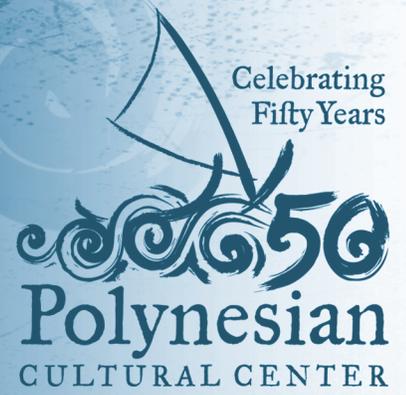


MAY 2013

Imua Polenisia



A Newsletter from the Polynesian Cultural Center

PCC premieres *Hawaiian Journey*

Also 'new' Hawaiian
Village, Ulu Shop open;
more improvements set

The PCC focused on Hawaiian culture on March 29, 2013, as hundreds of VIPs, *kupuna* and invited guests enjoyed the premier of *Hawaiian Journey*, the Center's new 14-minute cinematic experience which is shown exclusively in the "new" Hawaiian Journey Theater.

After, everyone moved to the "new" Hawaiian Village for its official opening ceremonies, which included special chants and hula as well as the presentation of gifts, songs and dances from the other PCC villages. Hundreds of community residents also joined



Hundreds of VIPs, *kupuna*, invited guests and community residents took part in the grand opening of the PCC's "new" Hawaiian Journey Theater and media experience, *Hawaiian Journey*, as well as the newly renovated Hawaiian Village on March 29, 2013. (Photos and montage by Mike Foley)

the ceremonies, followed by a free dinner and a starlight concert on the edge of the lagoon

by The Mana'o Company, a Hawaiian trio.

"*Hawaiian Journey* uses the latest high-definition, large-format media technology to capture and project unforgettable images of the natural beauty of these islands," said PCC President & CEO P. Alfred Grace to the anxious guests, who enjoyed heavy *pupu* while waiting to enter the newly renovated facility formerly known as the Hukilau Theater.

"The experience conveys our visitors to seldom-seen places in Hawaii and will most certainly increase their appreciation for the incomparable beauty of our home," Grace said.

He also pointed out that changes to the theater include:

- Converting the exterior into an ancient "volcano" to blend in with the PCC's natural

PCC announces additional executive reorganization

Upon the approval of the Board of Directors, recently appointed PCC President & CEO P. Alfred Grace has announced further reorganization among the Center's executive management:

Leilua Logoitino Apelu fills Grace's former position as the Center's Chief Operating Officer. Apelu, who first started working at the PCC as a student dishwasher from Samoa in 1970, was formerly Vice President

of Operations.

Upon earning a business education degree from BYUH in '73, Apelu returned to Samoa to teach. He came back to Hawaii in 1980 to work on a master's degree at UH, and also started working in PCC Islands management at that time.



Apelu: New COO

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PCC premieres...

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surroundings. For example, Grace explained PCC guests enter the theater through “lava tubes” that have their own special effects.

- Installing state-of-the-art, high definition digital presentation systems — featuring four times the resolution of HD home theaters — that project onto a screen 40 feet tall by 74 feet wide and incorporating the best theater speaker systems available today. No other attraction’s presentation of this caliber exists anywhere else in Hawaii.
- Including 252 “butt-kicker” special effects seats and other in-theater effects that provide additional fun and excitement.
- Created and designed the new specialty gift shop, Ulu, as part of the overall *Hawaiian Journey* guest experience at the exit area of the attraction.

Grace explained that the same design team who helped the PCC completely make over the Gateway also worked on *Hawaiian Journey*, including attraction designer Mike Lee, a former Director of Design at Lucas Arts Entertainment; Attraction Producer Patrick Scanlon, a former VP of Disney Imagineering; and media writer and director David T. Warner, Ph.D., who also oversaw the creation of *Ha: Breath of Life*.

Other creative team members included Director of Photography Reed Smoot, who has worked on over 70 films; Emmy Award winning composer Sam Cardon; and well-known Hawaii actor/entertainer Al Harrington, who has family ties in Laie.



BEFORE THE ORGILLS DEPARTED LAIE on March 14, with PCC employees and service missionaries lining the road as they left, the First Presidency announced he will serve as mission president in the newly created California Irvine Mission, starting July 1, 2013.



Three more physical facilities improvement projects recently underway at the Center include: (left) demolition of Shop Polynesia and surrounding buildings in preparation for the new Market Place; (upper right) the new entrance to Samoa and preparation for the World Fireknife event; and expansion of the Hale Aloha.

With the completion of the Hawaiian Journey Theater and the Hawaiian Village renovations, the Center has already shifted its facilities improvement attention to three other projects:

Preparation for the New Market Place

The current Market Place buildings nearest the Pacific Theater have been demolished and contractors have been putting in a new cement slab where tents can be set up for temporary retail sales. “It’s literally a ‘clean slate’ that will remain throughout the summer months,” said Orlin Clements, PCC Director of Capital Projects, who oversees the work.

“The Pacific Theater restrooms, as they currently are, will remain in place until after the 50th anniversary reunion, and then both of them will come down,” Clements continued. “After that we’ll use temporary facilities until June of the following year.”

Samoa Fireknife!

The PCC’s 21st annual Samoa World Fireknife Championships will be held:

May 8 (Wed.), 6:30 p.m., Samoan Village: senior preliminaries; **May 9 (Thurs.), 6:30 p.m.**, Samoan Village: junior division, senior semi-finals, open group division; **May 10 (Fri.), 7:30 p.m.**, Pacific Theater: Night one of senior finals; **May 11 (Sat.), 9 a.m.**, Pacific Theater: high school Samoan Arts Festival; **7:30 p.m.**, senior finals night two, and crowning of new champion.

He added that the new Market Place is tentatively scheduled to open in December 2014. A final name for the new retail area has not been set, but the planning team who created the “new” Gateway and Hawaiian Journey Theater are working on an exciting new addition to the Cultural Center.

Improving the Hale Aloha

Clements explained that the Kahuku side of the back of the Hale Aloha venue has recently been demolished, along with the old roof and supporting columns, and will be rebuilt,” he said. “The Banyan Tree side, which was rebuilt in 2003, will stay intact. The finished project will look almost identical to what it was.”

He added that project is tentatively slated to be completed by the end of August 2013.

A New Entrance to Samoa

“We’re also replacing all of the sidewalks in the Samoan Village, and we’ve built a new entry” (closer to the bridge behind the Hale Aloha ‘volcano’), Clements continued. “Because the Hale Aloha is closed for renovations, we’ll temporarily set up the Ali’i Luau that was held in that venue in temporary tents on the malae of the Samoan Village. To do that, we’ll temporarily resurface the whole malae with concrete.”

He noted the work needs to be done in time for the annual World Fireknife Championships, the first events of which will be held in the Samoan Village.

Reorganization...

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After he earned a graduate degree and his wife also graduated, Apelu returned to Samoa again where he served as CES Administrator from 1985–91.

He came back to Laie at that time and progressively assumed more responsible management positions, being named VP of Operations in 1999.

“I love the PCC. It has been a learning experience for me,” Apelu said. “I think the thing I love the most is working with our people and trying to help them.”

Eric Workman has rejoined the PCC Team as Executive Vice President for Business Development and Marketing, which includes overseeing all the Center’s sales and marketing functions.

Workman, whose mother lived in Laie when he was an infant, enrolled at BYUH after serving a mission in Ohio. As a senior working on campus, he felt he had missed out on the PCC experience and took a job in Museum Stores and video sales, eventually

rising to department manager.

After graduation, Workman and his family moved to Kobe, Japan, for three years. Returning to Laie, he became the senior PCC manager for retail sales, then went to BYU Provo in 2000 to work on an MBA degree specializing in marketing. Upon graduating, he was hired by Dow Chemical and worked in Midland, Michigan, in their business Growth Center for 12 years.



Workman: New EVP

Workman said while he had a very good position and “broad experience” with Dow, “I always missed what we had here — the sense of meaning and purpose. We know what we’re doing is to help students at BYU–Hawaii get a great education. We’re representing the Church. We are doing something valuable and perpetuating the

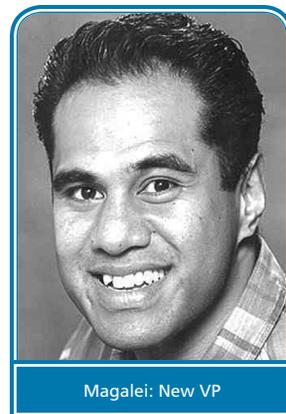
cultures of Polynesia.”

“To come back here, to a place where we kneel to have prayer before we begin our leadership meeting, that’s what I missed.”

Raymond Magalei, formerly Director of Marketing, has been named PCC Vice President of Sales and Marketing.

Magalei, a third-generation PCC employee, started working at the Center in the Gateway and Concessions while he was still a Kahuku High student. Enrolling at BYUH in 1987, he worked as a student guide and in the Tahitian Village.

After serving a mission, he worked in Reservations, danced in the night show and joined the Promo Team before graduating from BYUH. “It was on the promo trips that I started to get interested in this industry,” he recalled, thanking the sales team for fostering his experience.



Magalei: New VP

Magalei joined the marketing team as an assistant to Dave Cole in 1999, and has progressively worked his way through the department since then.

“As Alfred Grace always says, we have drunk from wells that we did not dig,” Magalei said. “I have a deep gratitude for those who came before me, specifically my grandparents and parents. They had a love for this place, and they sacrificed. I share that same love and appreciation for the Center, and the role the Gospel plays in this place.”

“Heavenly Father has certainly blessed the PCC. I’ve witnessed this throughout my career, and it’s really made me grateful to know how blessed I am to work here among the people at the Center.”

40-year veteran announces PCC retirement

Les Steward, PCC Director of Physical Facilities and Maintenance — and one of the Center’s most venerable employees with over 40 years of experience — has announced he plans to retire on June 28, 2013.

He and his wife, Nanette — also a former PCC student guide, fulltime Purchasing secretary, and more recently a third grade teacher at Laie Elementary School — plan to move to Kennewick, Washington, to be closer to their children and grandchildren.

Originally from Sydney, Australia, he came to Laie in 1969 after graduating from Church College of New Zealand, and started working at the PCC as a student in the Theater Department, and later the Business Office. After graduating from BYUH in 1973 with a degree in accounting, Steward worked full time as Controller, eventually becoming Vice President of Finance and later Vice President of Operations. After interrupting his PCC career to serve as a

mission president in Arcadia, California, he came back to PCC as Assistant to the President before taking on his current assignment.



Steward

Steward said he actually intended to retire sooner, but he and his wife pushed those plans back when they were called on their mission.

“I’ve come to love the people I’ve been blessed to work with over the years,” Steward says, “especially those who’ve taught and mentored me. They’ll be eternal friends. I love every one of them.”

“After working here for more than 40 years, I can go anywhere in the world — and I’ve traveled to a good part of the world because of the PCC — and find a friend from here. The true reflection of aloha is there because of the PCC. I honestly feel like I’m not leaving, because PCC is the world. It has an impact on people everywhere.”

Ha 'Best Live Show'

The PCC's critically acclaimed night show, *Ha: Breath of Life*, was named Hawaii's "best live show" in *Hawaii Magazine's* 2013 Readers' Choice Awards.

"It is such an honor to receive this award. This one is extra special because it was chosen by the readers of *Hawaii Magazine* representing voters from across the nation and beyond," said Delsa Moe, PCC Director of Cultural Presentations.

"It took us three years and countless hours before *Ha* was ready to make its premier. We not only wanted to create an entertaining show, but one that would give the audience a deeper glimpse into the cultures of Polynesia."

"From the original choreography and costumes, to the animation and lighting effects, we needed to be sure that every product we put on stage was culturally authentic and relevant," she said.



Reminders: Buy 50th Anniversary Reunion tickets online

With only four months to go until the Polynesian Cultural Center's 50th anniversary Alumni Reunion in Laie from September 1-8, 2013, everyone is reminded to book tickets online as soon as possible at <http://www.pcc50.com/buy-tickets-online.html>



Meet the missionaries

Elder Denis and Sister Sherlee Cooper, from Hyrum, Utah (near Logan), have been called to serve at the PCC for 18 months. He's a retired journeyman lineman with over 30 years of experience, and is assigned to Maintenance. She's assigned to the Seamstresses and other locations as needed.



The Coopers



HONOLULU MAYOR KIRK CALDWELL presents PCC President & CEO P. Alfred Grace with a City and County of Honolulu proclamation recognizing the Center's 50th anniversary and declaring October 12, 2013, as Polynesian Cultural Center Day.

Online 50th Anniversary Package tickets cost \$150 — a 40% savings over the component prices — and includes:

- The **Alumni General Admission Pass**, with unlimited entry to the Villages and all regular daytime activities during Golden Jubilee week, including *Hawaiian Journey*, and more.
- **Reserved seats for *Ha: Breath of Life*** on any night during Reunion week.
- The **Alumni Welcome Reception** and heavy *pupu* on Monday, September 3, 2013, starting at 6:30 p.m. in the "new" Hawaiian Village.
- The **Alumni Talent Show** on Wednesday, September 4, 2013, in the BYUH Cannon Activities Center.
- The **PCC Golden Jubilee Ball** on Thursday, September 5, 2013, starting at 7 p.m. in the "new" Gateway.
- The **Alumni Luau** on Friday, September 6, 2013: The Center is already "sold out" to ensure an exclusive, grand event.
- Reserved seats on Friday, September 6, 2013, in the Pacific Theater, for **EITHER the Alumni Golden Show** starting at 6 p.m., features OGs and *kupuna* alumni performers; **OR the Alumni Silver Show** starting at 8 p.m., features our more youthful alumni: You must choose one or the other.
- A **50th Anniversary tee shirt**. Can't wait? Order one online right now at <http://www.pccmarketplace.com/clothing/tshirt-50th-anniv-gray-black-blue/>
- Also, a 50th Anniversary tote bag, a *Ha: Breath of Life* DVD, and a 50th Anniversary nametag badge; and free parking during the Golden Anniversary week.

Free non-ticket reunion events, open to the community, include:

- A **musical fireside** on Sunday, September 1, 2013, starting at 6 p.m. in the Pacific Theater.
- PCC 50th Anniversary **concert series** each evening of the Reunion Week, starting at 6 p.m. on the Front Entrance Plaza.
- A **PCC 50th Anniversary parade** through Laie on Saturday, September 7, 2013.
- An **Alumni testimony meeting** on Sunday, September 8, 2013, starting at 4 p.m. in the BYUH Cannon Activities Center.
- And much more. For a more detailed list and the latest updates, please go to <http://www.pcc50.com/schedule.html>

Register online to join Alumni night show casts

Alumni who wish to perform in either the Golden or Silver alumni night shows are reminded they must register online at <http://www.pcc50.com/pcc-alumni-evening-show.html>.

Rehearsal videos to learn the dances have also been posted on www.pcc50.com.



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