment Coordinator. He

initially came to Hawaii to attend Church College of Hawaii where he majored in Business Management.

Like many other South Pacific students, paid for his education through a soccer scholarship and working at PCC as a sugar cane picker, roofer, Tahitian village demonstrator, canoe show performer and a performer for the "Invitation to Paradise" night show.

After two years at CCH and PCC, he returned to Tahiti for mandatory military service. He returned to Hawaii in 1970 where he pursued a career as an entertainer for 10 years in Waikiki for shows such as the Duke Kahanamoku Show, the Hawaiian Hut, the Tavana Polynesian Spectacular and the Tihati Borabora Revue. He later moved to Orlando, Florida where he worked as a Polynesian musician at Walt Disney World's Polynesian Hotel.

In August of 1978, he moved back to Hawaii and continued to entertain in Waikiki. He rejoined the Center in 1979 and was hired as a Nursery Supervisor. Shortly after, he was appointed as the Workload Controller for the Maintenance

Department, a job he held for 6 years. In 1985, he was promoted to manager for the Maintenance Department by David Hannemann. Raymond and his wife, Sunday, have three sons.

Sergio A. Rapu, former governor of Easter Island, has been appointed Coordinator for Cultural Development in the Operations Division.

Rapu received a B.A. in Anthropology from the University of Wyoming, an M.A. in Anthropology from the University of Hawaii and currently is working towards his Ph.D. at U.H. He also received degrees in teaching and museology in Chile.

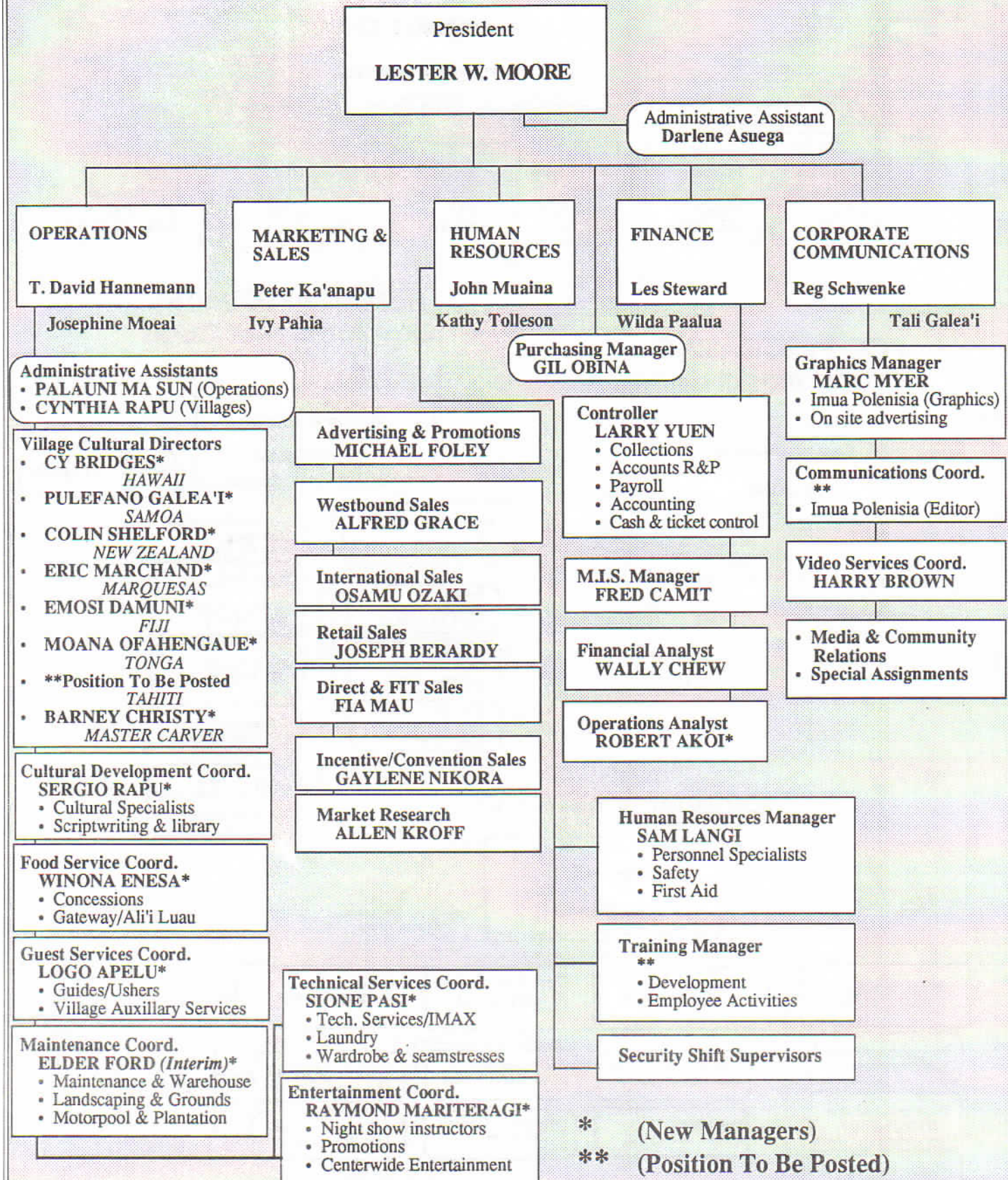
As a native Polynesian from Easter Island (Rapa Nui), he speaks the Rapa Nui language, English, Spanish and French.

During his six years as Governor of Easter Island and 20 years as director of the Easter Island Museum, he accumulated extensive experience in management. As museum director, he was in charge of scientific research in archaeology, ethnography, and

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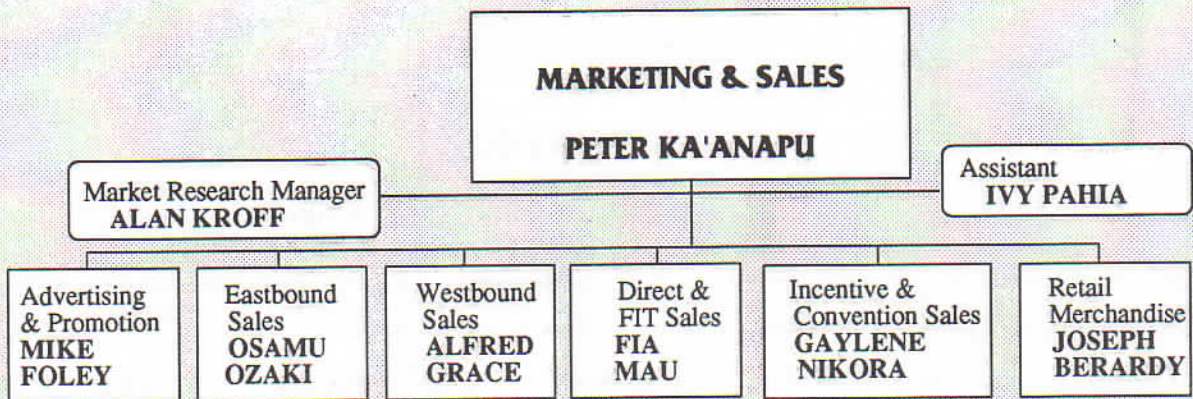
New Organizational Chart

15 November 1991

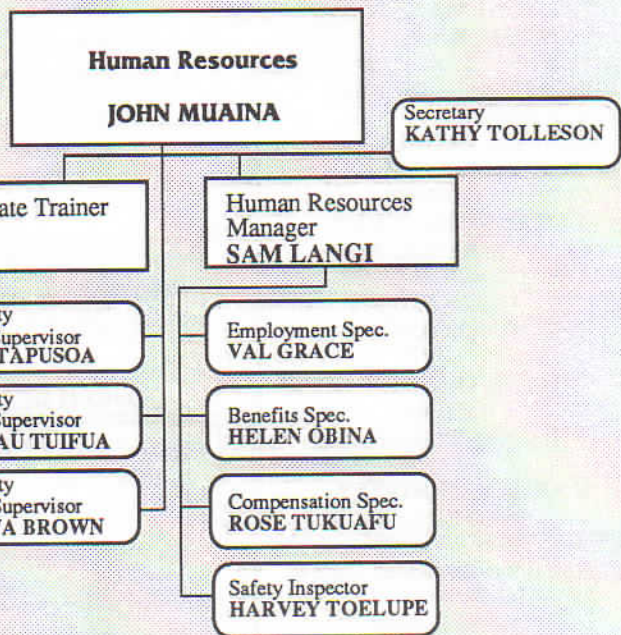


* (New Managers)
** (Position To Be Posted)

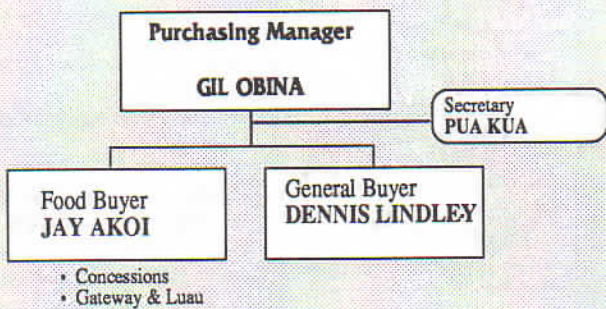
MARKETING & SALES Organizational Chart



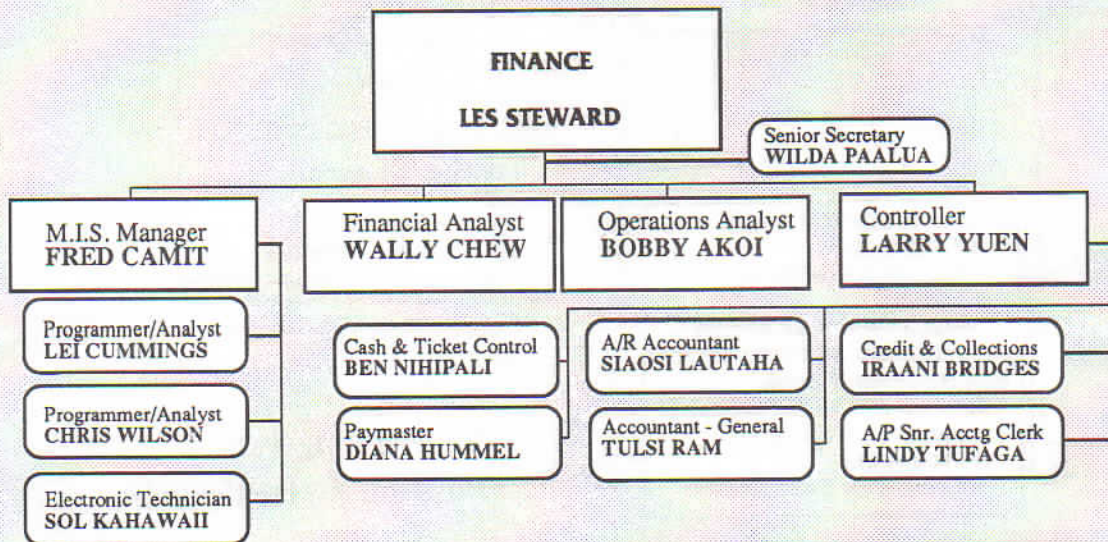
HUMAN RESOURCES Organizational Chart



PCC PURCHASING Organizational Chart



FINANCE Organizational Chart



First time in PCC History

PART-TIME BYU-HAWAII STUDENT NAMED CULTURAL DIRECTOR OF MARQUESAN "ISLAND"

By Reg Schwenke

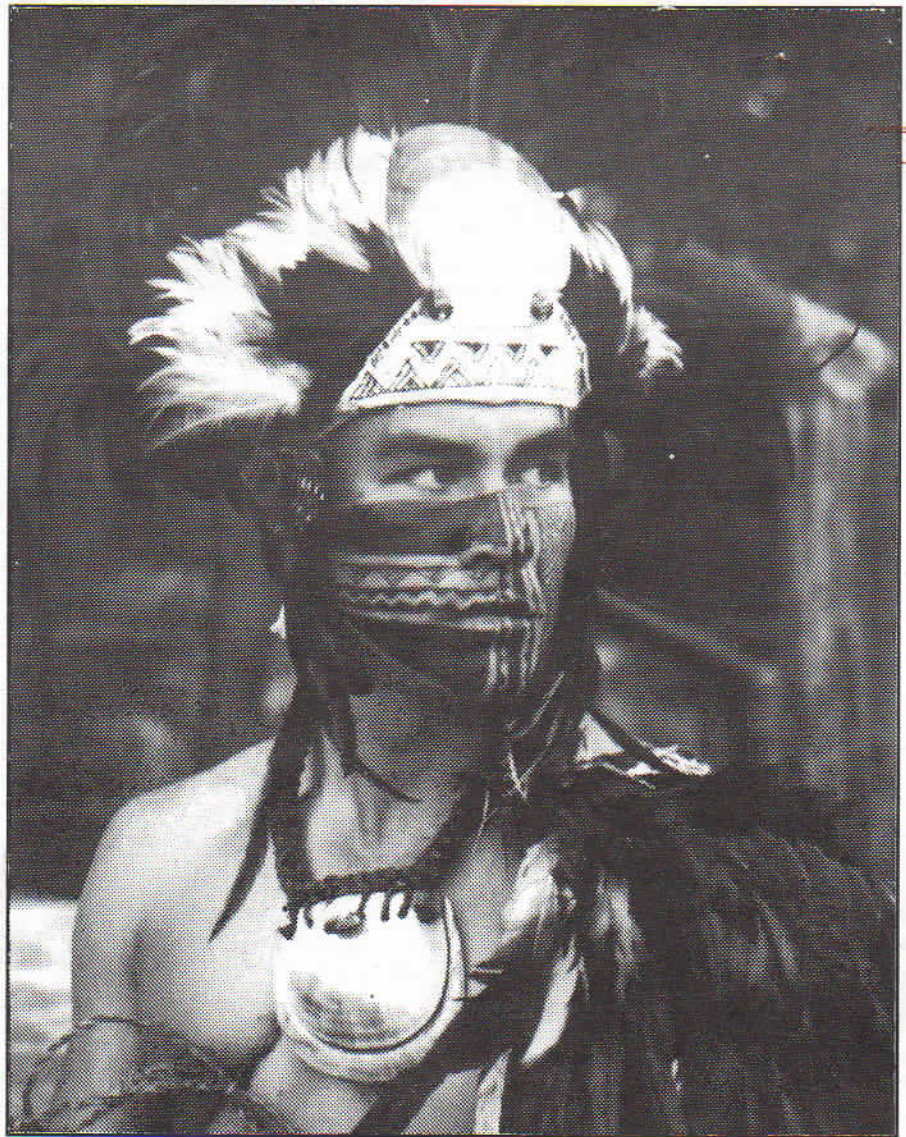
Eric Marchand, 34, is a prematurely-graying, but youthful-looking Tahitian artist who has established himself at the Polynesian Cultural Center as a widely recognized authority about Marquesan culture and arts.

The fact he is collaborating on a book for Bishop Museum with UH/East West Center anthropologist Tricia Allen about the art of Tattooing in Polynesia — particularly Marquesan tattooing — is fascinating.

The fact he is the only non-Marquesan to be granted a chiefly Marquesan title of *Haka'iki* — there are only about 20 *Haka'iki* in the world — by *Motu Haka*, (a prominent organization representing some of the most respected cultural leaders in the Marquesas) is impressive.

The fact he is the first part-time BYU-Hawaii student in PCC history to be promoted to Cultural Director status — which is now elevated to its highest level ever — is astounding and a testament to his works and creativity in this village.

Marchand, married with two children, is an accomplished graphite artist and is entering his third year of



art study at BYUH.

While he readily admits he still has much to learn, he has distinguished himself by incorporating eight years of extensive research about the Marquesan culture into vibrant and fascinating cultural demonstrations.

According to numerous observers, "he has brought to life a PCC village and culture that stood for years as a silent and solemn reminder of what could happen to other Polynesian cultures if they allowed their cultural heritage to fade from memory."

Marchand's love and fascination of the Marquesas Islands began the first moment he sighted the Marquesas Islands from a ship's deck as a bright-eyed and enthusiastic LDS missionary.

"It was a special spiritual

experience for me. I stayed awake all night on the ship's deck and I could feel the island was close by, but I couldn't see it. As the first rays of dawn broke, I was overwhelmed by the beauty and majesty of the looming cliffs and terrain. I felt a special feeling come over me.

Of that experience, Marchand wrote in his journal: "You have to be a real man to live in this land." It was not until he came to the Polynesian Cultural Center years later that he learned the Marquesas Islands was referred to by early explorers as "The Land of Men."

"I love the Center and everything it stands for. I appreciate the support and confidence I have received over the past few years," said Marchand.