

26 FEB 1993



# IMUA POLENISIA



THE VOICE OF THE POLYNESIAN CULTURAL CENTER



*Center Hosts Cook Islands Prime Minister*

# PRESIDENT'S MESSAGE

Lester W.B. Moore

Last month we reviewed our 1992 performance – which was outstanding. It is appropriate and fitting we now target our focus on 1993 and beyond.

This year marks the *first* time we have in place the combination of

1. A new approved Mission Statement that drives all our programs.
2. A Strategic Long Range Plan where strategic issues are clearly defined and implemented.
3. A Marketing and Sales plan with definite objectives that are tied to the budget and individual Standards of Performance.
4. Budget formats that reflect and measure the results of all functional responsibilities at PCC.
5. A learning organization with ALL senior management participating in the planning and execution process – along with many of our front-line employees.
6. An increase in attendance and market share over 1992 – despite the continuing downturn visitor economy in Hawaii.
7. BYU-Hawaii senior students actively participating in strategic planning sessions as well as in marketing and sales meetings.
8. A specific strategic planning

process explained to ALL PCC employees at four quarterly State of the Polynesian Cultural Center meetings.

9. Monthly devotionals involving employees and management at all levels.

10. Large scale community volunteer projects at PCC for the first time in over 20 years.

11. Engineering, legal and electrical service missionaries working at contributing significantly at the Center.

12. A restoration of a sense of sacrifice by employees and our surrounding community.

13. An administration committed to taking an active role in key decision-making bodies that will shape tourism policy in Hawaii for the future.

14. Unprecedented cooperation and community involvement in the Laie master plan which incorporates PCC expansion plans.

All this did NOT happen by accident. It was a total team effort from our Board of Directors to each individual employee on the front-lines who strive to make the visit of each guest "an experience of a lifetime, each time they visit."

# PEOPLE & EVENTS

## "NO GUARANTEES FOR (PCC) SURVIVAL... MAKE CUSTOMER SERVICE A PASSIONATE PURSUIT"

A veteran business motivational speaker addressed the ongoing need for PCC employees to focus their collective efforts on providing the best customer service possible on a consistent basis.

Ron Hagemeyer, President of Venta, Inc., addressed PCC employees at a special meeting earlier this month at the IMAX Polynesia theater.

Venta operates 85 convenience stores in Colorado, Arizona and Wyoming, 40 of which it controls directly.

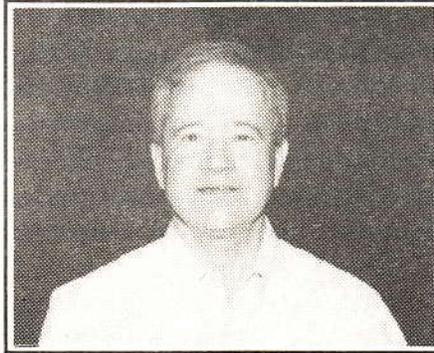
Hagemeyer reminded everyone that they were all customers at one time or another. "As an entity, PCC is a customer which must sell itself in order to attract the best employees. Because you represent the Center, employees must become skilled in satisfying customer needs.

"Excellence in customer service is vital to the life of PCC because its survival is integral to that of its sister institutions, BYU-Hawaii and the Temple, Hagemeyer added. It requires the Center to have 'VIGOR' within itself before employees can fully serve all its customers."

"VIGOR" signifies principles of successful business management, Hagemeyer said:

"V" represents "Vision" — The establishment of a set of values which outline a corporation's care and concern for its employees and customers. At the Center, it is our Mission Statement.

"I" represents "Incentive" —



Giving employees challenges to overcome and opportunities to excel and demonstrate initiative.

"G" represents "Growth" — Henry Kissinger said: "When you do not know where you're going, any road will take you there." Hagemeyer stressed the importance of planned growth with a constant focus on a blueprint for the future.

"O" represents "Outreach" — Every company must stretch beyond the needs of its own organization to encompass those of its immediate community. Indeed, it may expand to global limits within the framework of the company's mission.

"R" represents "Relationship" — It entails maximizing human resources with every employee feeling they are important partners with their employer.

With "VIGOR" firmly in place, success will result in every employee seeking the highest level of customer satisfaction. "Employees make or break a business," Hagemeyer said, "therefore the best interest of the company must be each worker's committed focus."

Hagemeyer warned of failing strategies and directions of the modern world. He admonished the Center not to take anything for granted, that there were no guarantees for survival. He called for the spirit of competition in this highly competitive

world. He described resistance to change as resulting in extinction like the dinosaurs.

"Change holds the future in its hands and results in more good than harm. The rapid changes in outside events compels even the Center to carry its own burdens, to remain focused in its directions," he said.

Hagemeyer urged PCC employees to incorporate into their daily performance the qualities of "ACE" or what customers look for in those who serve them:

"A" stands for "Attitude". The right attitudes for Center employees include being helpful, respectful and positive with every customer. It is having a keen awareness of who they are and determining the type of service each individual customer requires. It is portraying an attitude of accommodation and friendliness.

"C" stands for "Character". Each employee must exude this quality of secure confidence. It is maintaining eye contact and an air of truthfulness. It involves smiling, responding with spontaneity and solving problems with the knowledge of responsible empowerment.

"E" stands for "Enthusiasm". All employees should enjoy what they're doing which results in upbeat, energetic, happy performances. It is constantly reminding oneself that customers who complain are the best friends of the Center. Solving the problem of one may result in solving the problems of many.

"When the people of a company are strong, the company is strong. Excellence in performance is bread for you, your fellow workers and PCC. Make customer service a passionate pursuit," Hagemeyer concluded.

# Culturally Speaking

## Taboos in Polynesia

**T**aboo comes from the Polynesian word tapu meaning a restriction excluding something such as an object, idea or act from use, approach, or mention because of its sacred and inviolable nature.

The purposes of taboos ranged from protection of individuals and important objects to safeguarding the natural environment.

Taboo is one of only a few words to have entered into the vocabulary of the Western world; the others being mana, ukulele and tatu (tattoo).

Taboos played economic, social and religious importance in Polynesian society. Polynesians learned from early childhood to avoid infringing on the prohibitions of their culture.

Some taboos were so strict that only great chiefs could break it without pain of death.

One way of controlling the agricultural economy, for example, required a chief to impose taboos to ensure a prescribed quota of crops or protect a given kind of food supply (e.g. a species of fish) for the next harvest.

The taboo was indicated by the attachment of a piece of white tapa, a plant or a plaited representation of a lizard or shark.

Sometimes when a royal chief died or when there was a heavy drain on the food due to a natural disaster or result of war, a general taboo on specified foods was declared.

A stated time period was always established according to the degree of depletion of the banned food. A celebration of sorts was conducted at the close of a taboo ranging from a small kava party to an island-wide feast with much religious ceremony.

## Laua'e Fern Factoid

*Microsorium scolopendria*  
(*Polypodium scolopendria*)

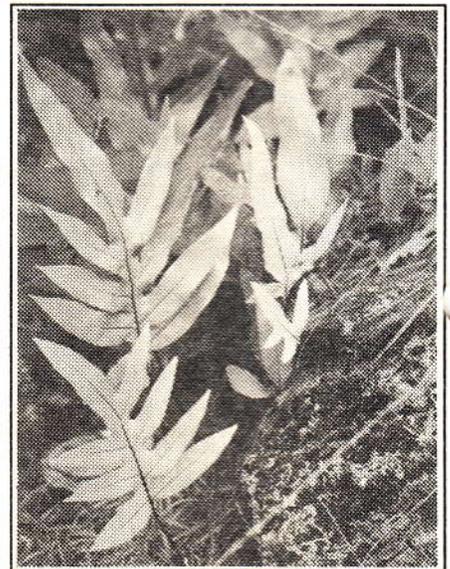
**L**aua'e ferns bear fronds that resemble breadfruit leaves. They are hardy and attractive and are woven into head wreaths. Their unusual snaky-green stems intertwine at ground level. The leaves are indented markedly to form finger-like lobes. The globular spore capsules depress the leaf fronds so deeply that their warty impressions can be seen from the top side.

## 'Olelo No'eau

Polynesian Proverbs – Samoan

"Ua taimalie o Ve'a"

A piece of good fortune for Ve'a. The ve'a is a bird often found near the cooking house. The words are used when anything very good is found, or any good news.



## Give Me Five!

**F**acts on the Kumulipo  
(Hawaiian Creation Chant)

1. It is a genealogical creation chant composed for chief Kalaninuimamao around the 18th century.
2. The intent of the priests who composed the Kumulipo was to trace the new-born chief's high social rank to his ultimate origins in earth's very beginnings.
3. Thus Kalaninuimamao was linked to the primeval pair in Hawaiian mythology who were Wakea and Papa.
4. They were the prototypes of the Sky Father and Earth Mother pairs found in other cultures.
5. The Kumulipo was translated into German in 1881 from which Joseph Rock made an English translation. The latest full English translation was published by Martha Beckwith in 1951 based on the comparison of several texts.

# EDITORIAL

## CULTURAL DIFFERENCES ARE RICH RESOURCES

by Rubina Forester

One of the themes I gleaned from President Bill Clinton's inauguration last month was that cultural diversity is important to the core of American society.

Indeed, it is vital to the core of the Polynesian Cultural Center. The diversity is seen in the cultural heritage of the employees; in the spectrum of support businesses which supply the Center's needs; and in the tourist faces which enter the Center daily.

Sometimes the diversity or

differences accumulate as negatives to worry and despair misguided individuals and groups. In most instances, however, differences are unearthed as rich resources for unifying people.

On any given day, the evidence of these differences can be observed with — Eusebio Batulan (Phillipines) discussing nursery department needs with Stella Keil (New Zealand); Jessie Maiwiriwiri (Fiji) and Mele Tovo (Tonga) conferring on a coconut leaf weaving project in the Mission Complex; Simi Niumatalolo (Samoa) reviewing recipes with Emily Kaopua (Hawaii) in the Gateway kitchen; Elisa Teriipaia (Tahiti) repairing a Night Show costume for drummer Ngatamaine Vainerere (Cook

Islands); and Ambassador guide Shellen Ma (Mainland China) reviewing Marquesan traditions with demonstrator Ann Edmunds (Easter Island).

To radiate a spirit of love and acceptance among all the people of the world is the mission goal of the Center.

While it may seem a lofty mission to those "looking in", those of us "looking out" have already established a firm commitment: to develop a spirit of universal brotherhood and sisterhood at the Center.

It is not only possible, but also vital for the future success of the Polynesian Cultural Center.

## PCC'S CODE OF CONDUCT

**"It is the policy of the Polynesian Cultural Center that certain rules and regulations regarding employee conduct are necessary for the efficient operation of the Center and for the benefit and protection of the rights and safety of all. Conduct that interferes with operations, brings discredit on the Center, or which is offensive to guests or fellow employees will not be tolerated.**

Therefore:

1. All employees are expected to conduct themselves and behave in a manner which is conducive to the efficient and effective operation of the Center. Such conduct includes, but is not limited to, the following:

a. Reporting to work on time as scheduled and being at the work station, ready for work at the assigned starting time.

b. Notifying the supervisor two hours ahead of time when the employee will be absent from work, or is unable to report to work on time. In case of last minute emergencies, employees shall notify their supervisors no later than two hours after starting time.

c. Complying with all the Center's safety and health regulations.

d. Eating only during breaks and meal periods and only in specifically designated areas.

e. Wearing clothing appropriate for the work being performed.

f. Performing assigned tasks efficiently and effectively.

g. Maintaining work place and work area cleanliness and order.

h. Treating all visitors as guests of the Center.

i. Refraining from conduct deemed offensive or undesirable, or which is subject to disciplinary action."

*PCC Policies & Procedures Manual*

*Page 91*

# PEOPLE & EVENTS

## KIORANA! PCC HOSTS COOK ISLANDS PRIME MINISTER

The Cultural Center recently hosted the prime minister of the Cook Islands, Sir Geoffrey Henry who took the occasion to meet with all Cook Island students attending BYU-Hawaii.

At a special luncheon in the PCC Board Room, Sir Henry spoke to a group of approximately 40 people, of which 28 were Cook Island students. He extended the good wishes from their families back home and emphasized the importance of education.

"Your life is a mission and a journey. The preparation for that requires education. The preparation also requires your commitment to return to the Cook Islands with the right educational background, skills and all aspects of your cultural experiences.

"Cook Islands needs you to help us meet the challenges of the 21st Century. Come back home and engage yourselves in its development," he said.

Sir Henry also confirmed new research and marketing studies indicate the Cook Islands has on its ocean floor manganese — modules worth at least \$250 billion."

(Manganese is a gray-white, brittle metallic element, alloyed with steel to increase such properties as strength, hardness and wear resistance. It could make

the Cook Islands the richest Pacific Island nation.)

Cook Islands sophomore Tearorangi Aitu said: "As the father of our country, Sir Henry's remarks inspired me.

"I'm grateful to the Center for the opportunity to meet Sir Henry. Hearing him has stimulated thoughts and feelings which will occupy me as I consider my future options."

At a special PCC dinner for Sir Henry in the Samoan chief's house, PCC President Les Moore introduced him as a significant

wooden Hawaiian poi pounder, Sir Henry expressed his profound gratitude to the Center for its joint role with BYU-Hawaii in the development of Cook Islands students. He described the role as ensuring "Cook Islanders today their tomorrows in a dynamic, changing world."

He also paid tribute to the Center for continuing to educate the world about culture — in his eyes an "extremely important task. It gives individuals identity and a sense of pride which develops into courage, an understanding of self and a commitment to the future," he said.

Sir Henry quoted a Cook Islands proverb that goes: "You can find the village ahead only if you know the village you left." Sir Henry encouraged his audience to explore their cultural past in order to face their future with greater confidence.

"Culture is not a harbor. It is a dynamic voyage — one that will determine future directions. It is experiencing along the way the 'cultural feasts' that are offered with their different 'delicacies'. It is dancing the dances of others and your own. It is identifying what makes others what they are and who you are."



*Sir Henry poses with enthusiastic Center employees.*

influence in the Pacific. In addition to his duties as Prime Minister, Sir Henry currently serves as the Chancellor of the South Pacific University, which is supported by 13 Pacific Island nations and is chairman of the Standing Committee of the Pacific Islands Development Program.

After being presented with a

# PEOPLE & EVENTS

## PCC EMPLOYEES CAN LEARN CORRECT PRINCIPLES IN THE WORK PLACE

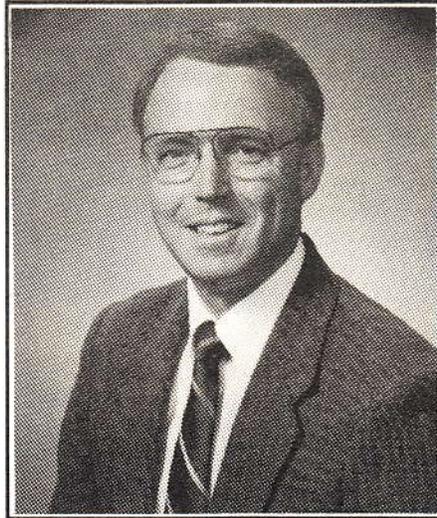
In a recent PCC devotional address, BYU-Hawaii President Alton Wade counseled through his own life experiences the value of learning correct principles.

Referring to inspirational childhood, teenage and college hardships, Wade encouraged Center employees to use work-time situations to learn character principles and valuable work habits.

Wade encouraged full-time employees to be role models in exemplifying honesty in everyday work performance, loyalty to the mission goals of the Center, preparing students for leadership and giving uncommon service with the spirit of dedication.

In describing the integral partnership between BYU-Hawaii and the Center, Wade described the PCC as the vital ingredient for bringing millions of visitors to Laie. As such it is a major source for student employment, university grant-in-aid funding and opportunities for positive media exposure.

Wade reminded students of the value of their Center employment — "learning the skills of good work habits, experiencing character-building situations beyond textbook learning and observing a variety of role models."



*President Alton Wade*

## MISS SOUTH PACIFIC FINDS "SPIRIT OF HOSPITALITY" AT THE CENTER

"This Center personifies hospitality," Julia Toevai declared during an interview in PCC's Islands of Samoa earlier this month. Crowned last September as Miss South Pacific, Toevai had

previously held the Miss Samoa New Zealand title.

In Hawaii to begin the first leg of her official South Pacific promotional travels, Toevai said: "I'm very proud to represent Polynesia. We are people who have a special ability of relating to anyone from any race or color.

"When my Miss South Pacific commitments are over I plan to become a policewoman.

In the city of Auckland where I live, there is a great need for Polynesians and other ethnic minorities to serve as positive role models in fields such as law enforcement, education and other service-oriented professions.

"It is gratifying for me to see so many Pacific Island students working at the Center. I would like to encourage them to continue to learn the traditions and customs of their heritage so they will teach others principles such as generosity and respect developed through the generations of island living."



*Miss South Pacific Julia Toevai poses with Samoan villagers.*

The Polynesian Cultural Center, Hawaii's No.1 paid attraction, turns age 30, grappling with a recession and a midlife crisis

# How to Mess with Success



Brett Uprichard

Fiji Islanders in a canoe pageant at the Polynesian Cultural Center.

## PCC IN THE N

By Ellen Paris

**S**ide-by-side stories in the July 1 *Star-Bulletin*: Bankoh says Hawaii hit by a recession; the Polynesian Center reports higher attendance, lower the best revenues in five years.

What gives? With tourism off, you'd state's leading paid visitor attraction hurting.

How is the Polynesian Cultural Center the economy? Give much of the credit to Moore.

Moore, age 50, took over as the center's president a year ago. At the time, he seemed a likely choice to run a theme park. A Mormon, Moore's background was in the food industry. His last job was president of Express, a Minnesota company that makes food items for convenience stores.

Located at Laie on Oahu's North Shore, an hour's drive from Waikiki, the Polynesian Cultural Center is a sort of tropical Disneyland. Every year, close to a million visitors stroll around its 42 acres. They visit "native villages," ride canoes, learn the hula, taste poi, stuff themselves at a luau and watch an extravagant show complete with mock volcanoes. It's a formula—1 part education, 3 parts entertainment—that worked well for nearly three decades.

It was not, however, working well when Moore arrived. The center was looking its age. The grounds were seedy. Buildings needed face-lifts. Morale was low. Its last president, James Christensen, had quit early that summer after three years at the helm.

"The biggest problem we had," recalls Moore, "was a confusing marketing plan. People didn't know who we were or what we were about. Even our own employees didn't know what we were all about."

It began to show in the numbers. Annual attendance fell from 1 million in 1987 to 800,000 in 1991.

In its mission statement, the center says it exists to "share with the world the spirit, cultures and diversity of the nations of Polynesia."

In fact, the center, a nonprofit activity, exists to subsidize Brigham Young University's Hawaii campus next door. Some 60 to 70 percent of the center's 1,000 staff are students at BYU. They work part time to defray tuition costs.

Moore got down to work. He started by cutting costs. He fired 15 managers and reshuffled 33 others. That cut expenses by \$2 million a year.

He ordered the place cleaned up, buildings painted, the grounds manicured. He improved the food. At the luau, for example, the menu was expanded to include more examples of Polynesian cuisine, and waitresses were introduced to get rid of long buffet lines.

To spiff up the center's tired image, Moore switched advertising and public relations agencies.

With tourism down, Moore moved to tap the long-overlooked local market. He set up a full-time Hawaii marketing division. This past summer, for example, he ran a promotion for

Oceanic Cable subscribers that allowed kids under 11 in free and special kamaaina rates for adults. Another promotion was aimed at members of Aloha Airlines' frequent flier program. For some local organizations, Moore extended kamaaina rates to cover relatives and guests.

The more aggressive strategy is bearing fruit. Attendance through summer is up more than 15 percent from a year ago. This year Moore expects the center to draw 900,000 visitors. He projects revenues will top \$42 million, up 12 percent from last year.

Moore has equally ambitious plans for 1993 and beyond. He wants to stage special events tied to the cultures represented at the center: Tonga, Tahiti, Fiji, the Marquesas, Samoa, Maori New Zealand and Hawaii. To sharpen the focus, Moore plans to change the names of the villages to nations. Visitors will get "passports" that will be stamped as they visit each nation. He plans to celebrate holidays and events such as Tahiti Bastille Day or Samoan Flag Day. He also wants to turn the islands into beautiful botanical gardens.

The idea? To encourage repeat business. Says Moore: "In the past most of the center's marketing had people thinking, 'I've been once and that's it. Why go again?' What we're doing now is focusing our marketing on, 'This is the experience of a lifetime. Every time you come.'"

Moore plans to stage month-long events for each of the islands. The center will bring in a group of performers from, say, Tonga.

Moore wants to work with teachers and educators to increase understanding of Polynesian culture. OK, Bishop Museum it's not. Nor is the center politically correct; Haunani Kay Trask would probably not approve. But listen to Diane Tallman, a first grade teacher in Waianae who took her kids to the center: "It's good for the kids. They get a real good feel for the environment because of the natural villages. It's better than reading a book. The kids enjoyed the games."

Next summer Moore plans a teachers workshop with the Department of Education. Teachers will be able to

earn continuing education credits by boning up on Polynesian culture. The center offered a similar program years ago but it was allowed to lapse.

Moore, the father of six, is considering the idea of a family pass that would encourage repeat business. Says Michel Foley, director of the Hawaii sales division: "The educational slant is a whole untapped area. We see the center becoming more of a resource for local people and a fun place to come."



Gary Hetherington

*PCC president Lester Moore: an unlikely choice to run a theme park.*

At the same time, Moore will go harder after the visitor market. He aims to cement stronger ties with hotels and airlines. He wants higher visibility displays at hotels. Performers from the center will be dispatched to Waikiki to do demonstrations of dance and Polynesian crafts for tourists. Moore plans to advertise on the Mainland—a first. "We will advertise more," vows Moore. He estimates upcoming ad budgets at 4 percent to 5 percent of sales.

Moore's ultimate aim? Put the Polynesian Cultural Center on the map as a tourist destination. "We want the center to become a destination in itself. We want people to come here like they come to Orlando for Disneyland. We want to position the center like that. We're going to invest millions of dollars in our product to do that." \$

# PEOPLE & EVENTS

## AUTHOR OF LANDMARK BOOK ON THE PACIFIC VISITS CENTER

**P**eter Bellwood, well-known scholar of archaeology and anthropology and author of "Man's Conquest of the Pacific, The Prehistory of Southeast Asia and Oceania", visited the Center earlier this month.

Dr. Max Stanton, BYU-Hawaii professor of anthropology who accompanied him, described Bellwood's book as a landmark publication "because it brings together the prehistory of the Pacific into one unified single source. It encompasses the areas of Polynesia, Micronesia, Melanesia and mainland and insular South East Asia."

Currently a professor of archaeology and anthropology at Australia's National University in Canberra, Bellwood has in recent years concentrated his Pacific

research in the Halmahera Islands located in the Moluccas in Indonesia.

Other publications by Bellwood include "The Polynesians" and "Prehistory of the Indo-Malaysian Archipelago"

PCC's Cultural Development Manager, Sergio Rapu, hosted Bellwood and his family. Rapu also serves as director of BYU-Hawaii's Institute for Polynesian Studies and is a noted archaeologist himself.

## COMPANY MAKES THREE-DIMENSIONAL VIDEOS OF PCC

**A** Mainland film crew spent one day last month filming throughout the Center for inclusion in a series of four, 35-minute three-dimensional videos on Hawaii.

The 3-D technology utilized by Multi-dimensional Media Services, Inc. was originally developed for the military and was classified "Top Secret" until 1987. Multi-dimensional Media modified the technology to create videotapes that provide both sound and image in three dimensions.

The new 3-D videos are expected to be

available in mainland video stores sometime in May. Plans are for customers to receive a package containing a briefcase-type unit which will include a computer module, six pairs of glasses with LCD lenses, and three 35-minute films for approximately \$14.95.

## MORMON FAMILY NIGHT AT SEA LIFE PARK

**C**enter Employees are invited to spend



"Mormon Family Night" at Sea Life Park on Monday, March 22 from 5 p.m. to 10 p.m. Admission is FREE for PCC workers with their ID's.

Family members aged six and above will pay \$5.00; children four to five years old will pay \$2.95; and children under 3 are free.

No reservations are required. Sea Life Park's food concessions will be open for the evening. Families are encouraged to bring beach mats and blankets during the entertainment. No coolers will be allowed.

A special Family Home Evening Program will be held at the Makapu'u Meadow at 8:30 p.m. Employees will have the opportunity to view the Whaler's Cove Show, Kolohe Kai Sea Lion Show, Hawaii Ocean Theater and the Hawaiian Reef Tank.



*Peter Bellwood and daughter Hannah pose with Ali'i Luau keiki performer Semi Qoro.*

# PEOPLE & EVENTS



## FILMS PCC'S MAORI FIRE POI DANCERS

A KGMB-TV crew was on hand this month to videotape Hawaii's only female Maori fire poi dancers at the PCC night show.

The potentially hazardous fire poi dance is a tribute to the Polynesian demi-god Maui who gifted the Maoris with fire he obtained in the underworld from his grandmother. This dance was first performed at PCC over 20 years ago.

Dancers including Del Wirihana, Shonna Harris, Jerusha Wallace, Tatiana

Wallace, Erena Stevenson, Ramari Kendall, Anna Poa and Tina James will get to see themselves when the segment is aired sometime in March.

Director Randy Brandt and "Moving Company" crew have filmed other segments at PCC on two previous occasions.



*Nikki Wallace, Night Show Instructor, gives directions during filming.*

## MAORIS HIGHLIGHT CULTURAL WEEK WITH DEVOTIONAL AND OTHER CELEBRATIONS

With a month-long theme of "Nga Tau Aroha" or "The Center of Love", PCC's New Zealand Islands honored and paid tribute to their Hawaiian "cousins"

who have hosted the Maoris during the Center's 30-year history.

New Zealand Islands Manager Colin Shelford said a variety of top Hawaiian performance groups

appeared in special programs every Saturday beginning with the Kano'eau Dance Academy from Maui under the direction of Ke'ala Kukona.

Other participating groups featured Na Hula O Hawaii under kumu hula Manu Iki Ho'opi'i Palama, Chinky Mahoe's Halau Kawai'iula, the King's Guard and a choral group under kumu hula Kalani Po'omaihealani.

Featured in late afternoon performances, the Hawaiian halaus performed shows including both modern and ancient dances. The choral group sang several Hawaiian mele and the King's Guard performed precise drill movements.



*Chinky Mahoe's Halau Kawai'iula pose before New Zealand performance.*

# PEOPLE & EVENTS

## PCC MAKES PRESENTATION TO 49ER'S STEVE YOUNG



Photo by Lisa Lambert

"I just finished watching the performance (PCC Night Show) and I am just amazed. You are truly professional in what you do and it was inspiring to watch you."

That's the word from another consummate professional, Steve Young, the 1992 National Football League's Most Valuable Player.

PCC President Les Moore made a special presentation to Young, the quarterback of the San Francisco 49ers at half-time of the PCC show and later during a special fireside held in the Cannon Activities Center on Feb. 3. Moore presented him with a Maori taiaha which signifies courage, wisdom and stature.

School of Business earlier this month in the McKay Auditorium.

The symposium theme was "Doing business with China as we approach the year 2000:

Suggestions for the foreign and western business person".

It focused on the future business market in the People's Republic of China and its neighbors Hong Kong and Taiwan.

Professor Guopei Gao, dean of China's University of International Business and Economics, was the featured speaker.

## CENTER HOSTS TWENTY SENIOR TOURISM OFFICIALS

A seminar on cultural tourism sponsored by the Association for Communication for Trans-cultural students (ACT) and the Governor's Office of International Relations (OIR) was held recently in the PCC Training Room.

In Hawaii over a four-day period for a series of seminars on cultural tourism, the group was hosted by three PCC's managers — Mike Foley, Director of Hawaii Sales; Sergio Rapu, Cultural Development Manager; and Cy Bridges, Hawaii Islands Manager.

There were representatives from the Cook Islands, Kiribati, Fiji, Japan, French Polynesia, Samoa and Hawaii. They discussed the importance of blending culture and commerce, establishing new Pacific market strategies and solidifying tourism roles for their nations in the 90's.

## PCC AWARD PRESENTED TO 1993 DAVID O. MCKAY LECTURER

A PCC Award of \$1,000 was presented to BYU-Hawaii's 1993 David O. McKay Lecturer, Dr. William G. Neal, Feb. 11, on the eve of the university's Founders Day.



William Neal

Neal accepted the award from PCC President Les Moore after his formal address in the Cannon Center.

"The importance of dedicated and committed educators and teachers cannot be over-emphasized," Moore said.

Neal spoke about ethical responsibility and conduct in the business world. He called moral courage and good habits of behavior "a trust to be kept" and promoted in every work place.

## CENTER CO-SPONSORS SYMPOSIUM

PCC co-sponsored the third annual international business symposium with BYU-Hawaii's

# IN THE WORK PLACE

## Training Table

by Miller Soliai

### 12 Ways to Criticize Effectively

Here are 12 guidelines to remember the next time you have to tell someone he or she has done something wrong.

1. Identify the behavior you want to criticize. Direct your criticism at action, not the person.
2. Make criticism specific. Not "You always miss deadlines"; but "You missed the March 15 deadline for your report."
3. Be sure the behavior you're criticizing can be changed. Foreign

accents, baldness and other things related to some business dealings cannot always be changed.

4. Use "I" and "we" to stress you want to work out the problem together, rather than making threats.
5. Make sure the other person understands the reason for your criticism.
6. Don't belabor the point. Short and sweet; no lectures.
7. Offer incentives for changed behavior. Offer to help the person correct the problem.
8. Don't set a tone of anger or sarcasm. Both are counterproductive.
9. Show the person you understand his or her feelings.

10. If you're putting your criticism in writing, cool off before writing the critical letter or memo. Be sure only the person it is intended for sees it.

11. Start off by saying something good.
12. At the end, reaffirm your support and confidence in the person.

## DMBA Hotline

by Grace Lee

Would you like to broaden your accidental death and dismemberment insurance to include 24-hour coverage?

This valuable coverage is available to you and your family at low group rates.

If you are a full-time employee at the Center, you are eligible to enroll in our DMBA 24-Hour AD & D Coverage. If you select the Family Plan, your spouse and dependent children will also be insured for lesser amounts of coverage.

You may select a coverage amount called the "Principal Sum" (available from \$20,000 to \$200,000) at a low premium rate

(from 60 cents to \$6.00 per month respectively on a single plan). You will need to pay a slight additional amount to include your family in this coverage. Your benefit is determined by the type of loss you suffer and the figure that you have chosen as your Principal Sum.

In order to be eligible for the benefit, the loss you suffer must be:

- The direct result of an accidental bodily injury.
- Independent of all causes other than the accident.
- Within 90 days of the date of the original accident.

The amount of benefit payable will be all or part of the Principal Sum depending on the injury and in accordance with the Schedule of Benefits.

## Computer Corner



by Lei Cummings

### Taking a Floppy Disk Out Of Its Drive

While there's only one way to insert a floppy disk into the SuperDrive, there's more than one way to take it out. Here is the best way:

1. Make sure the practice floppy disk icon is selected. If it's not selected, click it.
2. Eject the floppy disk by choosing 'Put Away' from the File menu.

You choose 'Put Away' by pointing to the File menu name, pressing to pull down the menu, dragging to the 'Put Away' command so that it's highlighted and releasing the mouse button. The keyboard shortcut for this command is Y.

'Put Away' puts the object you've selected back in its place (in this case, it allows you to remove the floppy disk from the disk drive and put it away).

# PCC Living Treasure

## OLIANA TAUTU BIDS CENTER FAREWELL

One of PCC's "living treasures," Oliana Tautu, retired last month after 29 years of service to the Center.

"The Center has played a vital role in my family's lives. Throughout the years, all of my children have worked in various departments as multi-purpose guides, dancers, narrator of the evening show, promo team member, Samoan Village demonstrators and entertainers, reservations cashier, Gateway dishwashers and maintenance workers," Tautu explained.

Born in Faga, Savai'i, Western Samoa, Tautu arrived in Hawai'i in 1957 after serving as one of the first sister missionaries called among her own people. She and her husband Pele (a former PCC security guard) are the parents of six children.

Tautu danced as a member of the community Samoan group for PCC's dedication ceremonies in 1963.

"That performance was very exciting and it kindled in me the desire to work for the Center. A year later in 1964, I began my PCC career working as a guide in the old Captain Cook theater.

"During those first years, I became one of the first village employees to take guests on



walking tours.

"My father, Mauga Tapusoa, became the second chief of the Samoan Village. I was transferred there in 1967 where I worked as a guide, demonstrator, musician and dancer in the Canoe Pageant which took place on the lagoon.

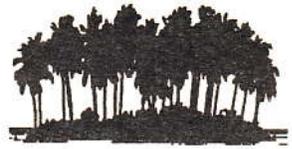
"After five years in the Samoa Village I became the supervisor of the Orientation Guides. For a brief time I stayed home but resumed work, returning to the Guide Department. It was there the floral decorations I put up around my area were noticed and I became the decorator for the main PCC entrance. These past few years I have been working also as a sales guide," Tautu said.

Fia Mau, Tautu's former Reservations Manager, recalls Tautu's graciousness: "Oliana has always conducted herself with dignity whether she was sharing information with a guest or discussing work-related problems with a fellow worker."

"I will miss seeing the pleasure and satisfaction in people's eyes when they are having a good day at the Center," Tautu says.

"Although Pele and I will be moving to Utah, a big part of our hearts will remain in Laie and the Polynesian Cultural Center. The Center will always mean sweet friends, exciting visitors, happy experiences, and dear memories."

# Back On My Island...



## MELE ONGOONGOTAU

*Born: Ha'apai, Tonga*  
*Position: Cultural Demonstrator*  
*Islands of Tonga*



"I was born into a family of six girls. I am next to the eldest. The years of my education were spent in Ha'apai. After I graduated from high school, I

attended Teachers Training College.

As I think back on my upbringing in Tonga, I realize how my past school experiences have molded my present life giving me a firm foundation of discipline, love of learning, knowledge of the Tongan way of behavior, confidence and strong career goals.

I attended a strict Methodist boarding school when I was young. The lessons I learned there went beyond book learning.

Two of the characteristics I learned were responsibility and self-sufficiency. During the week I wore my two uniform tunics and three blouses carefully. To keep the pleats of my uniforms crisp and sharp, I would lay them under my mattress.

Often I was a "Week Girl" where I was given certain tasks to perform as service. I can remember waking up early to warm the water for the teachers to wash with. I had to make sure their portable basins were freshly filled, with a clean towel and soap next to it.

I also learned frugality, to use the resources available to their greatest extent. The school policy allowed meat to be served only twice a week; hair ribbons had to be made from scraps of the same material as our school uniforms; the posters for school projects came from boxes laid flat; and our exercise books for each subject lasted one whole year."

### FOR THE MALIHINI

kanaka: human being  
kane: male  
wahine: woman

## DEWEY CABRERA

*Born: Kailua, Oahu*  
*Position: Concessions Worker*

"I was born at Castle Hospital in Kailua, but I was raised in Hauula. Like most people in Hawaii, I have a mixed heritage — Hawaiian, Portuguese, Filipino and Tahitian.

After I graduated from Kahuku, I worked at other jobs until I was hired at PCC in 1989. I was hired first as a multi-purpose worker at the KauKau. A year ago I was transferred to Concessions.

One of the wonderful things I have been able to do is participate with the Maoris in their village. (Auntie) Valetta Jeremiah and (Auntie) Charlene Shelford have encouraged me after work, on my own time, to learn some action songs, a haka and to demonstrate the poi balls and stick game.

Since last summer I have had the opportunity to perform for our guests. I may not be Maori, but I have a Maori heart.

The best thing about my job at the Center is being able to talk with guests every day. In my work I have been taught to serve them, return their smiles and greet them with the aloha spirit. It makes me very happy."



## TINILETI IONGI

*Born: Ha'akame, Tonga*  
*Position: Greeter*  
*Gateway Restaurant*



"I came with my family from Tonga in 1979. I am a junior at Kahuku High School. I began working for the Center last October.

I really enjoy working at the Gateway. I feel there is something new, something exciting happening every day which keeps my job interesting.

PCC is a place of opportunity not only for the BYU-Hawaii students but also for high school students like me. I know there are Kahuku High kids in the Brass Band, Night Show, Luau and there are quite a few here in the Gateway.

I am proud to be associated with the Center. It's a positive place where I can see there is a future for me and my friends who want a college education."

# The Lighter side of PCC



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