



# IMUA POLENISIA

Vol. I No. 3

November 1995

## President's Message

### ...A Proposal

*Tell me, I'll forget.  
Show me, I may remember.  
Involve me, I'll understand.  
-Chinese proverb.*



#### Student Internship Program

Part of our Mission Statement reads "...contribute to the educational development and growth of all people who attend Brigham Young University-Hawaii and the Polynesian Cultural Center..." In the spirit of our mission, we are PROPOSING a student internship program. It is the result of the many students who have requested a greater opportunity to develop skills that will aid them in getting jobs or admission to graduate schools. We are planning a unique student internship program which could be a groundbreaking concept in the business world. With the symbiotic relationship of BYUH and the PCC, we can lead the way in providing an opportunity for our student employees to earn certification in skills that are much sought after in the workplace. This means that by graduation time PCC student employees will have a university degree and highly developed

marketable skills important to their career growth. Most professionals do not obtain these skills until several years after they have graduated.

Students are desirous of good grades. We also recognize the importance of a good grade point average. The mutual goal appears to be a minimum of a B or 3.0 average. Next, most students want to graduate within four to five years. The target would be four years.

#### The Manager-Coach

In this program, entering freshman students are given normal job orientation and are assigned to a Center manager whose primary responsibility is to provide each student with a quality internship experience. The manager is central to the success of the program as he or she gets to know each student's college major, career goals, interests, and needs, with the dual purpose

of assisting the student toward the attainment of skills as well as establishing a work force of top performers.

#### Strategic Planning Process

Meeting daily with the student, the manager becomes the student's personal coach teaching him or her strategic management skills focusing on three of the eight steps of the process:

1. Situation analysis: Strengths, Weaknesses, Opportunities and Threats. (SWOT). (Step 1)
2. Writing objectives and strategies. (Step 4)
3. Tracking how well they are doing in achieving objectives. (Step 8)

#### Management Certification

Upon completion of the program, student interns receive certification and list these skills on their resumes. This supervised practical training also provides interns other skills to be included on their resumes, such as: the opportunity to develop strong marketable qualities in areas of dependability and punctuality; problem solving; learning about and interfacing with multicultural groups; artistic performance; teamwork skills; multilingualism; managing change; crisis and stress management; flexibility; work skills; customer relations; analyzing techniques; listening and communication skills; effective decision making process using principles of empowerment and delegation; all the skills required in their current positions; and, whenever possible, application of BYUH course studies.

*continued on page 8*



## China's Legal Experts Explore Polynesia

University of Hawaii Professor Ronald C. Brown recently escorted a group of visiting legal experts from Beijing and Shanghai for a day exploring PCC's islands. The head of the delegation, Mr. Wang Gen-Liang, Director General of the Foreign Affairs Bureau of the Supreme People's Court of China, arranges international judicial exchanges as part of his job.

Members of the delegation included three women who serve on China's legal drafting committee of the executive cabinet, the State Council. They are Liu Xiaoxia, Yang Huabai, and Ma Zhiyi. Mr. Zhan Yong, Deputy Division Chief, and Wu Qiuzhen, Deputy Director, represented the Ministry of Justice responsible for educating citizens in their legal rights.

Other members of the delegation were Jing Huiling, a judge with the Supreme People's Court from Beijing; Han Zhifeng, a judge from the Shanghai People's Court; Lei Yuhua, a lawyer from Beijing; and Zhu Yuming, a lawyer from Shanghai.



## Center Chooses 1995 Outstanding Teachers

Seven Hawaii public school teachers were chosen this month as the best in their districts and awarded \$500 each by PCC. Of this group, a Teacher of the Year will be chosen next month and receive an additional \$2,000 from the Center.

The awards, the latest in an annual donation by which the Center honors the state's teachers and one of the ways it supports education in the community, have been given since 1987.

This year's winners are June Tsutsumi, a fourth-grade teacher at Maemae Elementary School, Honolulu District; Ellen Shroeder, a 23-year teacher from the Windward District; Michael Nakasone, a 27-year veteran of the music program of Pearl City High School, Leeward District; Cherylyn Inouye, a science teacher at King Kaumualii Elementary School, Kauai District; Corene Helm, language arts teacher at Kilohana Elementary School on Molokai, part of the Maui District; Marcy Frenz, a fifth-grade teacher at Waiakea High School in the Hawaii District; and Louise Chang, a kindergarten teacher at Pearl Harbor Elementary School, in the Central District.

Vice President John Muaina and Bobby Akoi, Director of Protocol, represented PCC at the awards ceremony with Herman Aizawa, superintendent of the Department of Education. Each September the department notifies PCC of the winning district Teachers of the Year, and the state winner is announced in November.

# IMUA POLENISIA

Although it has been necessary to reduce PCC's donation in these awards, President Moore appreciates the significant community goodwill they bring to the Center as it continues its support of Hawaii's schools and families.

At a time when Hawaii's state budget is stretched to the limit, Superintendent Aizawa writes, "I am pleased to learn that the Polynesian Cultural Center will continue its generous support of the Teacher of the Year program."

## PCC Fan Letters

Dear Sirs:

We would like to congratulate you on the fabulous show presentations. We would especially like to comment on Mr. Tony Naea who went out of his way to accommodate our needs as we had two babies with us on the canoe tour.

During the course of the canoe tour we were caught in a downpour. Tony was very concerned about our babies getting wet. He jumped from the canoe and maneuvered it to the nearest village. His deed is commendable and we feel that we ought to bring it up to your attention.

Thank you, Tony, for your kind consideration and assistance. We would also like to thank the staff at the Hawaiian village who accommodated us during the downpour and offered us dispensable raincoats. We really enjoyed our visit and will definitely recommend the Polynesian Cultural Center to all visitors to Hawaii.

Mrs. Tammy Mission  
Singapore 140171

Dear Sirs,

I have just received a letter from Ambassador Peter Dyvig in which he specifically mentioned Mrs. Dyvig's and his visit to the Polynesian Cultural Center in Hawaii.

They found the Center highly interesting and were very impressed with the presentation of the Pacific cultures. To quote the Ambassador: "This visit was one of the highlights of our trip and we could easily have spent many more hours at the Center."

Again on behalf of the Ambassador and Denmark – many thanks!

Jorgen Grunnet  
Royal Danish Embassy  
Washington, D.C.

## A Teacher Says "Mahalo!"

Dear Mr. Muaina,

I would like you to know how deeply grateful I am to your organization for your generous gift. I feel sincerely humbled and somewhat embarrassed in accepting this gift because there are so very many talented and outstanding educators who strive to touch the minds and hearts of our students every day. Your monetary award represents a wonderful affirmation for the work that all teachers do. Thank you so much for your generosity.

I plan to share this award with my colleagues to honor those who work along with me, in the same optimistic spirit and with the same selfless compassion, striving to reach each troubled child. I am but a part of a group effort of colleagues who try to make a difference in our educational community. I also plan to set aside part of this endowment for those hungry and needy students who could benefit from a meal or kindness.

Teaching is a wonderful avocation. Thank you and God bless you all for allowing me to extend this kindness and generosity. I remain extremely grateful and blessed.

*Ellen Schroeder*

Polynesian Cultural Center  
ATTN: Management

First of all I want to thank you for the attention and service you have given us on Monday, August 28. Because of the Polynesian Cultural Center's quick response at the first aid (Dorian was in charge) and the hospital's command of the dangerous situation, my mother was able to return to the mainland without suffering a stroke or worse.

We were also generously provided with a ride back to our hotel. I want to especially mention James Fitisemanu's unselfishness and good character. He had completed his work for the day and decided to go with us in his off-duty time, even though I tried to persuade him to stay and get a good night's sleep (he was the young man that took us to emergency earlier). Upon arrival at the hotel I offered him a small token of our appreciation but he declined.

Even though we missed your great evening show we will remain eternally grateful for the good care and concern we were given.

Mary Horeczko  
California



## "Dear PCC Employees..."

Dear Sir,

On June 12, 1995, my husband and I visited the Polynesian Cultural Center. Before arriving at the Center I realized that I had not brought my insulin syringe which I needed before eating at the Center that evening. I went directly to the First Aid center and a woman there was very understanding and called the local hospital to see if they could help. Then a man from Security drove us to the hospital to pick up a syringe. Everyone refused to accept payment and were extremely helpful and friendly. I just want to express my gratitude to your employees. You have a terrific show and it should be a must-see attraction for everyone who visits the lovely state of Hawaii.

Sincerely,  
Barbara Nelson.

.....

I wish to express my gratitude to you for replacing my lost ticket last week. What could have been a disaster ended up being a very memorable experience. We truly enjoyed our day at the Polynesian Cultural Center.

Penny Smith

.....

Just wanted to let you know that we had a great time at the Polynesian Cultural Center. Your staff couldn't have been nicer.

Thanks,  
Adrian Miltz

.....

Dear Sirs,

We had the good fortune to attend the performances yesterday at the Polynesian Cultural Center and were especially grateful to Kinohi Sogia who helped with our wheelchairs and other problems we had as senior citizens with difficulty walking.

Thank you for such a pleasurable day made even the more enjoyable by your attentive and professional staff.

Mary Aiton.  
Honolulu, Hawaii.



## Retirement M

Center and community people b  
the PCC and best wishes in the new  
Temple. Surrounded by their children  
Hannemanns were reflective of their  
humbled by their new calling. For th  
and good wishes. Certainly, t will  
Wayne Yoshimura, Temple Re order,  
employees who worked with David ov  
regular contact with everyone as Cen

## Ali'i L

With a Grand Opening scheduled  
in the islands. R.D. Contractors out of Cali  
it on the luau site between the mission com  
glued and laminated beams will support the

When finished, the building will se  
imu demonstration, entertainment incorpora  
rounding the facility will include a waterfall  
perfect backdrop to the unique dining expe  
sales as it takes the lead in luau experienc  
night show for an upgrade to the new luau  
paign will reflect this push. Next to the fine  
time Hawaiian favorites, lomi lomi salmon,  
as poki. Haupia and perhaps kulolo will rou  
So, starting next year, friends and



## First-Time Center



### Retirement Means A New Assignment

Center and community people bid David and Carolyn Hannemann both "aloha oe" from the PCC and best wishes in the new assignment as President and Matron of the Hawaii Temple. Surrounded by their children, grandchildren, colleagues and friends, the Hannemanns were reflective of their long association with the Center but both excited and humbled by their new calling. For those sharing their day with them, it was a time of love and good wishes. Certainly, they will not feel like long strangers in their new job, as they join Wayne Yoshimura, Temple Recorder, and Marshall Murcell, Asst. Recorder, both former PCC employees who worked with David over the years. The new president hopes to keep in regular contact with everyone as Center staff and employees attend the Temple often.



### Ali'i Luau To Have New Home

With a Grand Opening scheduled for April '96, the new Ali'i Luau promises to be the most beautiful luau facility in the islands. R.D. Contractors out of California are dismantling the old Marketplace fale piece by piece and rebuilding it on the luau site between the mission complex and the IMAX theater – a project which will cost up to \$900,000. Huge glued and laminated beams will support the soaring roof in the architectural style of traditional Samoan fale.

When finished, the building will seat from 400 to 700 guests for an authentic Hawaiian luau meal featuring an imu demonstration, entertainment incorporating music, performance, and story-telling. Lush, tropical landscaping surrounding the facility will include a waterfall cascading over a rock mountain and through a garden setting to create the perfect backdrop to the unique dining experience. Vice President Les Steward says the new luau will boost Center sales as it takes the lead in luau experiences on Oahu. One marketing strategy will be the offer of better seating in the night show for an upgrade to the new luau dining experience, and the soon-to-be-announced 1996 advertising campaign will reflect this push. Next to the finest facility in Hawaii, the menu will rate among the best anywhere with all-time Hawaiian favorites, lomi lomi salmon, sweet potatoes, taro rolls, pork, chicken long rice, and deep fried fish as well as poki. Haupia and perhaps kulolo will round off the meal.

So, starting next year, friends and guests alike will be able to enjoy a dining experience literally fit for Ali'i!

Avea's fire and co  
a circle island can  
and the evening s

A member of  
responsibility for H  
Caldwell was hos  
by BYU-H 2nd Sta  
Gladys, and coun

He expressed  
from employees e  
impressed with th  
enjoyed this first v  
wife on his next tr

# IMUA POLENISIA

## First-Time Center Visitor



### ...ns A New Assignment

David and Carolyn Hannemann both "aloha oe" from their previous assignment as President and Matron of the Hawaii Center for Children and Youth, colleagues and friends, the new assignment with the Center but both excited and looking forward to sharing their day with them, it was a time of love and friendship among strangers in their new job, as they join the staff. Mr. Murcell, Asst. Recorder, both former PCC staff members. The new president hopes to keep in touch with the staff and employees attend the Temple often.



Elder C. Max Caldwell of the Quorum of the Seventy was a special guest of the Center this month as he spent a Saturday learning about the history and mission of PCC then enjoyed Sielu

Avea's fire and coconut demonstration. After dinner he took a circle island canoe tour, saw The Living Sea IMAX film, and the evening show.

A member of the Northwest Area Presidency with responsibility for Hawaii and California regions, Elder Caldwell was hosted by President Moore and accompanied by BYU-H 2nd Stake President Frank Kalama and his wife, Gladys, and counselor, Inoke Funaki and his wife, Malia.

He expressed gratitude for the hospitality he received from employees everywhere he went, and was greatly impressed with the Center's mission and activities. Having enjoyed this first visit on his own he promises to bring his wife on his next trip.

### ...u To Have New Home

In April '96, the new Ali'i Luau promises to be the most beautiful luau facility in Hawaii. The old Marketplace fale piece by piece and rebuilding the IMAX theater – a project which will cost up to \$900,000. Huge new roof in the architectural style of traditional Samoan fale. The new luau will accommodate from 400 to 700 guests for an authentic Hawaiian luau meal featuring an authentic menu, music, performance, and story-telling. Lush, tropical landscaping surrounding over a rock mountain and through a garden setting to create the new luau. Vice President Les Steward says the new luau will boost Center membership on Oahu. One marketing strategy will be the offer of better seating in the new luau, and the soon-to-be-announced 1996 advertising campaign. In Hawaii, the menu will rate among the best anywhere with all-you-can-eat potatoes, taro rolls, pork, chicken long rice, and deep fried fish as well as a variety of other items off the meal.

Guests alike will be able to enjoy a dining experience literally fit for Ali'i!

## Center Bids Farewell



## Center Bids Farewell To A Longtime Friend

Edwin Leroy Kamauoha was born June 1, 1924, in Kalopa, Hamakua, Hawaii. His mother was English-Samoan, and his father a Hawaiian descendent of Kahekili of Maui. Ed's father grew up in the Hawaiian colony, Iosepa, in Skull Valley, Utah. The family returned to Hawaii in 1917 and Ed's father raised sugarcane on the Big Island.

Ed attended Honokaa High School before entering the U.S. Navy Aviation Mechanics School. He was fortunate to be assigned to a gasoline supply station on the Big Island before the Japanese attack on Pearl Harbor. He joined the U.S. Army Air Corps December 15, 1945, and was

assigned to Germany until 1949.

After his military service he worked as an occupational therapist at the Kaneohe State Hospital but left to pursue further education at BYU in Provo in spite of the fact that his G.I. Bill had run out and he had no money. In Provo he roomed with three Samoan boys, David Fitesemanu, Avefua Fiso, and Mau Sinapi and was later to say, "This is how I got indoctrinated to Samoa!" While there he found work at the Utah State Hospital and started classes in

September, 1954. "I knew I was starting late in life," he said, "so I studied hard and I graduated in August of 1957," with a B.Sc. in health, recreation, and P.E.

In 1960 he went to Samoa to teach and served a total of 19 years in the Church Educational System – as a teacher at the Church College of Western Samoa for seven years and as principal of Pesega Primary School for 12 years. Ed married his second wife, Tusipepa Ah Hoy, in the New Zealand Temple in 1962 and they have six children.

He took two years educational leave to attend the University of Hawaii on a National Science Foundation grant and then taught Science and Biology. He received his M.Ed.



  
POLYNESIAN  
CULTURAL CENTER

### IMUA POLENISIA

President  
Lester W.B. Moore

Executive Editor  
John Muaina Jr.

Editor  
Robert Akoi Jr.

Creative Director  
Vernice Wineera

Designer  
Randy Y. Sasaki

IMUA POLENISIA is produced by the Polynesian Cultural Center Human Resources Division, 55-370 Kamehameha Hwy., Laie, HI 96762. Phone (808) 293-3152, Fax (808) 293-3022.

# IMUA POLENISIA

from the University of Hawaii in 1971 and returned to Hawaii when his children were ready for college themselves.

He was hired at PCC by President Bill Cravens in 1980 and worked as a cultural researcher on villages beautification. He became assistant Grounds Manager in 1984 and was assigned as Farm Manager later that year. He worked in the Marketplace, Theater, and Research Development departments, and left PCC in April, 1994 to return to Samoa.



L to R: President Lester Moore, John Cummings, and Ed Kamaouha, Rarotonga, July 1993.

Ed had two passions: the colony of Iosepa, Utah, and the McKay house in Sauniatu, Samoa. In August, 1987, President Gordon B. Hinckley, then a member of the First Presidency, visited Iosepa. There had been a brush fire and the wooden grave markers were burned. Ed was there, and they shed shared tears for what had happened. In 1988 Ed began fund raising efforts to restore the site. Entertainers including Al Harrington, Loyal Garner, and others contributed to the effort in a grand concert in the Cannon Activities Center at BYUH. Through this and private donations the fund goal was reached. Ed observed, "The crowd was small but the seats were full of the saints of Iosepa."

In Samoa Ed is remembered for his construction of the McKay house and village in Sauniatu, Upolu, incorporating some of the most unique wood carvings in the Pacific. The carvings tell the stories of traditional legends and President McKay's blessing of the people of Samoa given at Sauniatu during his world tour in 1921 and have appeared on postage stamps and other official materials.

Ed wrote: "We had to gather logs from the mountains.

We built roads up to Vaisega. Thirty-six students went up to the mountains to cut four corner posts of the faletalimalo. They would bring a post down the mountain. As the post came down, the mountain was very steep and the post would hit the other trees and stop. Thirty-six students would take hold of the post and pull it to the road we had built. Then we would put it on a truck. I would have everyone leave so that I would be alone on the truck in case the truck turned over. That was so there would be no casualties. I brought each post down one at a time and no accident occurred."

The funds to pay the sawmill and the carver were raised by the students who cleared ten acres of bush and planted grass on a private tract of property. The owner gave them a cow. The cow was killed and the meat sold for \$100. Others, impressed by Ed's vision and leadership, donated additional money for individual carvings.

Ed Kamouoha passed away Friday, October 20th, at his home in Pesega-Lotopa, Western Samoa. He was "71 years young". The Sauniatu village is just one part of Ed's legacy to his students, family, and many friends around the Pacific, U.S. mainland, and Europe. We who knew him even the least wish him a heartfelt "Farewell" on his final journey home.





*President from page 1*

#### **PCC-BYUH Relationship**

A key aspect of the program is the connection and cooperation between the BYUH faculty and PCC management for the students' benefit. In this way, some faculty are already involving PCC managers in providing experienced insight and knowledge in their classrooms. The manager would literally be in a team relationship with the faculty and monitor the performance of the student. This program also allows the PCC managers to assist the student's need in fulfilling BYUH class assignments by putting him or her together with the appropriate Center department, manager, or other professional who can help with further instruction and mentoring. Moreover, when students write papers on aspects of their management experience at PCC their school-work becomes a valuable critique of how well we are doing as a company.

#### **1995-96 Advisory Board**

To aid in the implementation of this program and other matters, a Student Advisory Board to the President was created. Members of the Student Advisory Board are selected by PCC management and approved by the BYUH administration. They are students with a clear vision of what they aspire to in their careers and lives and who are not afraid to take on challenges, expand their skills, and give their best to their work. The rewards of this program include learning experiences which quickly build specific skills and assist the student to acquire breadth of knowledge beyond the classroom surpassing that which is ordinarily available even beyond graduation.

The 1995-96 Student Advisory Board members are ASBYUH President: Aaron Keung. Cultural Presentations: Junior Fuimaono and James Gardner of Guides; James Lister from the Ushers; Anna Logan, Kali Fermantez, Chris Fonoimoana and Mike Sanft from Theater; and Nicole Sam You of Tahiti/Marquesas. Finance: Bill Kadarusman from the Business Office. Food: Leilani Glassie and Ricky Mak of Concessions and Maile Kahananui-Pope from the Food Services Office. Human Resources: Anna-Lee Mason. Security and Operations: Douglas Nehor, Maintenance.

#### **The Polynesian Cultural Center**

In the current issue of Hawaii Business magazine, the Center is listed as 146th largest corporation out of a total of some 49,000 Hawaii businesses. This is a tremendous recognition of both successful management and super service by Center employees from the student to the full time professional. In addition, the Cultural Center in 1995 received more awards in one year than any other year. The Center continues to be recognized for achievements and excellence in many areas as noted below:

1. In March 1995, the Center received the 1994 Hawaii Marketer of the Year Award issued by the Hawaii Chapter of the National Marketing Association.
2. The 1995 People's Choice Award sponsored by the Honolulu Magazine.
3. The Department of Education's 1995 Distinguished Service Award.
4. The 1995 Koa Anvil Award from the Hawaii Chapter of the Public Relations Society of America.
5. We continue to be recognized each year as one of Hawaii's Premiere Top 250 revenue generating companies sponsored by Hawaii Business Magazine.
6. We also received two Pele awards for best advertising campaign, six awards of excellence and nine awards of merit from Hawaii Advertising Federation.
7. We are recognized as the number #1 paid tourist attraction in Hawaii.

#### **Summary**

We are excited about this proposal. We want each of our employees to study it and feel free to make recommended changes. As our students develop these skills, they can face the future with humble self-confidence, genuine self-reliance and respect. In doing this, they will also be the best performers in the history of the Center! We feel this will also help fulfill the prophecy given by President David O. McKay on February 12, 1955... "From this school will go men and women whose influence will be felt for good toward the establishment of peace internationally."

