



DECEMBER 1997

Imua Polenisia



**POLYNESIAN
CULTURAL CENTER**
All the spirit of the islands. All in one place.

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Aloha! Celebrating the holiday season and our Savior's birth always evokes moments of personal reflection in all of us. Time and again we are reminded that faith in our Savior, love for our family, and kindness in fellowship are the keys to a good life, but it never rings more true than during the holidays.

It's hard to believe 1997 is almost over and that—even more incredibly—the new millennium will begin in two short years. How fitting for the Polynesian Cultural Center that we are entering a new era already dubbed as, "The Pacific Century." The future for Polynesia and Asia Pacific is very exciting.

This was a good year for the Center, despite the difficulties posed by Hawaii's sluggish economy. We encountered our own challenges, due to declining sales, and had to reduce expenses, but still achieved 87 percent of our support division objectives. Most importantly, the Center continued to fulfill its mission to the people and cultures of Polynesia, and enjoyed a measure of success during a time when many other companies were not so fortunate.

The year was filled with fun activities and unforgettable events. The cultural festivals, alone, were such a joy, and so entertaining. We were honored with special visits by President Gordon B. Hinckley during the Pioneers in the Pacific celebration, as well as Elders Robert D. Hales and L. Tom Perry, and other Church leaders. And our prominence as an international cultural institution was never more evident than by the visits of over 400 VIPs from around the world, including His Highness Malietoa Tanumafili II, Western Samoa's Head of State, Mr. Zhang Zheng Kui, deputy director of Shenzhen, China's Economic Zone, and Hawaii's own Miss Universe, Brook Lee.

Even then, some would argue that the highlight of the year was welcoming our 25-millionth visitor in September. Surpassing this milestone sent a powerful message to Hawaii and the world about the Center's rise after 34 years. What a moving moment—especially for the faithful who first laid the foundation for our success.

For me, an equally significant—though less publicized honor occurred on October 22 that epitomized what the Center strives to achieve with our unique blend of cultural preservation and Polynesian entertainment.

The Center received the prestigious Hawaii State Award of Excellence from The Chamber of Commerce of Hawaii in recognition of our performance as a company. Governor Ben Cayetano made the presentation.

The award is called 'Oihana Maika'i (Endeavors of Excellence), but, at its core, the honor is a reflection of the reason for the Center's success—our people.

A team of inspectors came and evaluated the Center on important sounding items like, "participative leadership and values," "measurement and information management," and "customer focus and satisfaction." But what really stood out was the quality of our people. The joy, enthusiasm, and spark of energy each of you brings to work each day shined through like beacons during the evaluation. The inspection team was amazed that everyone they met knew our mission statement and participated in the planning process.

They must have been impressed. Of the four organizations receiving 'Oihana Maika'i awards this year, the Center earned the highest score. What a tribute!

All of the credit goes to each of you, the people who make the Center such a wonderful experience for our visitors. All of you share a responsibility for bringing us statewide acclaim, and now, possibly national honors as well.

I have the honor of representing the Center at the upcoming Malcolm Baldrige National Quality Award in Washington, D.C. Hopefully, when I meet with President Clinton, I will be able to convey the same wonderful qualities that each of you brings to audiences worldwide.

As we celebrate the holidays, offer thanks for our Savior, family, and friends, and reflect on the accomplishments of 1997, I will always treasure the memories of how our employees inspired the Center to reach new heights.

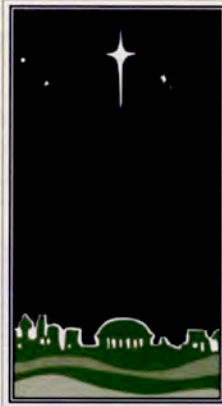
It's truly an honor for me to work with each of you. I thank you one and all, and offer everyone a heartfelt congratulations for a job well done.

My gratitude is extended to our Board Chairman, Ted Jacobsen and a dedicated group of talented board members who work to better the PCC. Also, what an honor to report to President Hinckley, Chairman of the DMC board and Rodney Bradey as CEO. All of these people are dedicated to the success of the PCC.

From our family to yours, enjoy the merriest of holidays, and best wishes to all of you for a healthy and prosperous 1998.

*Mele Kalikimaka and
Hauoli Makahiki Hou,*

LES & JEANIE MOORE



Polynesian Cultural Center Honored with Hawaii State Award of Excellence

FOR OVER 34 YEARS, the Polynesian Cultural Center has built an impressive record of success fueled by the strength of its organizational accomplishments and quality of service to visitors.

On October 22, the PCC was honored by Gov. Ben Cayetano and Hawaii's business community with the presentation of the prestigious Hawaii State Award of Excellence. Called 'Oihana Maika'i (Endeavors of Excellence), the annual award is sponsored by the Chamber of Commerce of Hawaii, and supported by the State of Hawaii, to recognize organizations excelling in productivity and service quality.

The PCC was one of four organizations to receive this year's award, the others being the Hilton Waikoloa Village, Navy Public Works Center, and Navy Security Group Activity. The PCC received the highest score based on an extensive review of its 50-page application and site inspection by an independent volunteer team of professionals and executives.

PCC President Lester Moore accepted the award from Governor Cayetano, but credited the people most responsible for the recognition—the PCC employees.

The PCC submitted an award application with the intent of seeing how it rated as a business organization and service provider. "I was asked by the site inspection team why the PCC made an application," said Moore. "I answered because of our desire for excellence. We believe in benchmarking and con-

tinually strive to improve our organization."

Moore pointed out it is this "desire for excellence" that allows the PCC to maintain its position as Hawaii's #1 paid visitor attraction, despite the effects of a struggling tourism industry and sluggish state economy. And since the PCC is located on Oahu's North Shore-35 miles from Waikiki-he said it constantly has to work harder and more creatively than other Hawaii visitor attractions to maintain a competitive edge.

Moore believes much of the PCC's continuing success reflects directly on the active involvement and contributions that the 1,200 employees make to the daily operations, a key factor noted by the site inspection team in conducting its evaluation.

"The site inspectors were pleased that all the employees they talked with knew the planning models and our mission statement," commented Moore. "Everyone participates in our planning process. Many of our best ideas have come from our front line and student employees. Each person in our organization knows their responsibilities and periodically provides a stewardship report."

The Hawaii State Award of Excellence is based on the same core principles as the Malcolm Baldrige National Quality Award. Organizations are judged in a variety of areas, including participative leadership and values, measurement and information management, strategic planning, excellence in results, and customer focus and satisfaction. ■



President Moore credits the PCC employees as the reason for the Center earning the 1997 Hawaii State Award of Excellence. Here, employees and supporters are shown at the awards ceremony.

Guests' Comments

"This picture of my six year old daughter, Mary Rachel Hostetter seems to really tell the story of what the Center is all about."

BETHANNE DRESSEL-HOSTETTER



Tehani Tehuhuterani teaching a six-year old guest, to weave a headband in the Marquesan village.

"We visited the P.C.C. in June and had a wonderful time. This picture of my six year old daughter, Mary Rachel Hostetter seems to really tell the story of what the Center is all about. This photo was taken in the Marquesas area. Although, I do not know the name of the young woman in the picture, [Tehani Tehuhuterani] she spent about ten minutes with our daughter sitting on her lap, teaching her how to weave. She was wonderful, patient and kind to our child."

-Bethanne Dressel-Hostetter

"As we arrived on Thursday, we were greeted by a young lady from Tahiti, Rava Lee. I am usually hesitant about speaking to employees, for fear that they will try to sell me 'one more thing.' Rava immediately made all of us feel at ease as she helped us map out our plan for the day. One could tell that she was truly happy and excited about working there...She took time to answer many of our questions about the PCC and BYU-Hawaii. I hope all of your employees are as dedicated as Rava. We were disappointed that we were not able to see everything in one visit. It just wasn't possible. Rava convinced two of us to return a second day."

-Michelle Edmunds Adams

Polynesian Cultural Center Renews Unique Agreement with Shenzhen, China



President Moore inks his name to the "Sister Cultural Center" agreement, officially renewing the PCC's relationship with the China Folk Cultural Villages in Shenzhen, China. What a successful venture!

Shenzhen Developing New Cultural Theme Park and University Under Same Work-Education Concept as PCC and BYU-Hawaii

WITH THE PCC being an inspiration for the China Folk Cultural Villages in Shenzhen, China, it only seems fitting that the two cultural theme parks continue building on their unique relationship.

The PCC recently signed a formal agreement to renew its "Sister Cultural Center" relationship with the city of Shenzhen. The China Folk Cultural Villages contain three spectacular cultural theme parks, with plans underway to build a fourth.

"Our relationship with Shenzhen is a perfect illustration of the friendship and harmony that is possible when we open lines of communication and share our cultures with other countries,"

PRESIDENT LES B. MOORE

Shenzhen is located in the south of Guangdong Province in an area designated as a Special Economic Zone. The China Folk Cultural Villages has proven to be a popular attraction for Chinese citizens and foreign visitors. One of the theme parks, Window of the World, has drawn more than eight million visitors since opening in June 1994.

The agreement was signed November 12 by PCC President Lester Moore and deputy director of Shenzhen's Economic Zone, Mr. Zhang Zheng Kui. "Our relationship with Shenzhen is a perfect illustration of the friendship and harmony that is possible when we open lines of communication and share our cultures with other countries," said Moore.

The agreement continues an intercultural relationship that began a decade ago when Chinese officials visited the PCC to gather information for the development of the China Folk Culture Villages. The visit initiated a lasting friendship that has included the signing of the first cultural agreement in 1992, and enlisting Moore's expertise to serve as a consultant in developing Window of the World.

Moore also noted that the PCC has helped train over 100 Chinese managers from Beijing, Xian, Jilin, and Shenzhen. "We have watched with great admiration and pride as you have continued to develop your theme parks and cultural centers in China," he commented, before signing the new agreement.

This past summer 12 PCC student entertainers spent two months performing at Window of the World, the magnificent cultural theme park that contains perfectly miniaturized replicas of 118 historical sites, natural wonders, and landscapes from around the world. In renewing the cultural agreement, Moore hopes the PCC can

Employee Certifications:

David Kubota: David earned his refrigeration and air conditioning certification and received the Outstanding Scholastic Achievement and Success Award by the New York Technical Institute of Hawaii.

Stella Keil: Stella earned certification in Chemical Application with the University of Hawaii. Certification in this area is very rigid and difficult to get. Stella also holds a degree in Botany.

Fetu'u Falevai: Fetu'u earned his MBA degree through Phoenix University this past summer

Correction to October-December issue of the Imua Polenisia:

The tour guide who accompanied our 25 millionth guests in September was Mochorei "Ray" Kesolei, not Rebluud Kesolei as was printed. Our apologies to Mr. Kesolei.

arrange to have another student exchange group perform at the China Folk Cultural Villages next year.

Along with its fourth cultural theme park, Shenzhen is also making plans to develop a new university. The Chinese hope to apply the success of Shenzhen's burgeoning tourism industry with the winning formula of the student-work relationship that has worked so well for BYU-Hawaii and the PCC.

BYU-Hawaii is currently working with Shenzhen officials to help develop the curriculum for the new university. "BYU-Hawaii has always been an international university and we believe the same concept that works here, providing underprivileged students with an opportunity to earn a college education, can also be put into practice in Shenzhen," said Olani Durrant, vice president of academics for BYU-Hawaii.

Founded in 1963, the PCC has entertained over 25 million visitors by preserving and portraying the spirit, culture, and people of Polynesia to the rest of the world. More importantly is the mission of the PCC, which supports the educational mission of Brigham Young University - Hawaii, and provides an extension of the classroom in a workplace setting. Since its establishment, the PCC has employed more than 30,000 BYU-Hawaii students and contributed over \$150 million in direct and indirect funds to the University. ■

Safety Tips

from Mike Reid, Corporate Trainer

Each year in the United States hundreds of workers are injured while on the job. Here at the Polynesian Cultural Center Slips and Falls, and Back Injuries are the two most common forms of work injuries. The current statistics are alarming but you can help change them. The fact is that almost all of these injuries can be prevented—all it takes is learning how to recognize hazards and how to prevent them.

Winter Prevention Checklist:

- Walk, don't run.
- Wear slip-resistant footwear.
- Clean up debris after each job, and report accidental spills immediately.
- Make sure walkways and stairs are well-lighted.
- Secure wires, cords, and cables away from walkways.
- Look before you walk—make sure your pathway is clear.

Safe Lifting Steps:

- Bend from the knees (not the waist) tucking your pelvis and tightening your stomach muscles.
- You then hug the load close to you, and gradually lift yourself up using the strong muscles in your legs.
- When carrying the object, be sure not to twist or bend.
- Finally bend the knees and slowly slide the load down your body until you can comfortably put the load down.

PCC Promotions Dancer Wins Hula Awards

Nephi Setoki wins several solo awards from the Sixth Annual World Invitational Hula Festival.

Nephi Setoki showed 'em recently, winning several awards at the Sixth Annual World Invitational Hula Festival, held November 8-10 at the Waikiki Shell. Nephi, who performs for the PCC promo team, won visiting solo kane awards for language and combined 'auana and 'olapa scores. He attributed his success to the teachings of kumu hula Keith Awai, Ellen Gay Dela Rosa, and Samoan dance instructor, Vai Fa'amaligi. Way to go, Nephi!

Special Guests:

President Gordon B. Hinckley and Elder Joseph B. Wirthlin



While here for the Pioneers in the Pacific conference, President Gordon B. Hinckley received a special quilt made by Church service missionaries. Pictured here are (left to right), Teri Kanahele, Sister Hawkes, Lucy Unga, Sister Flikeid, Elder Allen, Sela Feinga, Elder Flikeid, Sister Allen, President Hinckley, Sister Sandberg, Elder Wirthlin, Elder Franklin, Sister Franklin, and Elder Sandberg.

Missionaries Present Special "Breadfruit" Quilt to President Hinckley

THE OCTOBER VISIT by President Gordon B. Hinckley and Elder Joseph Wirthlin, during the Pioneers in the Pacific conference, was filled with memorable events and special activities befitting the reverence of the celebration.

But for a trio of Church service missionaries, the one event that sticks out more than any other occurred away from the spotlight of the conference—the presentation of a quilt they made especially for President Hinckley.

Teri Kanahele, Sister Hawkes, and Lucy Unga stitched together their beautiful work of art under the direction of the PCC's Sela Feinga. And what a work of art it is!

Their handiwork is adorned with a classic Hawaiian breadfruit design, a symbol of good luck for living a long and healthy life.

The three "fabric artists" completed the quilt in three months time—finishing just before the start of the conference. While their

timing proved impeccable, this was a remarkable achievement in itself, considering a hand-crafted quilt of such high quality typically requires nine months or more to finish.

Upon meeting with President Hinckley, it was difficult to tell who was more thrilled about the quilt presentation, the Church service missionaries or President Hinckley. ■



PCC Employee Perk:

Pagoda Hotel in Honolulu Welcomes PCC Ohana with Special Rates

The Pagoda is situated at the crossroads of the city with convenient access to shopping, beaches, downtown Honolulu and Waikiki. Amenities include two swimming pools, guest parking, sundry store, beauty shop and more.

1525 Rycroft Street, Honolulu
For information call: 808-941-6611.

Tower (with refrigerator)

ROH Category (1-4 person) Reg. Price: \$195 PCC: \$57

Terrace (with kitchenette)

Studio (1-2 person) Reg. Price: \$95 PCC: \$59

One Bedroom (1-4 person) Reg. Price: \$115 PCC: \$75

Two Bedroom (1-5 person) Reg. Price: \$145 PCC: \$90

Prices effective November 1, 1997–December 20, 1998.



Happy Holidays!

Hanging tinsel, baking Christmas cookies, helping the needy, and family reunions. The holiday season has a sentimental meaning to all of us. It's a time to rejoice and give thanks for everything dear to our hearts. Our warmest thoughts and deepest prayers go to each and every one of you. Here's hoping your loved ones are near, your holidays are joyful, and that 1998 brings greater peace and prosperity.



Santa Claus (Harry Brown) and his elves (Levi Wilmott and Kau Bates) visited the Polynesian Cultural Center for the annual lighting ceremony on November 24. Mahalo to everyone who made it a success.

Policies and Procedures

from Mike Reid, Corporate Trainer

Promotions HR4

When job vacancies become available above the entry level, an employee may apply for that vacancy before the position becomes available for recruitment from outside the Center. Employees who demonstrate high levels of productivity, customer satisfaction, and cost efficiency will be considered for promotion.

Disaster Readiness Operations Plan

Make sure that all emergency response positions are backed up at last TWO DEEP and that the persons responsible are identified in each department.

Upon arrival to a disaster or emergency, Emergency Response Team Members will contact Security and state what you are doing and where you are going.

Coordinating Instructions: #1

Managers contact supervisors. In the event of an emergency that touches your employees or our guests as they pass through your areas, meet in person and discuss the current situation to clarify information and avoid unnecessary rumors or panic.

Share correct information about the nature of the emergency with your team and coordinate further instructions. Prevent false rumors or the reckless spread of sensitive information. Correct misinformation with delicate professionalism.

Polynesian Cultural Center Sponsors Hawaii Teacher of the Year Award

Ellen Schroeder of Olomana School is named 1998 Hawaii State Teacher of the Year

ELLEN SCHROEDER of Olomana School was named Hawaii's 1998 Teacher of the Year yesterday by the State Department of Education. The presentation was made by DOE Superintendent Herman Aizawa at the Board of Education's general business meeting.

The Polynesian Cultural Center sponsored the State Teacher of the Year award for the 12th consecutive year. Les Steward, PCC vice president of operations, and Logo Apelu, PCC vice president of cultural presentations, congratulated Ms. Schroeder on her record of accomplishments and presented her with a check for \$2,000. The PCC had previously presented a check for \$500 to each of the District Teacher of the Year winners.

In concluding the award presentation, PCC performers representing the island of Tahiti honored Ms. Schroeder and entertained the audience with an energetic dis-

play of culture and music.

Schroeder represents the Windward District and was one of seven District Teacher of the Year candidates considered for the statewide award. She teaches special education and interdisciplinary studies at Olomana School, where she has taught since 1980.

Being honored for her work as an educator is nothing new to Schroeder. She received Teacher-of-the-Year honors in 1974 and 1975 while living on the mainland, was named Windward District Teacher of the Year in 1996, and is one of four 1997-98 Milken Educator Award winners. Schroeder is praised by Olomana Principal Estelle Wong for being "a distinguished master teacher, curriculum innovator, school improvement planner, inspirational mentor, surrogate parent, counselor, and friend."

Schroeder also received a check of \$1,000 from the College Fund. She will now represent Hawaii in the National 1998 Teacher of the Year program. ■

Ad Agency

The PCC has selected FJC&N of Salt Lake City and The Schiller Group of Honolulu to be its new advertising agencies, effective February 1. FJC&N will handle the advertising program for all westbound markets, while The Schiller Group will manage the Hawaii market.

FJC&N is headquartered in the fastest growing region of the U.S. economy, has branch offices in Denver and San Jose, and has

great marketing relationships with national travel partners like American Express, United Airlines, and Morris Travel. FJC&N's creative work has received national and international honors, and the agency has an excellent track record in destination travel.

The Schiller Group is one of Hawaii's most creative and fastest growing advertising firms, and will help us increase attendance among local residents.



Can You Guess The Name of This Employee?

Who am I? Even at this tender age, I was destined to dance in Polynesia. A lesser man with royal intentions would have left seeking more, but nothing, not walls, mountains, or fences could keep me from getting my kicks on the stage and bright lights of the PCC.

Please submit your guesses by e-mail to Janice Morgan. The winner will receive two free movie tickets.

Retail Department

Our Mahalo Coupons/Air New Zealand Winners

SEKILI AND SHAWNA MANU are the recipients of our first Mahalo Coupons/Air New Zealand Prize Giveaway. What makes this even more special is that this couple was married in Hawaii and were spending their honeymoon in the islands. It's the perfect way to begin a new life together.

The newlywed couple are from Lacey, Washington and are undoubtedly already planning their second honeymoon. Along with the two tickets, they will receive several items from our gift shops and complimentary passes to the PCC.

The two tickets to New Zealand are compliments of Air New Zealand. They are part of a new retail campaign implemented at the Polynesian Cultural Center in Laie, Hawaii.

The campaign includes coupons good for merchandise in our island and shopping areas. Our next winner will be announced in the first quarter of next year. For more information, please contact Scott Nagata at 293-3008.



Sekili and Shawna Manu from Lacey, Washington



Letter to PCC Employees from Leilani Maio:

"Words cannot express our gratitude for all of your kindness and love shown to our family. We have made many adjustments in our lives. Your prayers have been the strongest comfort to me and my family. Although we have lost our material things our spirituality and testimony have escalated tremendously. During my "Youth" days which wasn't too long ago I'm reminded of our theme at that time.

'When ye are in the service of your fellow being ye are in the service of your God.'

—MOSIAH 2:17

All of you have shown great service to me and my family. We are sure the Lord is very pleased with all of you. The night of the fire two things came out to my family and I. We left our home in an orderly and calm fashion. How grateful we are for the Lord who reminds us my 'My House is a House of Order.'

We love all of you and appreciate your greatness as sons and daughters of Zion. May this season bring joy, blessings and thankfulness for all your loved ones.

Mahalo nui loa

LEILANI MAIO AND OHANA
PCC Promo Team Musician

1997 Excellence in Construction Award

The Hawaii Chapter of Associated Builders and Contractors voted the PCC's Food Preparation and Distribution Center the winner in the "New Commercial over \$500,000" category. The award is based on outstanding achievement in workmanship, innovative solutions, value engineering and safety.

Canoe Guides

While the lagoon dredging has been underway, the canoe guides have took it easy, right?

No way! The guides have "steered" their energies into tasks and functions that have saved the PCC thousands of dollars. They've refurbished the canoes, handled tickets at the front entrance and IMAX Theater, assisted with orientation, served as information guides at different locations around the Center, and helped out with the Catering department.

Whew! And if that wasn't enough, they've also been seen bussing tables each night in the restaurant.

McExtra Program

Come January, people will see the PCC all over Hawaii, thanks to McDonald's® Restaurants of Hawaii and their fabulously successful McExtra valued member program.

The McExtra program gives card-carrying members a point for every dollar spent at McDonald's. Food and all kinds of prizes are given away randomly, or when designated point totals are reached.

During January, all 71 McDonald's Restaurants throughout Hawaii will be dressed up with grass skirts and other merchandising items promoting the PCC. We'll also be featured in all television and radio commercials aired during this time about the McExtra program.

McDonald's customers will receive lots of prizes from the PCC, including \$35 family passes for 1998, and certificates for other special gift items. There will also be a couple of free round-trip airline tickets given away to the South Pacific. What a combo deal—buy a Big Mac, go to Samoa!

Bring on the New Year!



POLYNESIAN CULTURAL CENTER
All the spirit of the Islands. All in one place.

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