



IMUA POLENISIA

NEWS FROM THE POLYNESIAN CULTURAL CENTER

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PRESIDENT'S MESSAGE



Lester W.B. Moore

PCC board chairman, Elder Dallin H. Oaks, has asked that I announce the appointment of Maui Judge, Boyd E. Mossman, to the Center's board of directors.

A Circuit Court judge for the past 10 years, the state has just renewed his term for another 10 years. Mossman was also sustained last week as a new regional representative replacing Elder Hines. Prior to that, he served for nine years as stake president of the Kahului Hawaii Stake.

His name was reviewed and approved by The First Presidency after which Elder Oaks extended an invitation to join our Board.

After a careful and lengthy deliberation, the Hawaii Commission of Judicial Conduct (with responsibilities for such matters relating to state judges) also ratified and approved his appointment to the PCC board.

Judge Mossman is married to Maile, an active civic leader, entertainer and mother of seven children.

Mossman will begin serving immediately as a member of the PCC Board Executive Committee with Eric Shumway (chairman) and Kalo Soukop.

I have known Boyd and Maile for above five years. His many skills, knowledge of Hawaii and the legal system will be of great benefit to the Center. This is especially true as we look to our future growth

On behalf of the PCC family, I have already extended our congratulations and warmest welcome to the Mossmans'. Our employees will get an opportunity to meet them in the near future.

PCC 'Firewalker' Ad Wins Top Advertising PELE Award

The Polynesian Cultural Center won its first advertising Pele Award in over 10 years – and enjoyed its best showing ever in the prestigious American Advertising Federation Awards (AAFA) show, District 13.

The Pele award was presented to the Center's advertising agency, Ogilvy & Mather-Hawaii, at the AAFA's annual awards banquet recently. The awards are delineated as follows: There are First place (excellence) and second place awards (merit) in every category.

At the judges' discretion, there can be special grand awards (Pele) presented for exceptional work. This year, Pele Awards were only given in two-thirds of the competition categories.

O&M entered three PCC advertising pieces which won five awards:

- The Pele Award in the **Travel & Tourism Print** category for the Fijian firewalker ad.
- First place (excellence) for the **Excellence in Printed Materials** category for the King of Tonga Invitation (investiture of Mafi Fakapotu last August).
- First place (excellence) in the **Travel and Tourism Print** category for the Fijian firewalker ad.
- Second place (merit) award in the **Newspaper** category for the Fijian firewalker ad.
- Second place (merit) award in the **Non-broadcast Video** category for PCC's brandprint statement (a single statement that represents what and how PCC's advertising will be positioned and communicated) which read:

*The Polynesian Cultural Center is...
In One Day...
All Your Hopes and Dreams...
Of Paradise...
Fulfilled.*

The Pele Awards is the premier advertising, design and photography competition in Hawaii. To qualify, all work must have been conceived in Hawaii and published or broadcast for the first time in 1993.

PCC's award-winning advertisement, one of 372 entries, was "**Another Hot Night in Laie**" featuring a pair of heat-damaged rubber slippers promoting the Fijian Firewalkers.



PCC president Les Moore said he was delighted the Center received the highest recognition for this particular ad which "generated more positive comments from many people than any other PCC ad since I arrived."

continued on page 2

THE SPIRIT OF THE POLYNESIAN CULTURAL CENTER

From our Mail Box

"Mahalo to Mele in Tonga who did the bird-making lessons which were incredible. I was impressed with her patience, demeanor and teaching ability.

I also compliment the young man who did the face tattoos in New Zealand. As a psychologist, I'm a pretty good judge of people and want PCC to know how impressed I am with these two young people Mahalo!"

S. Vanderslice, Ph.D.
P.C., Florida

"A note of thanks for hosting my wife and I, Paul and Sylvia Sorenson and Bryce and Christine Goodwin at the Center. We had a marvelous time and feel blessed by your hospitality. The property, presentation and program were outstanding. The young people represent themselves well and are a great asset to the PCC, the BYU-Hawaii campus and the Church. Our guide Sonja was very good.

Please know of our appreciation and thankfulness for your generosity."

Doug Christensen, Director
CES Capital Needs Analysis Center

"Thank you, Toloai, for your careful and thoughtful consideration of us as our tour guide. We enjoyed your cheerfulness, humor and knowledge as you showed us through the maze of the grounds at the Polynesian Cultural Center. Every event was a thrill and very interesting and entertaining. You helped make our day a most memorable and enjoyable one."

Linda Dalley

"Judging the Sterling Scholar Awards was both uplifting and an honor. The scholars help restore faith in the future.

We thank you very much for your hospitality – so much so that I'd like to make the enclosed \$100 contribution to the Sterling Scholar program."

Bud Smyser, Contributing Editor
Honolulu Star-Bulletin

"I would like to thank you for the fine work done on the 1994 Sterling Scholar Awards program. As a finalist and scholar (winner) in the Science category, I was impressed with the presentation of both the awards and welcoming of us all in Laie.

I am proud of the program and sponsorship by the many corporate sponsors. This has been a most memorable experience and I have truly learned and interacted with the many other finalists.

I will use the generous award to further my education in college. My many thanks go out to you and all the behind the scenes people who have worked to make the program a success. I applaud the efforts taken and will do my best to fulfill the expectations of all who have helped me to pursue each endeavor I have striven for."

Bryson Kido
Waiakea High School

"Mahalo nui loa! Thank you for making our stay in Laie such a beautiful experience. The Sterling Scholar Awards were made much more enjoyable with your hospitality and friendly atmosphere. I hope to visit again real soon!"

Joy A. Bulosan
Maui High School

"I would like to thank everybody involved for an awesome (Sterling Scholar) weekend. Everything was so organized and every detail was attended with great care. I especially enjoyed the banquet (at PCC) with the judges; the food was ONO! The dinner show was marvelous; it was definitely the highlight of the stay (besides the awards ceremony)."

Hyun Jong Lee
Sacred Hearts Academy

"Thank you for the opportunity to participate in the Sterling Scholar Awards. The whole program just gets better and better each year. I would be glad to serve in any capacity in the future, even as a last minute substitute! Congratulations to you, your staff and the entire Polynesian Cultural Center for a sterling program.

Dale B. Robertson, Ph.D
Professor of Political Science, BYUH

"Being a judge (for the Sterling Scholar Awards) was a very rewarding and inspiring experience because of the quality of the young candidates and because everything was so well organized. Thank you very much for the hard work."

Dorothy Hazama
Professor Emerita
UH Manoa, College of Education

Advertising Pele Award continued from front page

"As soon as I saw the initial creative, I knew it would be a 'winner' in terms of generating sales for the Fijian firewalker special event. I had no idea it would claim the most prestigious Pele award in its category," according to Reg Schwenke, PCC's senior vice president of communications who supervised the Center's advertising activities in 1993.

"The credit belongs to our creative team at Ogilvy and Mather," he added.

Fire Dancers Return for World Championship at PCC

Thirty seven of the world's best fire-knife dancers have been invited to compete at the 1994 World Fire-Knife Dancing Championship from May 7-14, 1994. Developed by the Polynesian Cultural Center, they will be competing for \$7,000 in cash and other prizes.

Tuitofa Magalogo from Western Samoa is, at 11-years-old, the world's youngest professional dancer. Magalogo has been dancing for several years at the Kitano Tusitala Hotel in Apia, Western Samoa. His father, Sam, was one of the nine semi-finalists at last year's world championship.

At press time (Monday), 17 fire-knife dancers had confirmed they would participate. More were expected by next Monday's deadline.

Perhaps the most interesting day of competition will be the preliminary competition on Saturday, May 7, where the top nine performers will be selected.

To add flavor and humor to the event, well-known Samoan comedians Petelo Ta'avaomali'i and Pat Mamaia will also perform that evening.

Event chairman Pulefano Galeai said the May 7 activity will also feature special performances by several FEMALE fire-knife dancers.

The preliminary competition will be held in the Center's Hale Aloha amphitheater beginning at 6 p.m. on Saturday, May 7. Employees are free when they present their IDs at the theater. Their immediate families can watch the preliminary competition by purchasing a \$5 ticket per person at reservations which includes all-day admission to the Center.

The following Tuesday, May 10, the nine semi-finalists will dance again to determine the seedings for the three semi-final rounds.

The semi-final rounds will be held Wednesday through Friday, May 11-13, during PCC's evening show and the winners each night become the three finalists for the world championship.

For example, the top seed will compete against the #6 and #9 seeds; the #2 seed will compete against the #5 and #8 seeds; and the #3 seed will compete against the #4 and #7 seeds.

On Saturday, May 14, the 1994 world champion will be selected based on performances during two night shows planned that evening. The winner will be named at the conclusion of the second show on May 14.

The following is the calendar of events to which all employees are invited. The only events where no admission price is charged for employees is the Saturday (May 7) and Tuesday (May 10) dance-off for seedings. All other events require admission fees.

Saturday, May 7

Fire-knife dance preliminaries to select nine semi-finalists.

6:00 p.m. – Hale Aloha Amphitheater
FREE admission for employees with ID.

Tuesday, May 10

Semi-finalists dance-off to determine seedings.
FREE admission for employees with ID.

Wednesday, May 11

1st semi-final round during "Mana" night show.

Thursday, May 12

2nd semi-final round during "Mana" night show.

Friday, May 13

3rd semi-final round during "Mana" night show.

Saturday, May 14

1994 World Championship between top three finalists during "Mana" night show.



The 1993 top-three fire-knife dance competitors await the official announcement of awards by emcee Pulefano Galeai and lei presenter Elizabeth Saga. L-R: So'o Tufaga (2nd runner-up), World Fire-knife Dance Champion Sielu Avea and One Tovo (1st runner-up).



The Galeai cousins Alex (bottom) and David (top) give their duo performance.

A Glimpse of the 1993 World Fire-knife Championship



1993 World Fire-knife champion Sielu Avea demonstrates his championship form.



Sielu Avea is honored as the 1993 World Fire-knife Dance Champion at a special dinner following their final performance.



1st runner-up One Tovo during a special dinner gift presentation.



2nd runner-up So'o Tufaga during a special dinner gift presentation.

DRUMS OF POLYNESIA

Bits and Pieces...

Special Visitors

Tyronne Fernando, Minister of Information and Broadcasting, Sri Lanka...**Baboo Wickramaratne**, Honorary Consul Sri Lanka Consulate...**Bob Wright**, General Manager, Cove Enterprises...**Tom Ocasek**, President & Chief Operating Officer, Hilo Hattie...

Congratulations to Night Show Scholar

"Mana" night show dancer **Roberta Lang** recently represented BYU-Hawaii at the Phi Alpha Theta Honor Society's annual conference. She won honorable mention for her paper titled "Castles and their Influence on



Society in England, 1066-1189 A.D." Lang is a Hawaii Kai senior majoring in history.

Moana 'Ofahengae Given Special Honor

The Tongan Society of America, Inc. has honored Grounds Supervisor **Moana 'Ofahengae** with a citation

For the "Graduate" course he used the word HEAR which requires more discipline to acquire more effective listening skills:

- H Have a hearing check-up.
- E Evaluate the evidence.
- A Anticipate key points.
- R Review mentally and identify and organize key points.

The key to listening to our Father in Heaven requires not only the listening skills of LADDER and HEAR, but other important skills, said Moore.

"It is vital to study, search, ponder and meditate upon the scriptures. From the parables of Jesus Christ, everyone can glean lessons of empathy, teachableness, willingness to serve, integrity, brotherhood and sisterhood.

"The counsel of the living prophets gives direction to lives. By reading and studying General Conference talks, everyone has the opportunity to hear, pray

naming him a "tangata'i fonua" or "living treasure" of Tonga.

'Ofahengae was cited for community service in educational, religious, cultural and business activities.

Mission Bound

Employees since the first of the year include: **Rosita Tulua**, Laundry; **Zach Chase**, Video Sales Distribution – Colombia; **Rachel Ballard**, Gateway – Sacramento, CA; **Vanu Pilimai**, Guides (Canoe) – Arizona; **Sylvia Reihana**, Islands of Aotearoa – Ogden, Utah; **Fiona Wilson**, Islands of Aotearoa – Boise, Idaho; **Asena Ramatalava**, Islands of Fiji – Fiji; **Teisa Lolohea**, Night Show; **Olive Mili**, Night Show – Japan; **Gareth Tupaea**, Night Show – California; **Mariko Sakka**, Guides (Eastbound) – Utah (Temple Square); **Suzie Phelps**, Video Sales – Spain.

Listening to the Lord Requires Skills

In a recent joint PCC/BYU-Hawaii Devotional address, speaker PCC President Les Moore spoke about skills required to listen effectively to the Lord and to each other.

Moore listed acronyms to help each person listen with understanding. The "Undergraduate Course" he described used the word LADDER:

- L Look at the individual.
- A Ask appropriate questions.
- D Don't interrupt.
- D Don't change the subject.
- E Express emotions tactfully, respectfully and with dignity.
- R Responsive person attitude and posture.

and ponder over what the Lord would want of his earthly children," he continued.

"Sincere prayers can provide a genuine, honest and straight-forward path of communication with Father in Heaven. The object of prayer is not to change the will of God, but to secure for ourselves and for others blessings that God is already willing to grant, but that are made conditional on our asking for them," said Moore.

In summary, Moore counseled everyone to increase their strength of character by conducting their lives in an orderly and diligent manner. He urged students to strive for better grades; for individuals to learn new skills and competencies; for faculty not only to read good books but to write them – to take responsibility for bringing peace into the world, to discover truths that will bless and prosper lives, to resolve to be great leaders and to seek repentance, to make restitution and to free ourselves from the shackles of the past.



HANA HOU



TO DO AGAIN, REPEAT, RENEW, REPAIR, MEND, ENCORE

ACHIEVING QUALITY IN ATTITUDES AND SKILLS

by Rubina Forester
Communications Coordinator

The quality of employees' work at PCC is affected as much by their attitudes as by their skills. This is because job performance is directly related to how employees feel about their jobs, about themselves and about their employers.

It is crucial, then, for every employee to constantly upgrade and improve their attitudes to strengthen their work habits and fortify their employer's business and future.

1. PCC employees must believe in their capacity to grow and change. Improvement can only come with change. Most people want to change for the better, if given the chance.
2. PCC employees must respect each other. They must allow fellow workers the opportunities to dignify themselves through on-the-job, self-

fulfilling and self-directing activities.

3. PCC employees must be open and honest with each other. Honest assessment of work conditions, leadership and directions must occur in a climate of helpfulness, caring and seeking the best for everyone and the company.
4. PCC employees must understand each other. People have defenses, quirks and personal life situations and conditions which require understanding. Effective communication occurs only when employees penetrate the shells of their fellow workers to the real people underneath.
5. PCC employees must understand themselves. They must be aware their own feelings can distort the way they interact with others. How each person understands his own feelings determines his success in understanding the needs and conflicts of others.

Excellence in daily job performance is attainable only if you have the will and desire to change. The changes may begin with your decision to have eye

contact with every guest to indicate warmer hospitality; with the physical act of sewing 10 quilting stitches every inch instead of eight for a more crafted product; or by checking bathroom maintenance one extra time each day to ensure a higher level of comfort and cleanliness. Change begins with the first step.

SAFETY TIPS

Avoiding Canoe Tour Mishaps

STOP! Is the canoe safely and closely anchored to the landing? Have the guests been warned of low bridges? Is the canoe overloaded?

LOOK! Does someone need help to board or exit canoe? Have the wet spots been wiped dry to avoid slipping? Are all hands inside the canoe out of harm's way?

LISTEN! Is a guest experiencing discomfort? Stop the canoe to take on passengers only at the designated landings.



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