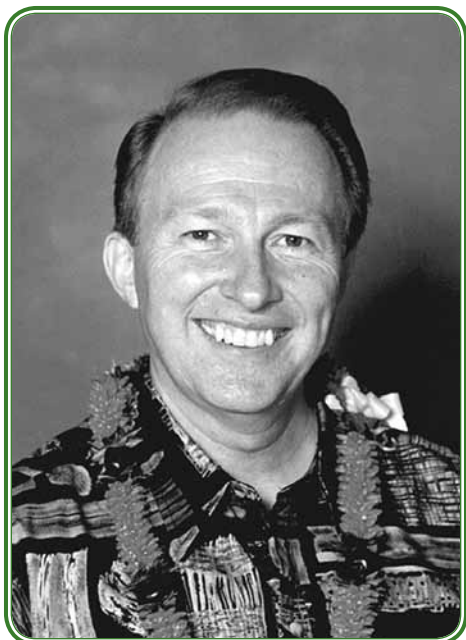


Imua Polenisia

A Bimonthly Newsletter from the
Polynesian Cultural Center



President Orgill: Looking Back, Looking Forward

Despite many challenges, we can celebrate 2009 as an incredibly successful year for the Polynesian Cultural Center, and with your continued support we can look forward to more exciting things in 2010 and beyond.

I remind you that in the Spring of 2008 Aloha Airlines and ATA went out of business, and Norwegian Cruise Lines sent two of its ships out of the Hawaii market. That was the beginning: We soon saw worldwide uncertainty. The economy began to slide in the U.S., and we were looking at a very difficult future. At the Center we didn't know exactly where our prospects would lead us, so we began to tighten our belts in a variety of ways.

The team pulled together and worked through that year, hoping economic conditions would be better in 2009; but instead, the worldwide recession worsened and our attendance continued to slide. We had to make further adjustments that would allow us to at least break even with a lower number of guests.

I'm very pleased to report that all of you worked together to make a lot of good things happen and have made it possible to survive the difficult and bumpy economic times in 2009. In the most dramatic example, our Haunted Lagoon event in October drew almost 45,000 guests and involved hundreds of community and BYU-Hawaii volunteers.

In other areas, we made enormous progress in maintaining and improving our physical facilities; and generous donors continued to be supportive of us, as they learned of our needs and felt your spirit. I've sat with many of them, and heard their testimonies of how the Spirit touched them in assisting us to keep the Lord's work moving along at the Center.

We were also blessed last year to have a group of Latter-day Saint reporters from Church-oriented media here for a week. They published a whole series of articles, and the Center got a lot of positive publicity.

I appreciate everyone who recently participated in our annual employee survey. We're grateful for the feedback, and pay attention to it. I'm pleased to report that the percentage of you who rated your overall satisfaction as excellent increased in 2008 over 2007, and went up yet again in 2009 over the preceding year. Isn't it remarkable that with all the challenges of these difficult

times, our overall employee morale continues to improve? That's very commendable.

Now, even though there are still challenges and difficult trends in the visitor market place, we foresee good things happening at the Center in 2010; and I am so grateful for the role that each of you play in adjusting to those challenges and continuing to move forward.

Despite the trends, there's so much that's good, healthy and positive about the Center. Despite the challenges, we're doing remarkably well. This is a tribute to each of you, and it's also a reason why we ought to always express thanks to our Heavenly Father for the blessings He continues to provide us. Without His help, we know that none of this would really be workable.

The mission of the Center continues, and people's lives will continue to be touched: They come here and feel the Spirit. So many are introduced to the Gospel here. Students continue to be prepared for their future responsibilities. It really is an incredibly remarkable thing.

Often times, life brings us challenges that

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Special Events: 20 years of Moanikeala Hula Fest

"The 20th anniversary was wonderful," said PCC alumna Sunday Mariteragi on January 16, 2010, after 11 groups — including dozens of dancers from Japan — performed in the Center's latest Moanikeala Hula Festival. While some of the groups, or halau, appeared for the first time, several others have come every year.

Mariteragi encouraged the Center to start the hula festival to honor Aunt Sally Moanikeala Wood, her real aunt and the Center's first kumu hula. Aunt Sally, who was partially raised in Kahana, taught hula to hundreds of PCC student performers from 1963 until she retired in 1980. After that she became a hula consultant until she passed away in January 2000.

"Aunt Sally is still alive and well right here at the festival," said PCC Cultural Director Cy Bridges, who oversees the Center's special events and went through uniki or kumu hula graduation ceremonies under Aunt Sally's tutelage along with hula brother Keith Awai and sisters Mariteragi and Ellen Gay Dela Rosa. He noted that one of his favorite memories of Aunt Sally "was watching her perform, because she was majestic. She was real... We were very lucky to



Dancers from Halau Hula Olana, which has performed in every Moanikeala Hula Festival: The Islands of Samoa also honored their kumu hula, Olana Ai, who is part-Samoan.

have Aunt Sally as our kumu in those days."

Aunt Sally's daughter, Michelle Camit — a former PCC dancer who now lives in Kahuku and is a housekeeping supervisor at Turtle Bay Resort, added, "As a hula teacher, she was very strict, but she loved the kids. They were very important to her."

Mariteragi, Camit's cousin, agreed. "She loved them so much. She had them at her house. From the Old Gym, she would be at the beach with them. Sometimes she would scold them so much, because they weren't dancing right, and then she would cry and say I'm sorry for scolding you. That's how much love she had: She didn't want to scold."

Kumu hula Kela Miller — an original PCC hula dancer in 1963 — provided one of the highlights of the festival when her Halau Hula O Kekela chanted a welcome for all of the dancers who came from Japan, then presented them with gifts.

The final highlight came at the end of the festival when all the kumu and others danced together to Aunt Sally's name-song, the hauntingly beautiful Moanikeala.

Haunted Lagoon a huge success

The 2009 Haunted Lagoon event, which ran throughout the month of October, drew almost 45,000 people and by all measures was a huge success.

At a recent PCC Team meeting, President Orgill thanked everyone for all the extra

effort put into the event, including a large number of volunteers from BYU-Hawaii and the community.

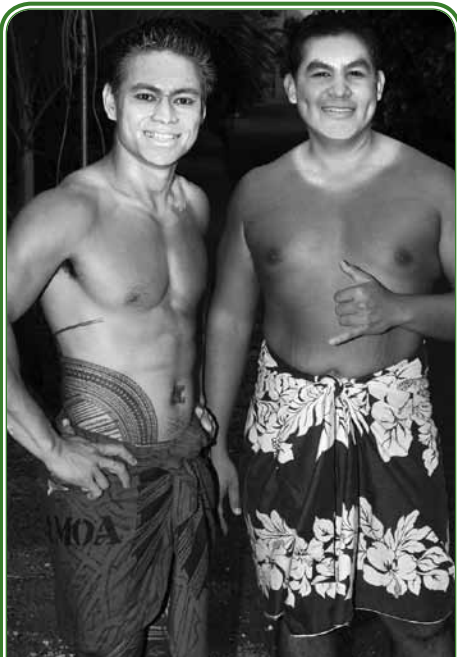
"Most of you are aware that we had over 400 volunteers from the community assisting us. We simply couldn't have done it without their help," he said. "We're immensely grateful for all of those who participated and helped contribute to the success of the PCC. It took a huge effort. It's the kind of evidence of what can happen when everyone pulls together."

President Orgill also said the Center is looking at adding Haunted Lagoon packages for Japanese visitors next year.

PCC sets remaining 2010 events

The Moanikeala Hula Festival traditionally kicks off the Center's schedule of special events, that this year includes:

- The 18th annual World Fireknife Championship and Samoan High School Cultural Arts Festival from May 13-15.
- The 10th annual Te Mahana Hiro'a o Tahiti children's Tahitian dance competition, July 10.
- Te Manahua Maori Festival, celebrating kapa haka or traditional Maori songs and dances, in August.
- The third annual Haunted Lagoon during October.



Behind the Haunted Lagoon scenes: Hundreds of volunteers helped.

PCC Publishes New Ha Breath of Life DVD

PCC In-Center Marketing has fully released its new Ha Breath of Life DVD. “Actually, we’ve had a limited release since mid-December,” said department director Kealii Haverly.

He noted the Ha DVD is on sale at all PCC gift shops and online for \$30, but will be sold at \$20 each when combined with other gift shop purchases. It features the complete production of Ha and a 28-minute behind-the-scenes look at the creation of the new night show, including clips from Invitation to Paradise in 1981 and This is Polynesia in 1985, as well as interviews with PCC executives, managers, and students workers.

For example, BYU–Hawaii student and Maori dancer Roimata McGregor, speaks of the “knowledge and experience I wouldn’t have gotten if I had gone to any other university or if I worked at any other place. I have a much wider perspective of the world and life through the show, the story and the things that it portrays. If my family were to see me, they would say that I’m a very different person than before I came here.”

Telesia Tonga, a Tongan cultural choreographer and composer, said, “I think for the rest of my life I’ll reflect on this opportunity to be a part of Ha. It’s been an amazing experience and the opportunity for a younger generation to be invited into a cultural experience that will change them forever. I know I’m a better person for having come to the Polynesian Cultural Center.” She added that her years at the Center have enabled her to “examine what it really means to be Tongan, to be an ambassador of aloha, and to understand that aloha is the same as ‘ofa [love in Tongan].”

“Part of what we wanted to do is to find more effective ways to find the beauty and the message of the cultures of the island nations of Polynesia to all of the guests who come,” said PCC President Von D. Orgill. “And we

wanted to find if there’s a way to take this to a completely new level, building off all of the marvelous experiences of the past.”

Haverly also announced the blu-ray™ version of the DVD “will be out sometime in the first quarter of 2010, and we also have a full line of Ha merchandise in our gift shops, as well as several other products that are in production right now.”



Center alumni Gary Smith and Vernice Wineera directed and edited the DVD, under the direction of executive producers Haverly and Raymond Magalei, PCC Director of Marketing.

Hoki Mai: Fitzgerald leads Aotearoa Islands

The Polynesian Cultural Center recently hired Seamus Fitzgerald — for the fourth time — and appointed him Islands of Aotearoa manager. He and his family arrived from Turangi, New Zealand, a week before Christmas. “I went through the interview process through conference calls,” he said.

Fitzgerald explained he previously worked from 2003–06 as the PCC’s Maori cultural ambassador, then returned home to take care of family affairs after his mother passed away in 2005, and to work on a doctorate degree in Maori Studies. “But I ended up being called as a branch president in Turangi — a long way from the university, and working with youth as a counselor for drugs and alcohol.”

“I also got involved with Maori culture and a lot involved with my children,” he continued. After being home for about a year he began pondering his PCC experiences: “I had a strong feeling that my whole life had led to me to being at the Cultural Center, using my talents and leadership skills with the culture, students, and also in fulfilling the mission of the PCC. When the position opened up, I was the first to apply. I knew this was the place I was supposed to be.”

Like many others, Fitzgerald originally

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came to the Center as a student, working from 1993–96. Returning the following year, he graduated from BYU–Hawaii in 1999 in Pacific Island Studies and went back to New Zealand to earn a master’s degree in Maori Studies from Massey University.

Asked his latest impressions, Fitzgerald replied the “biggest change is Ha and hearing about the excitement that surrounded the Haunted Lagoon... Another thing that I’ve noticed, taking nothing away from the past, is that I believe the people who are here now are the right people. From what I’ve experienced, they have the right attitude. The urgency is lifted. The integrity is lifted.”

For example, he said, “We’ve got an awesome team, one of the strongest teams the Islands of Aotearoa have ever had.” He also said he was grateful for his wife — née Jelaire Kekuaokalani, a PCC alumna from Laie — “who gave me a lot of years in New Zealand.”

“It’s a great and exciting time to be here at the PCC, to be a part of it all, and to see where we’re going next,” Fitzgerald said. “I can see that the Cultural Center is going to be blessed, more so because of the integrity of the workers that are here.”



Seamus Fitzgerald

2009 Results: 'Something To Be Happy About'

Chief Financial Officer David Ralph pointed out at the January 22, 2010, PCC Team meeting that preliminary financial analysis showed the Center's overall results in 2009 are "something to be happy about."

Ralph reported that guest attendance at the PCC last year was above budget, "with most of the increase attributable to the local market," and revenues were "slightly above budget."

"Commendable job, everyone. All of us should be happy with the results throughout the year," he said, referring especially to the Haunted Lagoon event in October which brought in almost 45,000 extra guests. "We basically doubled what we had done [with that event] in 2008. That's a great success story."

2010 outlook

In an earlier PCC Team meeting, J. Alan Walker, Director of Sales, looked at Center results from a sales perspective and explained that because of the economy, "visitors are spending a lot less than they have in the past."

The Center is not immune to that, but the successes we've seen nonetheless have been quite significant. We expect that same trend will continue in 2010." For example, he said "bright spots" include:

■ The Hawaii State Department of Business, Economic Development & Tourism (DBEDT) has predicted "modest gains" for the new year, based on new markets.

■ "Sometime in the first quarter, for the very first time there will be direct flights from mainland China to Honolulu... They are now able to come to Hawaii as a leisure destination," he said, adding that per-day spending by Chinese visitors is higher than the Japanese market. "A small percentage of them have high income, and they spend a lot."

■ Walker also pointed out that South Korea, since late 2008, has been re-included in the U.S. visa waiver program, making it easier for people from there to travel to Hawaii. "We've seen an increase of 26 percent year-to-date," he said, adding he expects that number to go higher. "A lot of our increase

will be coming out of Asia, and we're very well equipped to handle that — better than any other attractions in Hawaii. We look forward to seeing more of these visitors."

■ Walker said 2010 marketing will focus on the PCC's new night show, "which has literally given the Center a fresh new breath of life. It's been extremely appealing to all of our customers. All those who have come to see it have said wonderful things."

"I believe it's the will of the Lord that we have this type of success. Even so, it requires a lot of work on all of our parts," Walker said. "I believe that the successes of the past and the present of the Polynesian Cultural Center have a lot to do with the personal worthiness of each individual that works here."

And the Awards Go To...

Customer Experience Manager Kathy Tolleson bid a "special thank you" at the PCC Team Meeting on January 22, 2010, in passing out the most recent clean-up campaign and service recognition awards.

November 2009 clean-up awards went to the Hawaii Mission Settlement, 1st place; Islands Office and Banyan Tree Concessions, 2nd place; and The Gateway and Ambassador Restaurants, 3rd place. December '09 awards went to The Gateway and Hawaii Mission Settlement, 1st place; Tahiti and Fiji islands, 2nd place; and Hawaii, Aotearoa, Hale Ohana and Reservations, 3rd place.

The following received outstanding service awards for December: David Tiave and Telesia Tonga, Theater; Elizabeth Tapusoa, Reservations; Aliimau Toelupe, Operations; Scott Hirshi, Sean Keanaaina, Stephanie Bouzige, Ying Xie, Arnold "Nolo" Lavaki and Nephi Tanuvasa, Guest Services; and a long list of Food & Beverage staff, including:

Wolfgang Brunner, Adam Christiansen, Allison Tui, Bezaleel Pulla, Chris Mercier, David Galeai, Elizabeth Molitika, Emma Telefoni, Hadji Gamil, Harry Haime, Hoku Ah Loy, Jeremy Nguyen, Jocelyn Lopez, John Cacal, Krishnan Apelu, Laukau Finau, Lili Filipo, Liliana Lavulavu, Linda Sieg, Losa Moors, Louis Felesi, Lucas Matagi, Luisa Piutau, Manusiu Tau, Michael Aki, Michael Brown, Miga Jargal, Paul Merrill,

President Orgill: Looking Ahead

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we don't expect or anticipate, or probably wouldn't choose. Yet, as we continue to strive and be faithful we must never give up. The Lord reaches out and blesses us as individuals and families, and He has and is blessing us at the Polynesian Cultural Center.

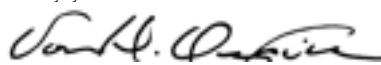
Through all of the ups and downs, thank you for never giving up. Thank you for always trying to accomplish what the Lord wants us to do here, for continuing the process that is required to bring down the blessings of heaven.

I express my love and gratitude for the work you continue to do each day, for the wonderful successes that have been accomplished and achieved. I want to also thank you for the sacrifices I know many of you make to keep it all happening. I want to thank you for the lives that you're living — that allow, facilitate and encourage blessings

from on high.

I want you to know that of all the places I've lived and all of the people I have known throughout my life, there's not a group I have more love for than for each of you. There's not a group that I have more admiration and respect than I do for you. There's not another group that I have ever seen or associated with that displays on a constant basis the kind of faith that I have seen in you.

I feel so honored to be associated with you...and I pray that the Lord's blessings will attend and be with all of us in 2010, that we will always keep caring and loving as we work together and reach toward heaven, that we will continue to see the miracles our Heavenly Father has wrought here for so many years.



Von D. Orgill
President

Pisal Touch, Puletunu Roberts, Raze Liva, Regina Valentine, Richard Balisi, Scott Ault, Sesi Liningsih, Sokham Heng, Misty Keanu Taufaomanutaeao Leato, Vonnice Fereti, William Ili and Yuji Yin.

In complimenting all of them, Tolleson shared excerpts from several letters, including one from Relief Society General President Julie Beck, who wrote of the “first-class experience” she and her party enjoyed at the Center, including a “world-class performance” of the night show.

Former Board Chairman Sends Mahalo

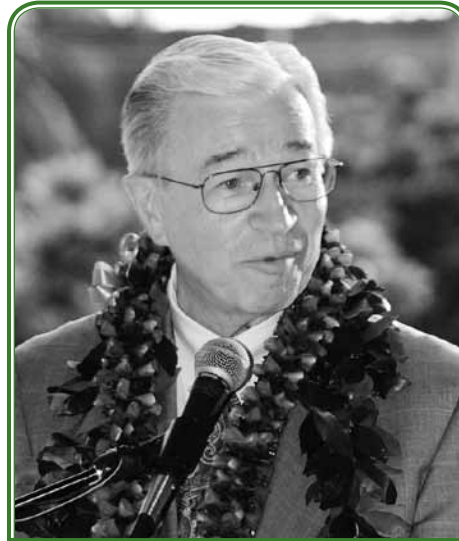
President Von Orgill reported that the Center’s Board of Directors recently presented its former chairman, Mark Willes, and his wife Laura, with a large ceremonial fire knife and a Hawaiian quilt for his years of service. Willes went off the board when the First Presidency, which now oversees the PCC, named him as president and CEO of Deseret Management Corporation, and Richard Marriott as the new PCC chairman.

Willes, previously president of the Hawaii Honolulu Mission, sent a thank-you video in which he said, “It’s with very mixed feelings that we have had to stop our service on the board and our official connection with Polynesian Cultural Center, although we will never have you out of our heart.”

He said the unique gift “represents the

artistry, craftsmanship, and the heart and soul of people who live and serve at the Polynesian Cultural Center.”

As a veteran of many boards, President Willes offered this special appreciation: “The board of the Polynesian Cultural Center is unique. I love you. I’m grateful to have had the chance to serve with you.”



Mark Willes

“I want to express appreciation to the management of the Polynesian Cultural Center. It is a unique institution that requires an absolutely special combination of skills. Hard-headed business decisions have to be made, but they have to be made with love, sensitivity and concern for the cultures,

people involved, and of course for the guests who come. I have watched the managers make these decisions over the years not only with courage, but also with inspiration. It has been an inspiration to me to be involved.”

President Willes also expressed appreciation “to those who work and serve at the Polynesian Cultural Center. For all those years we have come to the Center, we have felt healed, loved and strengthened by those who have met us there.”

“Please know you are in our hearts, and will always be in our hearts. Please know that we admire what you do. Please know that we love you. Aloha.”

President Orgill also reported that when President Monson asked the former PCC board chairman to accept his new DMC responsibilities, of course he accepted, “but inside he felt his heart tearing, because he feels so connected to this place that’s been so much a part of his life for so many years.”

“He asked me to ‘please let everybody know how much I love them and miss them, and look forward to seeing them again some time,’” President Orgill said.

Meet the New Service Missionaries

Several couples have arrived at the Center since the last issue of IMUA Polenisia:

ELDER TERRY & SISTER CHARLENE BREIT

Elder Terry and Sister Charlene Breit arrived at the PCC in October from Santa Maria, California to serve an 18-month mission. He is a retired mechanical engineer working in Maintenance, and she works in Human Resources.

Elder Breit earned his degree from California State U. in Northridge, and retired on the last day of 2005 from 38 years of mechanical engineering — the last 28 building rocket launch pads. “Three-and-a-half

weeks later Salt Lake [City] called me to the Nauvoo Temple as an assistant engineer,” he said of their first senior service mission. Sister Breit, a BYU Provo graduate who was a young missionary in Harrisburg, Pennsylvania, primarily worked in the medical profession, including office management. They have a blended family of 7 children and 11 grandchildren — with 12 and 13 on the way.



The Breits

Apelu to Head 50th Anniversary

President Von D. Orgill announced at the January 22, 2010, Team Meeting that Senior Vice President Leilua Logo Apelu will chair the planning committee for the PCC’s upcoming 50th anniversary in 2013.

“This year we’re going to begin planning for that grand celebration in earnest, to make it the kind of success we want,” President Orgill said. “We want to make this event incredibly special, as we honor those who have been a special part of the Center over these years. We expect many alumni and their families will come back.”

"We both knew we were going to serve as senior missionaries, and the Lord blessed us with Nauvoo," he said. "Then this one came along, and we've been blessed again. The young people here are just wonderful. I'm also amazed at the amount of work that gets done with the relatively small staff. There are some wonderfully dedicated blue-shirt employees here who do great work, and it's a pleasure to serve with them."

ELDER MAX & SISTER KAREN DUMMAR

The Dummars, who came from Eagle, Idaho (but lived for many years in Bellflower, California), arrived in September for an 18-month mission. He serves in the Motor Pool and she's in the Hawaii Mission Settlement.

Elder Dummar — a high-pressure certified pump repairman and instructor who's worked 45

years in that field, including a two-year stint in Israel 12 years ago — said he's taking a hiatus from his job to serve this mission.

Sister Dummar was a homemaker to their 11 children; and, after they were grown, she graduated in flower decorating for weddings, worked as a wedding planner, and also owns a home décor store.

ELDER BOB & SISTER SUSAN GOURLEY

The Gourleys, who are from Bountiful, Utah, arrived in September for an 18-month mission. Both are assigned to PCC Receiving, and previously volunteered through a BYU Provo English teaching program for a school year in Guangzhou, China.

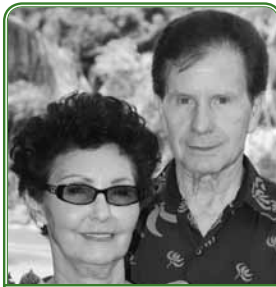
Elder Gourley, who has worked for 45 years in industrial rubber sales, is on hiatus from his

own small industrial supplies business. Sister Gourley retired after 21 years of teaching elementary education in the Granite School District, in Salt Lake City, Utah. The couple has four daughters and 11 grandchildren.

"The people are wonderful," she said, "and people back home ask us what we did in our former life to come here."

ELDER ARNOLD & SISTER KATHY PALMER

Elder and Sister Palmer call Kingwood, Texas, home; but he was born and raised in Laupahoe on the Big Island, where his maternal grandparents from the Azores, Portugal, migrated. "To me, it's like coming home," he said.



The Palmers

The Palmers arrived in November to begin serving a 12-month mission. He is assigned to Human Resources, and she splits her time between the mailroom and the Hawaii Mission Settlement.

Elder Palmer retired about a year-and-a-half ago after splitting his 37-year career working in HR senior management between Fortune 500 aerospace industries in the San Diego area and energy services companies in Houston. Most recently he worked for Halliburton and one of its subsidiaries, which took him to the Middle East for several years, including eight months in Iraq. He has also done consulting work.

Sister Palmer has been a homemaker for their two children, two of whom have passed away. Before coming to the Center, she and her husband served as part-time missionaries in the Bishop's Storehouse in Houston.

ELDER BOB AND SISTER KAREN TEEL

Elder and Sister Teel arrived from Pleasant Grove, Utah, in October. He is a Physical Facilities engineering project manager, and she works with the Seamstresses.

Elder Teel earned his electrical engineering degree from USC and an MBA degree

from BYU. She studied at Pasadena City College and BYU, and has been a homemaker for their eight children and 26 grandchildren.

He previously owned a construction company in Salt Lake City for 10 years, taught construction management at BYU for one year, and worked as chief project manager at Disneyland for 10 years. Then he retired — for the first time, went to work for the State of Arizona for five years "as an assistant director of all their construction," retired again about five years ago, and after sold commercial real estate in St. George, Utah, for three years.

"There's such a great purpose to what PCC and BYU-Hawaii are doing," Elder Teel said.

ELDER DELWIN & SISTER LINDA WILSON

The Wilsons, who arrived on October 3, 2009, are from Ivins, Utah. He's assigned to Maintenance, and she divides her time between Wardrobe and Food & Beverage.

This is their first senior mission, but Elder Wilson served in the East Central States as a young man.

The couple has seven children and 21 grandchildren. Both are retired: Elder Wilson worked for the Church for over 26 years as a building maintenance mechanic in the Ivins area. Sister Wilson worked with her husband for the first seven of those years, then ran an ambulance service, and for the past 18 years was a custodial supervisor in the St. George Temple.



The Teels



The Wilsons



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