

# Imua Polenisia

A Bimonthly Newsletter  
from the Polynesian  
Cultural Center



**Contents:**

**Volume 4; Issue No. 2**

New IMAX™ "Everest" Showing May 1 .....	2
PCC Makes Changes to Retail Strategies .....	3
New "Horizons" Time Meets Approval .....	3
Special Guests .....	4
PCC Wins International Awards for Ads and Collateral .....	4



**The PCC's New IMAX™ Experience:**

**INTRODUCING:**

## EVEREST

**The Polynesian Cultural Center is proud to be Hawaii's exclusive venue to see this highly acclaimed IMAX™ film.**

In a word, "EVEREST" is AWESOME, as a phenomenon of nature and a cinematic experience. The film says more about the human spirit in 45 minutes than could be enunciated in a lifetime. This is a must-have for the Center and a must-see for audiences in Hawaii.

"Everest" will be replacing "The Living Sea" on May 1. Our IMAX™ team will continue to show "Polynesian Odyssey."

**For more on "Everest" see article on page 2.**

**Inspirational Message by Mele Suaiva Latu,**  
Concessions Department Manager

## Faith

As I pondered over the thought for today, I can not help but evaluate these past few months that have gone by. So many things have happened—challenges, implementation of new ideas, a change of focus and direction and difficult economical times. I looked back, and it's amazing to me how strategies change to fit the situations and how my testimony grows.

As we approached this year, we were introduced for the first time to the PCC theme of "Faith". In his teachings about faith, President Gordon B. Hinckley said, "This (faith) I believe is the miracle of today. If there is any one thing you and I need in this world it is faith, that dynamic, powerful, marvelous element by which, as Paul declared, the very worlds were framed (*Hebrews 11:3*).

"Faith—the kind of faith that moves one to get on his knees and plead with the Lord and then get on his feet and go to work—is an asset beyond compare, even in the acquisition of secular knowledge. I do not minimize the need for study and labor. I would add to these faith and prayer, with the sacred promise that God shall give unto you knowledge by his Holy Spirit, yea by the unspeakable gift of the Holy Ghost."

These past few months we have sent out missionaries from our area, three of which were my top leaders. Two more of my top leaders will leave next month. These kids understand the daily pressures we go through to maximize sales, meet our goals and accom-

plish our mission statement. In all their letters, they have said "and remember, I'm always praying so you guys will have high count." This gives us extra strength daily, to know that others are out there praying for you too.

President Hinckley went on, "Walk by faith. God will open the way. When there is no way, He will open the way. I bring to your attention those great words of the Lord to Thomas, 'Be not faithless, but believing.'"

This is such a marvelous season of your lives. It is a time not only of positive thinking but sometimes of critical thinking. Let me urge you to not let your critical thinking override your faith.

As we implement and approach the future, difficult as it could be and whatever could happen to us, we should seek comfort in the Lord as the Prophet instructs us.

Give us faith to do what is right and let the consequence follow. Grant us faith when storms of adversity beat us down and drive us to the ground. In seasons of sickness may our confidence wax strong in the powers of the Priesthood. Lord when we walk in the valley of the shadow of death, give us faith to smile through our tears, knowing that it is all part of the eternal plan of a loving Father. As Jesus had been teaching his disciples by precept and parable "the apostles said unto the Lord, increase our faith."

Lord, increase our faith is my prayer for all of us.

## Guest Comments

To all those who work at the PCC,

**Aloha!!** I visited the Pcc on Jan.12,1999. It was my eighth visit to Hawaii and second time visit to the PCC. I had visited the PCC with ten of my husband's family at the last time and I couldn't forget about the entertaining Samoan presentation and the exciting evening show, Mana, and the fire-knife Dance. They had made me come back to the PCC again.

I was able to have a good time, better than the last time, because I had reviewed the video so many times of the PCC that had been given as a V.I.P. guest before I visited here again. That trip was for my mother's 60th birthday anniversary. It had been my dream to take my mother to Hawaii, especially to my favorite place, the PCC. I am so glad to have been able to present my mother a dreamlike wonderful moment.

I was very happy to have taken a picture with Sielu Avea after the presentation in Samoa. I enclose one of these copies of the pictures. I am in a black flower printed dress to the left and on my right is my mother. The two ladies are friends of mine in my ukulele class.

The good things of the PCC are that people can have fun without understanding English, and everyone from little children to older people can enjoy, and people became happier. Above all, we cannot see a wonderful show like "Mana" anywhere else. Besides, it is amazing that the students carry these things out at the PCC. You must have a lot of practices.

Because my husband's family didn't come to Hawaii this time I told my husband that I had gone to the PCC. Then he asked me if I'd seen the fire-knife man of Samoa (Sielu) as if he'd recalled his memory. And I told him that I'd been able to see him and took a picture with him, He then said, "we wish to go to Hawaii and visit the PCC again next year."

I am telling my friends who go to Hawaii to go to the PCC because I think that the PCC is the place we can have fun all day and it is great.

I just wanted to say "thank you" to all in the PCC for you always giving us a wonderful memory.

I will visit the PCC again, and please let us see a wonderful show again. I am looking forward to my next chance to visit you. Mahalo,

**Kiyomi Fujimoto; Kyoto, Japan**

## PCC to Show IMAX™ Film "Everest" in May

*There are several excellent reasons why the Polynesian Cultural Center should be Hawaii's exclusive venue to see the award-winning IMAX™ film, "Everest."*



LIKE THE POLYNESIANS of millennia past, the film illustrates man's raw courage to conquer the challenges posed by nature's boundaries. EVEREST graphically illustrates the trials and tragedy that accompanies such exploration, but leaves audiences walking away drained emotionally by the spiritual triumph of man over mountain.

**This is a film that lifts people up, both those on the screen and in the audience. It will do the same for PCC.**

EVEREST has posted record box office earnings in several markets and earned rave reviews worldwide. No less than the New York Times opined: "EVEREST" is not only a visually glorious and absorbing film and a story of hope and hubris; it is also an amazing feat of filmmaking."

EVEREST will be the Center's newest major attraction in recent times and will thus attract new market segments, especially those interested in adventure travel. And the potential for increased media exposure on the

Center's behalf is undeniable.

Assuredly the film will be of great interest to schools and youth groups islandwide, as administrators, teachers and community leaders expose Hawaii's young people to the inspiring message of hope that is at the film's core. A natural follow-up to the film is an afternoon at the Center to educate students about the courageous legacy of Polynesia.

Finally, the Center has made great strides in advancing its mission of sharing Polynesia's culture with the people of China and Asia, particularly with its summer-long 1997 performance at Windows of the World in Shenzhen, China. Showing EVEREST allows the Center to further this relationship by exposing Asia's mountainous beauty and culture to Hawaii and beyond.

In a word, EVEREST is AWESOME, as a phenomenon of nature and a cinematic experience. The film says more about the human spirit in 45 minutes than could be enunciated in a lifetime. This is a must-have for the Center and a must-see for audiences in Hawaii.

## PCC Makes Changes to its Retail Strategies

*It's not only a wall, it's a 480 foot lava-look cement wall that now fronts PCC, the longest the builder has ever constructed.*

And that is only the first of several changes in the works for PCC according to David Cole, Marketing Director for the popular visitor attraction.

Further improvements in landscaping and decorating will take place, to be completed by Feb. 1st, Cole explained. At the time, tourists and others will have access to the Polynesian shops beginning at 11am through a nearby gate without the need for entrance tickets.

"We have been talking with circle island tour officials and have come to an agreement that their busses will stop at PCC," said Eric Workman, PCC director of retail sales. Such stops are now made for Dole Pineapple Plantation and other tourist attractions around the island.

"We're hoping to promote local crafts and goods. We're working with people in the community to not only supply us with goods but to demonstrate crafts at the shops."

Workman explained that craft sales will also be more fully integrated into each of the Center's villages, starting with the Fale Popo or Copra Shed outlet in Samoa. "A lot of the culture can be explained through its crafts," Workman said. "It's part of the story we also wanted to tell." He added that a copra demonstration will be added to Samoan village activities. Copra is dried coconut meat



which is processed for its light fragrant oil.

Workman noted the Fale Popo will sell various original coconut-based products as well as authentic tapa samples, kava bowls, fire knives of various sizes, video tapes, tapa printmaking boards and "great Samoan shirts and lavalavas," among other things.

He said that a crafts market has been completed in the Tongan village with similar facilities planned this year in New Zealand and Hawai'i, "and possibly Fiji." One for Tahiti will be completed at a later date.

## Hawaii Attractions Association Releases Employee Benefits for '99

The Hawaii Attractions Association has released a list of benefits that will be available to all PCC employees. Employees must present a company identification card, business card, pay stub or company letter with photo identification.

### **Aloha Tower Marketplace**

FREE Value book (Pick up Value Book at Concierge Desk)

### **Atlantis Submarines**

10% off Kama'aina rate (Blackout dates & times apply)

### **Bishop Museum**

FREE Admission w/1 paid admission

### **Dole Plantation**

15% off purchases (Food, bev. & pineapples excluded)

### **Hawaii IMAX Theatre**

FREE Admission w/1 Paid Kama'aina admission

### **Hawaii Maritime Center**

FREE Admission w/1 Paid Kama'aina admission

### **Kodak Hula Show**

Cost +5% off Kodak Products at Hula Show

### **Kualoa Activity Club & Secret Island**

10% Off Kama'aina rate for all activities

### **Maui Divers' Jewelry Design Center**

35% Off Maui Divers' mfg. goods & special discounts on other items

### **Paradise Cove Luau**

\$31.50 Special Adult rate

### **Sea Life Park Hawaii**

FREE Admission with 1 paid full retail adult ticket

### **Star of Honolulu**

Minimum 25% off adult retail rate, plus VIP service

### **USS Arizona Memorial**

10% Off in Bookstore

### **USS Bowfin Submarine Museum & Park**

50% Off regular adult submarine & museum admission

### **Waikiki Aquarium**

FREE Admission w/1 paid adult admission

### **Waikiki Trolley**

FREE Admission w/1 paid full (non Kama'aina) adult ticket

### **Waimea Valley**

FREE Admission with 1 Paid full retail adult ticket

## PCC Spins The Wheel

With the Wheel of Fortune, the answer is:

**N-A-T-I-O-N-A-L E-X-P-O-S-U-R-E.**

We received a big shot of it last month when TV's #1 game show aired its special Hawaii show prizes, including new cars and clothes from Hilo Hattie.

And over 9 million viewers heard Vanna White enthusiastically proclaim the Center as "Hawaii's #1 attraction!" What an endorsement!

A big mahalo goes to all the employees who helped Vanna and her crew of "big wheels" from Hollywood film the promos last fall. It paid off wonderfully on national TV.

## New "Horizons" Time Meets Approval

Moving up the start time for "Horizons" by 30 minutes to 7:30 p.m. has received a thumbs-up from the visitor industry.

"We've gotten a lot of positive feedback from sales agents and travel desks in Waikiki," said Sales Director Alfred Grace. "It makes the Center an easier sell to their clients knowing they won't be returning at such a late hour."

With the earlier start, the night show ends at 8:50 p.m. and guests are dropped off at their ho-

tels by 10-10:15 p.m.

The only exception to the new start time will be days when big crowds necessitate two shows at 6 p.m. and 8 p.m. to entertain all our guests.

The decision to make the change was spurred by market research showing that more tourists would be receptive to spending a day at the Center with an earlier return time.

Another bonus: it lets everyone get home earlier.

## Special PCC Guests



**Anthony Quinn** paid a visit to the Polynesian Cultural Center last week with wife and kids in town. The octogenarian actor made famous for the bare-chested title role in the classic film "Zorba the Greek" had a grand time taking in all the South Pacific cultures and traditions. No doubt he saw a little of himself in all the husky, bare-chested Polynesian warriors found throughout the Center, perhaps enough even to begin thinking about developing a new film project. One suggestion for a sequel of sorts: Zorba the Polynesian.



**N Sync** picked up some new moves at the Polynesian Cultural Center on Saturday.

Music's hottest teen pop group performed at halftime of Sunday's Pro Bowl. The night before they took in the "Horizons" night show and graciously stayed afterwards to sign autographs and pose for photos with the PCC performers. The group was wowed by the dancers and spoke about using some of the Polynesian choreography in their own routine. No word yet if they are going to include the spears and fire-knife dancing.



Also in the audience were Pro Bowlers **Junior Seau** (pictured above with PCC's Joe Mau'u) of the Chargers, Randall McDaniel of the Vikings, and Jamal Anderson of the Falcons. Anderson had to be especially flattered as Vili, the huge Tongan drummer added the "Dirty Birds" touchdown dance to his performance.

## Maintenance Department Employees of the Month

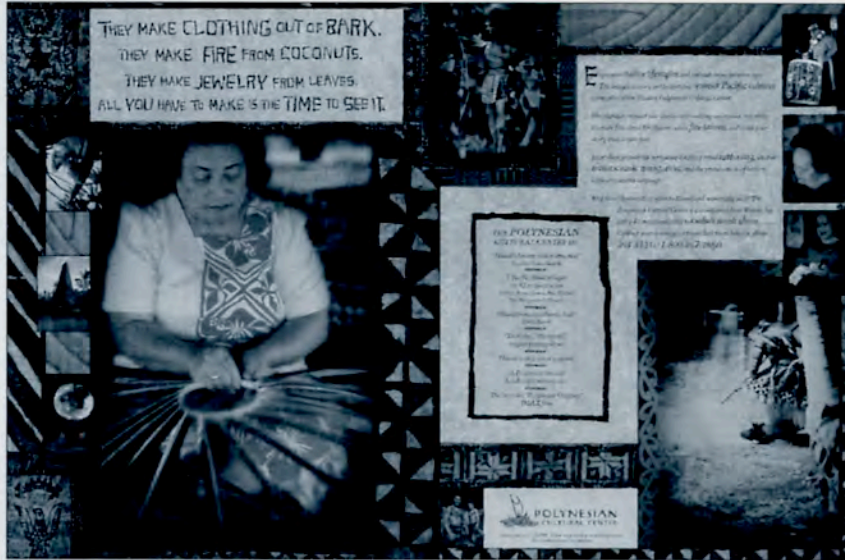
*Lead: Lucy Crowell & McKay Ernestburg*

*Full Time: Leandro Perdido*

*Part Time: Jared Walters*

## PCC Wins International Awards

*The Polynesian Cultural Center recently won two first place awards at the '98 Brass Ring Awards, and two gold & one silver at the Pinnacle Awards.*



The Brass Ring Awards, sponsored by the International Association of Amusement Parks and Attractions (IAAPA), celebrate and honor the creativity, originality and excellence in marketing among professionals in the amusement industry. They presented the PCC with first place in the print advertisement and brochure categories. FJCanD generated the print advertisement and the PCC generated the brochure.

"We are very pleased to have received such an award. Each year we continually strive to improve our means of communication to effectively reach our target audiences," said Dave Cole, PCC marketing director. "Because we're judged against the best advertising from Mexico, Hong Kong, Canada, Belgium, England and all over the United States, we feel honored to win."

The IAAPA is the world's largest amusement trade association. Dedicated to the preservation and prosperity of the industry, IAAPA is made up of more than 4,500 members in 80 countries across the globe.

Additionally, the 1998 International Festivals and Events Association honored the PCC with gold for best ad series and best single magazine display ad (*shown above*) designed by FJCanD. The PCC also won silver for the best single newspaper display ad created by The Schiller Group.

Recognizing outstanding examples of print and broadcast campaigns, the International Festivals and Events Association presents the Pinnacles Awards annually to participants around the world. The judges are recognized professionals in graphics, promotions, public relations and broadcast.

"For any event or festival, it is critical to distinguish yourself with attractive and innovative campaigns," said Cole. "This year the Pinnacle Awards drew 1,200 entries from 121 organizations."

**"We are very pleased to have received such an award. Each year we continually strive to improve our means of communication to effectively reach our target audiences."**

—DAVE COLE, *Marketing Director*

"The authenticity of the PCC experience and research findings were the key factors in creating these ads, which increased sales and attendance," said Dave Newbold, creative director at FJCanD.

Salt Lake City based FJCanD, a full-service agency representing a variety of clients, is consistently recognized internationally for creative work, and has been featured in Communication Arts, Creativity, U.S. Ad Review and Print Magazine.