

IMUUA

POLENISIA



COMMEMORATING THE DEDICATION OF
THE POLYNESIAN CULTURAL CENTER



IT WAS ON OCTOBER 12, THIRTY-FIVE YEARS AGO THAT THE PCC OPENED ITS DOORS AND WELCOMED A HOPEFUL FUTURE BUILT ON PROMISE AND PRAYER

TODAY, IT'S EASY TO FORGET THE STRUGGLES of those early years. Widespread skepticism and hoots of failure were aired by so-called tourism "experts." Why would anyone want to go to Laie?

Despite the naysayers, the Church, led by President David O. McKay, was steadfast in its belief that theirs was a vision destined to succeed. Visitors were scarce at times, but perseverance won out. By 1977, the PCC had become Hawaii's #1 paid visitor attraction and known the world over.

The mishmash of huts scattered across 12 acres in 1963 has since given way to a spectacular cultural complex stretching over 42 acres. "In addition to the incredible awareness the Center has generated worldwide about the cultures and wonderful people of Polynesia, the PCC has made four significant contributions to the mission of the Church," said PCC President Les Moore. "First, financial support to BYU-H. Second, being an effective extension of the BYU-H classroom. Third, a great example of the Church to millions of guests. And

fourth, a bridge of introduction for Church leaders with world dignitaries."

Over 30,000 students received their chance at a college education and better way of life. Imagine the generations of young people and families whose lives changed forever with this opportunity. And then imagine the course of life taken, for the Church,

BYU-H, and Laie if not for the success of the Polynesian Cultural Center.

The Center's saga mirrors the Church's growth in Laie and BYU-Hawaii's rise as a renowned international learning institution. A vision, met with cynicism and doubt, has been realized to a glory unimagined except by just a few. Today, there are no more doubters, only successors to a legacy with roots that began in

windswept tropical islands across seas of Pacific blue.

Remember the moment of discovery that occurred 35 years ago in Laie and continues each day for visitors worldwide. Remember the students, both then and now. And finally, give a word of thanks to the Center, of dreams fulfilled and goals achieved.



PCC PUBLIC RELATIONS IS A GLOBAL EFFORT

CBS This Morning. Dateline NBC. The 1998 Miss Universe Pageant. They all had one thing in common this year: Each show prominently featured the Center. But as great as this exposure was, it just hints at all the public relations activities that goes on during the year.

While the Center is known worldwide for fabulous cultural entertainment, much of this is due to the incredible amounts of exposure generated on its behalf.

"Whether it's local, national, or international audiences, we take advantage of all reasonable opportunities for publicity," said Marketing Director Dave Cole. "Public relations is a vital and often misunderstood portion of our marketing program, because it typically involves the kind of exposure you can't buy, the endorsement of the free press and the public."

Cole estimates the Center will reap more than \$2 million worth of worldwide media exposure this year from its public relations efforts. It's an ongoing, everyday effort of communicating the Center to the world. For example, articles and listings appear each month in travel trade publications that reach millions.

"PUBLIC RELATIONS IS A VITAL AND OFTEN MISUNDERSTOOD PORTION OF OUR MARKETING PROGRAM, BECAUSE IT TYPICALLY INVOLVES THE KIND OF EXPOSURE YOU CAN'T BUY, THE ENDORSEMENT OF THE FREE PRESS AND THE PUBLIC."

Dave Cole, *Director of Marketing*

"Our mission would be incomplete if all we did was put on a great show and not tell anyone about it," continued Cole. "The Center has got so much to offer, so we're always looking at ways to get the word out on a global scale."

The benefits of this publicity are sometimes immediate—the HVCB's phones rang off the hook the day after the Miss Universe Pageant—but more often than not they are realized in the months that follow as visitors make their way to the Center.

The Miss Universe Pageant provided a couple of great spin-offs for publicity. Maria Conchita Alonzo, one of the pageant's co-hosts, had PCC performers teach her hula on her show, "El Día Con Maria," which reaches 17 million viewers on the Telemundo Network.

The pageant's other co-host, Jose Diaz-Balart, did a feature the following week on fire-knife dancing with Sielu for CBS This Morning.

Opportunities for exposure come in some very creative ways. For example, this summer a popular Korean TV-magazine style program filmed an episode at the Center showing one of Korea's top movie stars fulfilling her dream to dance hula. A camera crew followed her every move for several days as she worked step-by-step with one of our entertainers. It culminated with her debut performance at the Ali'i Luau.

The one-hour show aired to 10 million viewers in Korea. If the Center purchased that same amount of time in advertising dollars, the bill would have come to \$360,000. Now that's value.

We also had a daytime television host from Jerusalem, Israel's version of Oprah Winfrey, visit the Center and learn how to dance hula.

The Promo Team is another steady source of publicity, here, on the mainland, and overseas. Almost everywhere they go, the media flocks to their performances. During a recent promotional tour in Poland, they were inundated with media coverage. Event organizers estimated the media exposure value to be \$150,000.

The Promo Team is enormously popular in Asia. Their performances earlier this year in Japan and Taiwan were televised throughout the country. In the coming months, they will be featured on TV in China to a nationwide audience of 800 million viewers.

Even several of our good works went noticed. In May, Sielu and Vili performed in a 10,000-seat arena in West Valley City, Utah, to help raise money for a new Polynesian community center. Their appearance generated a huge amount of advance TV, newspaper, and radio coverage, which, in turn, helped sell the place out.

Public relations is a never-ending process for the Center. In November, the "Wheel of Fortune" will be here to shoot promotional spots for an upcoming series of shows.

How fitting, since the wheels of public relations are always spinning for the Center.

November/December 1998



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TREASURES OF POLYNESIA COMING TO MAILBOXES WORLDWIDE THIS HOLIDAY SEASON



The **Treasures of Polynesia Catalog** is here and it is beautiful! The Retail team and PCC designer Ty Jeppesen paired up to create this 32 page catalog featuring all things Polynesian. Products from aloha shirts, black pearls and koa furniture to ipus, shark's tooth patus and hau skirts. Photography was done by the same firm that does the very successful mainland catalog—Sundance. The result has been what one Hawaii retail expert called, "The finest catalog ever produced in Hawaii. And Treasures will soon be supported by an equally attractive website on PCC's homepage—polynesia.com.

Hawaii has a few successful catalogs that focus on single product categories—catalogs like Mauna Loa Chocolates, Kona Coffee or Crazy Shirts. But our strategy was to create a piece that would offer a broad cross section of products available only in Polynesia in an effort to create greater market appeal. This is a powerful medium which could allow us to reach out to people all over the world at a time when fewer and fewer people are coming to Hawaii.

GUEST'S COMMENTS

"Dear Mr. Cole, I really liked the show where the Samoan climbed the tree and cracked open the coconut... (Adam's drawing at right)

Adam Troy, California

"I recently visited the island to stay with my best friend for a while. We spent a most amazing afternoon at your facility. She had never been there, so it was a first for both of us. When we returned to our car at the end of the evening we were both speechless (and exhausted). I have never experienced something so amazing in my life. I could have come there and gone home and felt my vacation was complete. It was definitely one of the highlights of my trip. The dancers, costumes, everything was absolutely fabulous. We were treated wonderfully and had a great guide, Crystal, who is no longer with you. I just cannot say enough about my trip to your center. Thank you and the staff very much for a fantastic day."

Lesley Aluffi

"I cannot begin to express my appreciation for the manner in which my family and I were treated during our visit to the PCC on the 10th of August. From beginning to end we felt like royalty. The performers, the exhibits, the dinner, and finally the evening show were simply outstanding. Without question, you have a world class operation.

Also, the young lady, Ms. Zuleikah Strong from New Zealand who was our guide throughout the day was exceptionally competent. In each exhibit she seemed to be as proficient in her knowledge as the individuals in a given country exhibit. She was very pleasant, accommodating and made the entire day one which the children votes as the best part of the vacation. Please give her our thanks for a job well done."

J. Craig Larson, Utah

"Several weeks ago, my wife, our two guide dogs and myself had the great experience of visiting the Center. From the first Aloha as we stepped off the bus to the last Aloha as we re-boarded the bus, your staff was outstanding... We felt the responsibility of being the first guide dog teams to by-pass Hawaii's quarantine and visiting the Center. Your staff was as ready as we were for the grand experience. A special accommodation goes to Evonna (I think I am spelling it correctly) a student from Croatia and our guide. She is knowledgeable and professional.

I know we saw more and collected knowledge that other guests do not have access to, and that is because of Evonna's knowledge and patience... We felt sighted under her guidance and tutorage."

**Kent and Jenine Stanley
Toby and Drummer (the world's coolest guide dog), Ohio**



Adam Troy, age 7

THE WHITE HOUSE

WASHINGTON

September 22, 1998

Warm greetings to everyone celebrating the 35th anniversary of the Polynesian Cultural Center.

The dedicated staff and volunteers of the PCC can take pride in having preserved the rich traditions of the peoples of Polynesia. I commend all of you for demonstrating the beauty of Polynesian arts and crafts and presenting memorable performances of song and dance to a growing audience. You are helping us to understand and appreciate the cultural diversity that is one of our nation's greatest strengths.

Best wishes for a wonderful anniversary.

Bar Clinton

KEIKI HULA AND ISLAND MUSIC TOP PCC'S 4TH ANNUAL NA KA MAHINA MALAMALAMA FESTIVAL

It was a day that began with the artful grace of Hawaii's children and ended with the melodic sounds of the island's next generation of musical stars.

On Saturday, August 29, the Polynesian Cultural Center (PCC) hosted the Fourth Annual Na Ka Mahina Malamalama Festival. The day-long festival was a celebration of Hawaii's beauty and charm as captured through the joy of keiki hula dancing, authentic cultural activities, and original music by island artists.

"The festival proudly displayed our host culture, but it also perpetuated the qualities that make Hawaii such a special place in the world," said Special Events Manager Ellen Gay Dela Rosa. "It was a great entertainment and educational value for everyone. All families—especially kama'aina families—greatly enjoyed how the young generations of Hawaii's native people are carrying on and thriving with the cultural traditions of our islands."

The Eighth Annual Moanikeala Keiki 'Auana Hula Competition kicked off the festival in the Pacific Theater from 9:30 a.m. 12 noon, with eight hula halau from Oahu and one from Kauai taking part. The hula halau were as follows:

- *Joan S. Lindsey Hula Studio,*
Kumu Hula Joan S. Lindsey
- *Hu'i Park's Hula Studio,*
Kumu Hula Kepo'omaikalani Park
- *Halau Hula 'O Hokulani,*



- Kumu Hula Hokulani & Larry DeRego*
- *Ke'alakahi,*
Kumu Hula Camille Kanani Collins
- *Healani's Hula Studio,*
Kumu Hula Beverly Muraoka
- *Napuananionapalionako'olau,*
Kumu Hula Sunday Mariteragi
- *Hula Halau Olana,*
Kumu Hula Howard and Olana Ai
- *Ka Pa Nani 'O Lilinoe,*
Kumu Hula Lilinoe Lindsey
- *Leilani's Hula Studio (Kauai),*
Kumu Hula Leilani Vaughn

The keiki hula competition was an ongoing tribute to two prominent Laie kumu hula, Sally Wood Nalua'i and Sunday Mariteragi, who have contributed greatly to teaching hula in Laie. Wood was the PCC's first hula instructor when it opened in 1963 and continued until 1980.

Her niece, Mariteragi, credited with inspiring the start of the competition. Once a PCC dancer herself, Mariteragi-at her aunt's urging-began teaching keiki hula in 1981. Two years later, she was invited to hold lessons at the PCC. It proved to be a delight for visitors and eventually led to the start of the competition.

Following the keiki hula, the festival's attention shifted to the PCC's Hawaii village where guests participated in hands-on cultural and entertainment activities throughout the day from 12:30-6:60 p.m.

The festival concluded with an evening concert at the Ali'i Luau. Performers included Anuheia and Vaihi, falsetto soloist Keao Costa, and award-winning Halau Hula 'O Kamuela, Kumu Hula Paleka Mattos.



THE FRIENDLY ISLANDS GOODS AND CRAFTS—A MISSING PIECE OF THE PCC STORY

At PCC we tell stories. We tell the stories of the rich cultures and of the wonderful people of the isles of Polynesia. Every dance, every song, every smile, every building, everything we do tells a story. But some say there is more to tell. And if you have been to our island of Tonga lately you can see one part of the story that has been missing.

The old handicraft hut has been renovated to become the Friendly Islands Goods and Crafts Shoppe. Extensive landscaping improvements were made by the Planning, Engineering and Maintenance Division to beautify the area and redirect traffic. Then the various tables, shacks, carts and canoes were brought together modified, cleaned up or gotten rid of to create an environment that would add to the Tongan experience. We then searched all over for and even developed products that are uniquely Tongan; products which help tell the story of the Tongan people. We have museum quality books on Tongan culture and crafts, carved Kai Lau clubs, Lafo, Kako purses, Helutoa-Koa hair pins, and of course lots of Tapa—just a sample of the over 100 different products now available.

Now, our guests can take home from the islands more than memories and the stories we tell at the Polynesian Cultural Center are becoming richer because of it.

SPECIAL GUESTS

President Thomas S. Monson (right)

First Counselor President Thomas S. Monson and his wife recently honored the Center by coming here to celebrate their 50th wedding anniversary. What a tribute!

Prince Abdullah Aziz Bin el Saud (below)

Saudi Arabia's Prince Abdullah Aziz Bin el Saud recently gave the Center a Middle Eastern flair when he had his chefs prepare a specially cooked meal of Saudi Arabian delicacies and serve it in the Samoan Fale. Prince Abdullah is pictured here with PCC guide, Petina AhHoy.



PCC CALENDAR OF MEETINGS, SPECIAL GUESTS AND EVENTS

November

- 3 General Election
- 12 BYU Devotional; Gerald Lund 10am
- 21 Tonga Devotional; 9am
- 24 PCC Team Meeting, 10:00a.m.
- 26,27 Thanksgiving Holiday
- 30 BYUH Christmas Lighting 6pm

December

- 2 Labor Missionary Fireside; 6pm
- 3 BYU Devotional; 10am
- 4 PCC Employee Reception at the Moore's, 11:00a.m.-1:00p.m.
- 11 Alumni Graduation Banquet, 7 p.m.
- 12 BYUH Commencement, 9:00 a.m.
- 14 Honolulu Boy Choir
- 24,25 Christmas Holiday



Princess Salote Pilolevu of Tonga (above)

The Center was the site Princess Salote Pilolevu of Tonga chose to complete a video honoring the 80th birthday of her father, His Royal Highness. The video is being done with the Smithsonian Institute to commemorate Tonga's culture.

Vice Pres. Gloria Macapagal Arroyo (left)

Philippines Vice President Gloria Macapagal Arroyo was thrilled with the Center's hospitality. The popular leader was the object of much attention by Filipino students. She came here at the invitation of BYU-Hawaii's Arthur Lo.

INTERNSHIPS PROMOTE CAREER DEVELOPMENT

The Mission of the PCC Student Advisory Committee is working with students and management to increase communication, knowledge and to achieve personal and corporate objectives.

Members of the Student Advisory Committee (SAC) are working feverishly on the development of several objectives. Each member of the committee is a student at BYU-Hawaii Campus. Each SAC member also knows all too well the pressures that come with being a student, holding a job and for many PCC employees—the challenges that come with living in a new country/culture.

We would like to share with you our Mission Statement and let you know that it is our privilege to support the PCC mission of contributing to your educational development and growth by helping you contribute to the betterment, uplifting and blessing of all who visit this special place.

OUR MISSION

The Student Advisory Committee works with students and management to increase communication, knowledge and to achieve personal and corporate objectives.

In accomplishing this we will:

Address concerns from students and management by seeking out areas for improvement and solving existing problems with work crews, departments and divisions throughout the Center.

Provide job training, effective communication skills and problem solving techniques to increase employee satisfaction, quality of service, and the level of productivity.

Prepare students by providing them with marketable skills, attributes, habits and work experience necessary to be the most competitive and to succeed in the global marketplace.

OBJECTIVES FOR 98'

As we address and resolve concerns, we will look for ideas from both students and management. We want each student to know that you can make a difference.

We have identified two objectives which are the Career Development Internship Program and Work-Study Information Handbook for Students employed or interested in employment at the Polynesian Cultural Center.

FIRST OBJECTIVE

Develop a four-year internship program that will provide students at PCC/BYUH opportunities to develop marketable skills, attributes, habits, and work experience necessary to be the most competitive and to succeed in the global marketplace. Students can register now for winter semester.

Christina Mitchell – *Physical Facilities*

Takuya Ohki – *Guest Services*

Anna Logan – *Theater*

Chris Fonoimoana – *Tech Services*

SECOND OBJECTIVE

Develop an Information Handbook for Work-Study Scholarship Students that explains the policies, procedures, and key information for new or returning Work-Study Students. This new resource will be available in time for Work-Study Students registered for winter semester.

Rebecca Fa'atau - *Food*

Terri Dang - *Sales and Marketing*

Andree Gillette - *Human Resources*

Rinalyn Salangad - *Food*

With your recommendations and insight, we will complete these objectives. We look forward to meeting you and working with you.

Rebecca Fa'atau, *Co-Chair, SAC*

Christina Mitchell, *Co-Chair, SAC*

Mike Reid, *Manager,*

Training, Development & Safety

MAINTENANCE DEPARTMENT EMPLOYEES OF THE MONTH

August–October 1998:

Lead: Johnny Nauahi

*Full Time: Michael Aki, Ila Talaga,
and Roland Damuni*

*Part Time: Christina Mitchell
and Jared Walters*

Winners chose from the following awards: Dinner for 2 at the Luau or Ambassador, 5 movie tickets, or \$25 cash.

EMPLOYEE PROFILES

Some long-time employees have taken the early retirement package and bid aloha to the PCC.

Lucy Wilson Unga – from Western Samoa
Lucy started working at the Center in October 1976. Her talents range from quilting, gardening, working at the Hawaii Temple and reading scriptures. She has 13 children, 44 grandchildren and 7 great-grandchildren, who will most likely be her focus in her retirement.

Kawai Tupou – from Hawaii
Kawai has been with the Center for 11 years working in various positions as a grounds keeper, Reservations Supervisor, Night Show (dancer), Canoe Pageant (dancer), promo team performer and recently Group Sales Manager.

"I really enjoyed my years at the Polynesian Cultural Center," she said. "My roots stem from this place and I'm happy I was able to be a part of it." Kawai has moved to Bothell, Washington and plans to take some time off to spend with her husband Mosese and 5 year old son Taniela.

Moana Ofahengaue – from Tonga
In April 1977, Moana moved to Hawaii to attend BYU-HC and began working at PCC as the Assistant Chief for Marquesas shortly after. He was also the Assistant Chief for Tonga from 1978-1983. Assistant Security Supervisor from 1983-1991. Manager for Tonga Islands from 1991-1993. Grounds Supervisor from 1993-1998. Moana retired on June 4, 1998, after 21 years at PCC.

His advice for all PCC Employees is to remember to always be hard working and trustworthy. He is very appreciative of what PCC has done for the Ofahengaue Family.

Faleola F. Ofahengaue – from Tonga
The Ofahengaue's have 6 children and 16 grandchildren. Faleola will love the PCC forever. She is grateful for all that the PCC has done for her family. She would like to quote her husband with this thought for life "Nothing is impossible in our Life Time".

The educational accomplishments and successes of their children were made possible by Moana & Faleola's employment at PCC, as well as their small family business dealings with Host Marriott.



"MAY ALL WHO COME HERE, SEE IN THIS CENTER AN EFFORT TO BRING PEOPLE OF DIFFERENT NATIONS, OF DIFFERENT RACES, TOGETHER IN A BETTER EXEMPLIFICATION OF TRUE BROTHERHOOD."

Dedicatory Ceremony, October 1963

