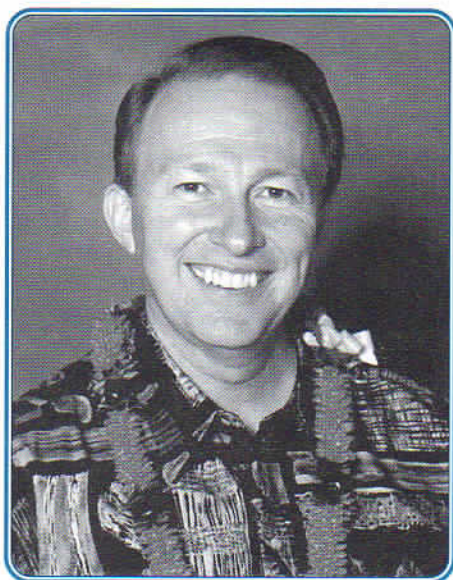


# Imula Polenisia

A Newsletter from the  
Polynesian Cultural Center



## "Happy New Year" A Message from President Orgill

On behalf of the entire Officer Team, I hope all of you had a very Merry Christmas and a most Happy New Year. As we take inventory of our accomplishments over last year, we count it a great blessing to have worked and associated with you.

We express our deep love and appreciation to each of you for all you do, for your energy and efforts to help make good things happen here, for the journey we're on, for the

progress being made, and for the lives that are being touched. We continue to pray that the Lord's blessings and Spirit will be with each of you in every area of your lives.

I want to summarize what we covered in our most recent semi-annual report to the First Presidency on November 15:

(1) Building bridges of friendship and exercising a missionary influence remain a major focus of the Polynesian Cultural Center. For example, 70% of the guests at the Laie Hawaii Temple Visitors Center come from the PCC. As a result, the number of non- members taking guided tours are second only to the Visitors' Center on Temple Square in all the Church. The impact of the PCC on these missionary efforts continues to be significant.

(2) Presently, we have 42 full-time senior service missionaries working at the PCC who contribute significantly to the overall success of the Center and to the success of the student stakes and wards on campus.

(3) We have hosted nearly 1,000 dignitaries from around the world this year. Likewise, the Asian Executive Management program continues to facilitate goodwill with the government of China. The work continues to move forward in this great country with these special people.

(4) We continue to meet operational challenges by achieving more robust results in improving our cost structure, outsourcing non-core activities, resolving control issues, and continuing to renew our physical facilities.

*Continued on next page*

## In this Issue

Annual Special Events.....	2
Sales & Marketing Review.....	3
Superior Service Recognition .....	3
PLC, Business Execs Hold Conferences ..	4
Aloha to Our Newest Missionaries .....	6
Guess Who Stopped by in 2006 .....	8



(5) The actions taken at the Center have saved more than \$3 million, avoiding a loss at the bottom-line, despite a reduction in attendance of 65,000 visitors compared to 2005.

(6) We're working on a major new initiative to re-make the guest experience at the PCC. Since the beginning our guests have been entertained and educated. They've felt the Spirit of Aloha, which to us means they've been touched by the Spirit of the Gospel, the Spirit of the Lord. We've asked ourselves, even with the wonderful experience that visitors consistently have here, is it possible to take that experience to a whole new level - a level that would energize the activities, sweeten the memories and heighten the spirit, all without losing anything of what we already have?

Is it possible to take the PCC experience to a level that would finally overcome the Center's perennial challenge of being primarily an experience for first-time visitors to Hawaii, and thereby create a stronger, competitive posture and a more secure future?

We believe it is, by building that experience around values - values inherent in the gospel, values that are part of Polynesia, and universally shared by all cultures; values that bring people together, and make greater sense out of life and create greater meaning and purpose.

Our guests will experience an ongoing "story-line" throughout the villages, culminating in the night show. In the process, they will feel the Spirit even more strongly, and do so in a way that will touch hearts and lift souls.

We are excited there may well be a level we have never reached that will set us apart as the competition stiffens. We hope to create an experience that will mean so much more to our guests that it will bring them back over and over again.

We intend to maintain what we already know works, and what we do best. We'll be cautious to test and experiment with the concepts and ideas in small steps, keeping what works and what people respond to, being careful not to jeopardize what has already been working for over 40 years.

Many current and former employees are already engaged in helping with the creation of this new approach. Naturally, we all play an important part in this process. It is critical that we remain committed to fulfilling all of the special missions of the Polynesian Cultural Center in ways that are pleasing to the Lord.

I also want you to know that after our meeting, President Hinckley took a moment to express his deepest gratitude for all of you, for all that you do, and for all of the difference you're making. I wish I had more capacity in the way of

words to express the feelings that I had in that moment as I represented each one of you and everyone who has been a part of this special place for so long.

May our Heavenly Father continue to watch over and bless you and your families.



Von D. Orgill  
President

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## Annual Special Events to Start January 19-20, 2007

The PCC will hold its first annual special events - the E Luana Kakou Concert and the Moanikeala Hula Auana Festival - respectively on January 19 and 20, 2007.

The concert will tentatively feature the Makaha Sons and "friends," whose performances at PCC are becoming a tradition. The music starts at 7:45 p.m. in the Hale Aloha. Employees and children 3-11 are \$6.

The hula festival, held in honor of Auntie Sally Wood Naluai - the PCC's first kumu hula, will tentatively feature eight groups. It starts at 10 a.m. in the Pacific Theater, with free admission for employees.



## Sales & Marketing Review

PCC Senior Vice President of Sales & Marketing P. Alfred Grace pointed out in the November 28 Team Meeting that visitor arrivals to Hawaii, as of the end of September, were "slightly ahead of last year, but visitors to Oahu were actually down quite a bit."

Grace also explained that "pleasure" is the largest reason for visitors to come. "When you know why they're here, you can also identify ways to try to deliver our message - come to the Polynesian Cultural Center, and here are the reasons that will appeal to you." For example, "there are certain books you look at and watch certain TV shows."

He added PCC is also starting to make good inroads into the cruise ship market with a special village-and-luau package: "We have a program that has a very high satisfaction rate, where we take them around the island, bring them into the Center where they see a couple of villages, go to the luau but actually leave early through the side gate by the Samoan village so they can make it back for their flights. The islands of Samoa have been very gracious in sending them off in style."

Grace pointed out that increased hotel rates means guests have less discretionary money to spend. "This is very challenging, and it's something we're all working on," he said.

Grace also said the PCC gets a very good share of "first-time visitors to Oahu," and is working hard on attracting repeat visitors to come back again. "Many of you are becoming familiar with our transition from feature-oriented to value-oriented experiences. That's the trend we're using."

He added that the Alii Luau continues to be a very important part of that experience. "We always need to remember that a luau is one of the key things that a first-time visitor to Hawaii wants to do."

"Don't be shy to let guests know what our options are," Grace said. "The more we try to send people away from the Center with smiles on their faces, the more likely we are to see their friends and families come to the PCC."

## Superior Service Recognition

"We've been so busy recently, we have three months of service awards to give out," said PCC Compensation Manager Kathy Tolleson at the Team Meeting on November 28.

The clean-up winners were:

August: 1st place, Hawaii Mission Settlement; 2nd place, Tahiti - "the movers and shakers"; and 3rd place, Laundry and Seamstresses.

September: 1st place, Hawaii Mission Settlement; 2nd place, Tahiti; and 3rd place, Marquesas.

October: 1st place, Fiji; 2nd place, Aotearoa; and 3rd place, Hawaii.

"Thank you for everything you do," Tolleson said singling out several individuals for their extra performance efforts. "We've gotten so many emails and comments from our guests, managers and supervisors about people who have absolutely gone above and beyond," including:

Human Resources: Sonne Campbell; Islands: Kapeneta Te'o-Tafiti; Guest Services: Candace Fa'amuli, Jacklyn Lui, Bianca Ngawaka, Marcus Joseph, Batjargal Purev, Elisha Lim; Physical Facilities: Elder and Sister Draney, Elder Greenwood, Elder and Sister Shoemaker, Paea Vaimoui, Livingston Unga, Leandro Perdido, Tofa Unga, Fetu'u Falevai, Vernon Ale and Ilaijia Tavaiaqia; Promo Team: Tessi Toluta'u, Boyd Lauano, Pewa Dela Rosa, Travis Kaka, Jeneka Taeoalii, Jarom Ha'o, Henry Aieleo, Mereketete Smith, David Kekuakalani, Farwyn Sakulsihghdusit, Keala Whitford, David Tiave and Luseane Vimahi; Seamstresses: Catherine Teriipaia, Winona Warner and Fatai Feinga.

Tolleson prefaced the WOW Awards - "Wildly Outstanding Work" - by pointing out a group who "with determination, dedication and a willingness continue the legacy of PCC...who dig, pour, paint, repair and build day after day so that the Center can do what it does best." Among their many projects she listed recently clearing the motor pool area, cleaning tree roots from a sewer main, removing the Waikiki kiosk, and organizing the warehouse.

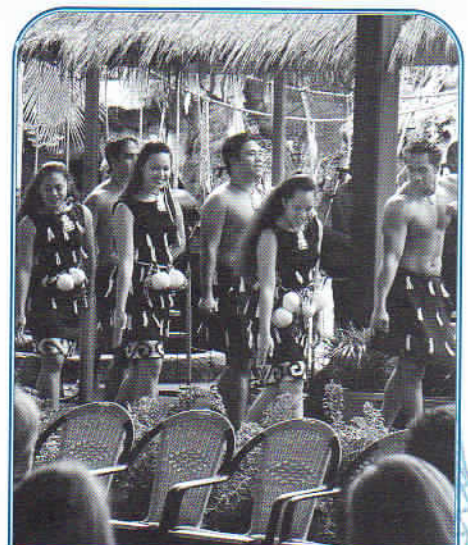
"The fruits of your labors may not always be seen by our guests, but their experience is

better because of you," she said in recognizing the maintenance, warehouse and motor pool team members.

The WOW award also went to the seamstresses for their recent quick action in helping a boy guest who got sick by making him a new pair of pants and getting him a keiki tee shirt.

"Extra Mile" recognition went to Kapeneta Te'o-Tafiti: "After working in the villages and the night show, he was ready to head home and call it a day," Tolleson said. She explained when he noticed about 40 guests waiting outside because their bus had broken down, "Kap went into action and entertained these guests...for about two hours, until their bus arrived. One guest said, 'We can't get this amazing, selfless act of true aloha from our minds.'"

"These are just samples of some of the things that have happened over the last three months," she added. "The efforts of so many make this a one of a kind place. Thank you for your dedication, determination, commitment, and most of all, willingness to work for the uplifting and betterment for all who visit this special place. Thank you. It is an honor to work with you."



Promo Team



## PLC, Business Execs Hold Conferences at PCC, BYU-Hawaii

The Polynesian Cultural Center and BYU-Hawaii recently co-hosted two important groups in Laie: the semiannual PCC/BYUH Presidents' Leadership Council (PLC) meeting, and the 2006 International Business Conference, which overlapped meetings in the first week of November.

### 2006 International Business Conference

Several hundred successful Latter-day Saint business executives held the opening session of their conference in the Hale Aloha on October 30. The keynote speakers - PCC Board - Chairman Mark H. Willes, former President & CEO of Times Mirror and recently release Hawaii Honolulu Mission President; and Sheri L. Dew, President & CEO of Deseret Book Company and a former counselor in the General Relief Society Presidency - set a high spiritual tone for all of the subsequent sessions.

Willes used the Hawaiian greeting aloha to remind the participants, "You need to remember that you are loved by our Father in Heaven and His Son and our Savior, Jesus Christ."

He encouraged the executives to "take advantage of this week" by paraphrasing D&C 43:8, that is, to "teach and edify each other for the benefit of the Church, and I will insert, my business, my family and any other righteous endeavor in which you're engaged."

Willes also shared a lesson he learned at the first General Conference he attended as a newly called counselor in a stake presidency. He recalled he took "copious notes on everything that was said. At the end of that conference, President Kimball, who was the Prophet at that time, got up and said he had made a long list of things to do. Notice the difference: He had written down impressions that came to him as to what he should DO."

"Some of you will have the Spirit whisper to you, 'You need to help.' May I suggest," Willes said, "that you listen and write it down, and then bind yourself to act - to do it."

### Sheri L. Dew Speaks

In her remarks, Dew pointed out the Cultural Center and BYU-Hawaii are developing leaders to return to the islands and Asia, "and isn't that what's happening at BYU Provo, BYU Idaho and, for that matter really, throughout the Kingdom."

She said in her current position she has learned a prevailing lesson: "It is impossible - I'll say it that adamantly - to see any organization succeed long-term if there aren't leaders throughout the organization." Dew added that, in this sense, "organization" could also refer to the family and the Church.

She encouraged the participants to look to the ancient and modern prophets to exemplify the key traits of leadership. "Number one, a true, pure leader is humble...and understands three things very clearly: The leadership is not about them - it's about the people they lead. It's about lifting others, not exalting themselves. They understand where their talent, skills and abilities come from; and it's not from them. And, leadership is not about having power: It's about using the influence you have to help others."

"Who is a more dynamic leader than President Gordon B. Hinckley?" Dew asked. "It would not be possible if we expected him to do everything. If you want an organization, a family, a humanitarian organization, a company, any kind of community endeavor to work, you need leaders all the way through; and it may mean the paramount responsibility of the person where the buck stops is to develop the leaders."

### PCC Welcomes BYUH Sailing Canoe Iosepa to Hawaiian Village

Exactly five years after thousands of people celebrated the launching of BYU-Hawaii's sailing canoe, Iosepa, at Hukilau Beach, the PCC hosted a small group of Presidents' Leadership Council members, BYU-Hawaii leaders, Hawaiian language immersion keiki (children) and others



# Imua Polenisia

gathered in the Hawaiian village on the morning of November 3 to celebrate the new halau wa'a or learning center that will be built there and also serve as a permanent berth when the beautiful 57-foot twin-hulled canoe is not sailing.

After traditional protocol, William K. "Uncle Bill" Wallace III, Director of the BYUH Jonathan Napela Center for Hawaiian Language and Culture Studies which uses Iosepa as a floating classroom, told of working in the Hawaiian village as a boy, helping Jubilee "Pop" Logan - PCC's first Hawaiian village "chief" - make the imu (earth oven). "I had a dream where I saw Pop Logan with 'Ma' (Eugenia) Logan here in the Hawaiian village, and at that moment I realized that the home for Iosepa was to be here, in honor of them, in honor of all our kupuna (ancestors)."

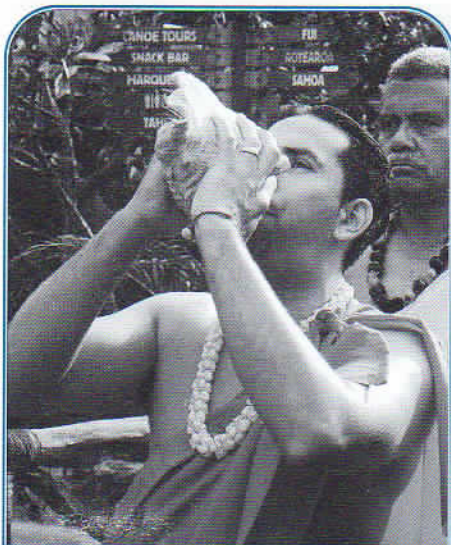
"What we're doing is not just for us, but it's for the future," Wallace added. "There's no doubt in my mind that once Iosepa is here it will help unlock the windows of heaven, and that blessings will descend upon this place to help the work go forward."

PCC Board and PLC members Ira A. Fulton and Mark H. Willes, who have made significant donations for the canoe and the new halau wa'a, also spoke. "I can't tell you how honored I am to be here in this setting," Fulton said. "Thank you for allowing me to participate."

Willes recalled that when BYU-Hawaii President Eric B. Shumway was seeking funds for the canoe five years earlier, he talked about the "feelings that people from the community, university and PCC had" because of Iosepa. "They would come, they would touch and they would feel a special spirit about the canoe."

"He then talked about how there was a building of bridges between the Center, the university, the community and the extended community here in Hawaii," Willes continued, "and as he spoke, the Spirit spoke to us and said, 'You are to help them build that house.'"

Willes pointed out when the new halau is finished, Iosepa will no longer be "in a back lot behind the university where nobody can see it. It will be here in this place where hundreds of thousands will come every year to see, touch and feel. And as they feel the spirit of this place, they will honor the Hawaiian heritage and the remarkable people who have helped make this place so special."



Conch Shell Greets Special Guests



Business Conference V.I.P.s



## Aloha to Our Newest Missionaries

Several new service missionary couples and singles have arrived since the previous issue of Imua, including:

### Elder Richard and Sister Carol Chase

The Chases, who now live in Syracuse, Utah (near Ogden) and formerly in Pocatello, Idaho, are assigned to the Physical Facilities warehouse during their 18-month mission here. They also previously served a proselyting and office mission in Rome, Italy.

Elder Chase, who spent 24 years in the Army Reserve, retired recently after 45 years in their family-owned greenhouse and nursery business. He also worked in community banking. In addition to raising their seven children (plus they have 17 grandchildren), Sister Chase also worked in the family business and raised llamas for 10 years.

The Chases said they visited the Cultural Center three or four times before their mission call. "I have a sister that lives in Kauai, and we have a daughter who lived in Kona, so this was our vacation spot," he explained.

"Now, we can really see the importance of working with the people here and making PCC a viable enterprise for the Church and community."

"It's perfect for me," Sister Chase added. "We have the opportunity here to put forward the name of the Church more than they do in some missions and most of the Visitor Centers."

### Elder Robert and Sister Billie Dewey Jr.

The Deweys, who are from Chino Hills, California (near Anaheim), started their 18-month mission on November 1. He is a mechanical engineer helping with planning in Physical Facilities, and she divides her time between the Islands Office and the Hawaii Mission Settlement.

Elder Dewey, who graduated from Long Beach State University, retired in 2005 after 41 years with the same company in Long Beach, where they both grew up. After their three children were grown, Sister Dewey worked in education and public relations. The couple also has three grandchildren.

They first came to PCC 19 years ago on vacation. "We enjoyed coming here. It was the highlight of our being in Hawaii," he recalled, adding they were surprised to be called here to serve.

"We thought of applying for different places, but then at the last minute my husband decided we would just be called," Sister Dewey said. "I figured every time I counsel the Lord, I get myself in trouble," he added.

"We're learning a lot," he continued. "This is a great place and we're really enjoying it."

"The people are warm, friendly and very humble," said Sister Dewey, "and we're happy to be here."

### Elder Earl and Sister Lily Kahalehili

The Kahalehili are serving a 12-month, part-time mission in the Hawaii Mission Settlement. They spend the remainder of their service time at the Laie Hawaii Temple where they were previously fulltime ordinance workers.

The couple, who are originally from Honolulu and Molokai, respectively, spent 40 years living in Southern California before moving "back home" to Kailua in 1999. They have a blended family of nine children.

Elder Kahalehili retired after 30 years in the U.S. Marine Corps, including three tours each in Japan and Viet Nam, and then went on to a second career in Southern California. Sister Kahalehili retired from the U.S. Postal Service in Orange, California, after 37 years. While in California, the couple "served with the Cambodian Branch in Santa Ana in the Irvine



Elder and Sister Chase from Syracuse, Utah



Elder and Sister Dewey from Chino Hills, California



Elder and Sister Kahalehili from Hawaii



Stake for four-and-a-half years," and also served in the San Diego Temple.

"We feel happy to be serving here. It's a special calling, and we really enjoy it," he said. "We feel a beautiful spirit here among the workers. It's almost like going to the temple."

"I love our new calling," Sister Kahalehili added. "I love the other workers and missionaries. They're all so helpful. It's a good feeling to be around them."

## Sister Fetalaiga Nautu

Sister Fetalaiga Nautu, who lives in Hauula, started serving a six-month part-time mission this month in the Samoan village. She also serves two days a week in the Laie Hawaii Temple.

Sister Nautu, who is originally from Sapapalii, Savaii, first came to Hawaii in 1962 and was one of the original workers at the Polynesian Cultural Center in 1963. She later transferred to BYU-Hawaii, where she eventually retired from Food Services.

"Working here reminds me of when I was a girl in Samoa," she said. "For example, I'm weaving coconut-leaf balls with four and six strands. That's what we used to play with in those days." She added she enjoys working with the students. "It's good for them to come here and learn more about Samoa."

Sister Nautu has three children, five grandchildren and one great-grandson. "They're all here in Hawaii," she said.

## Elder Raymond Tatton

Elder Tatton, who is from Draper, Utah, has already completed about three months of his 18-month fulltime mission at PCC. During the daytime he works in Physical Facilities, and helps in Food & Beverage in the evenings.

"I love being here. It's awesome," said Elder Tatton. Like the labor missionaries who built the BYU-Hawaii campus and PCC many years ago, he said he's learned some new skills, including pouring concrete and putting in drains. "I helped tear down the backstage area in the Pacific Theater and I'm helping Elder Shoemaker with the canoe dock handrails. I also drive some of the heavy equipment. I learned how to drive the Bobcat, forklift and some of the other equipment."

He added the people he works with are "super cool."

## Elder Mike and Sister Cathy U'Ren

The U'Rens, who live in Orem, Utah, started their 18-month mission at PCC on November 6. He has been working so far in evaluating all of the fire safety systems at the Center, and she works with the Seamstresses and in the Hawaii

Mission Settlement. "He's also an expert on preventative maintenance systems," Sister U'Ren said.

Primarily a homemaker, Sister U'Ren said she owned a home-based hand-quilting business for 25 years, and now feels right at home at the PCC: "I love Hawaiian quilting. It's beautiful. I've already finished one of my own designs, and we're working on having it published. That one has a whale motif, and we're working on a Hawaiian name."

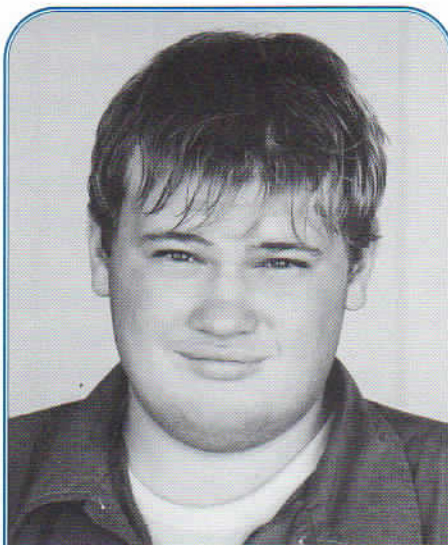
He retired about six months ago as an engineering manager from Intermountain Health Care, after working for 27 years in various medical facilities in Utah County. As a young man he served a mission in Argentina North.

"It's wonderful here," said Sister U'Ren, who explained their family of four daughters first came as visitors about 15 years ago, and returned with her parents last year. "They were just amazed and loved every minute they were here." The couple also has 13 grandchildren.

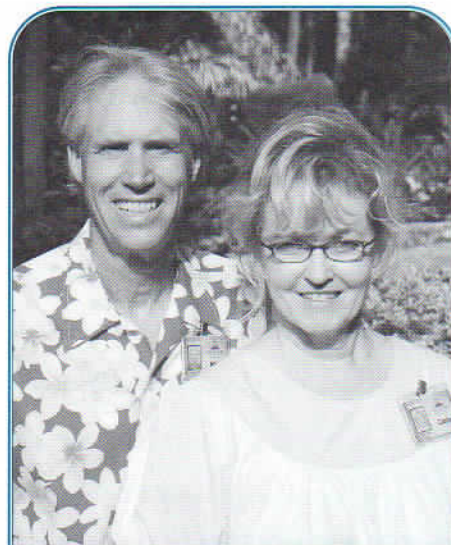
"It's like being in heaven here," said Elder U'Ren. "The people are so loving and talented."



Sister Nautu from Hawaii

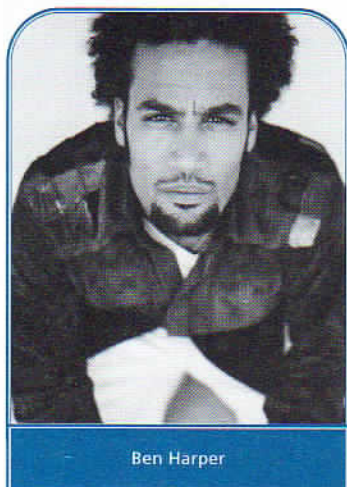


Elder Tatton from Draper, Utah



Elder and Sister U'Ren from Orem, Utah



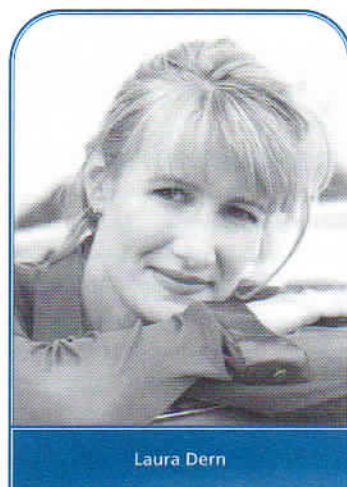


Ben Harper

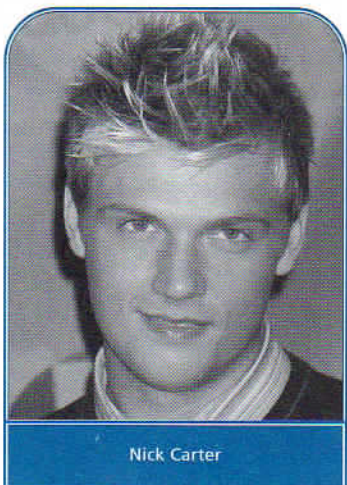
## Guess Who Stopped by in 2006

Ben Harper - "The evening show was amazing! We really appreciate the kindness and hospitality shown to us. Our family enjoyed our visit and we look forward to visiting again."

Laura Dern - "We are so happy to have visited here. This is truly a neat place and the evening show was just spectacular. The employees were very warm and friendly to us. It's also neat to see students working here to pay for their education. I'm really glad we came. I LOVED the experience".



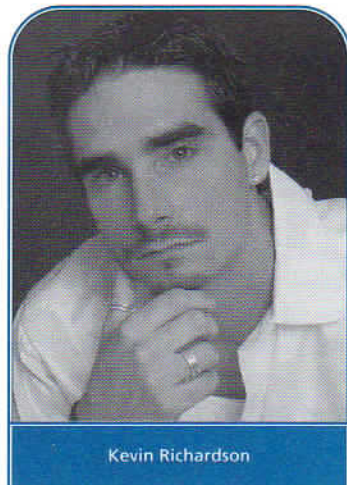
Laura Dern



Nick Carter

Nick Carter (Backstreet Boys) - "The food was great at the Alii Luau and the people here are very friendly. We were treated very special."

Kevin Richardson (former member of the Backstreet Boys) - "This is such a wonderful place. As many times as I have visited Hawaii, I never had the opportunity to visit the Polynesian Cultural Center, in fact I never heard of it until this trip. This is really a special place and I wish I could stay longer to enjoy it more. We have been treated so well here, our guide was excellent. I can't wait to bring my wife and family to visit the PCC very soon."



Kevin Richardson



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