

July 15, 1992



IMUA POLENISIA

THE VOICE OF THE POLYNESIAN CULTURAL CENTER

ELDER MARVIN J. ASHTON:



PCC'S LONGEST SERVING CHAIRMAN HONORED

ELDER MARVIN J. ASHTON

HONORED WITH PCC STYLE

Elder Marvin J. Ashton, member of the Council of the Twelve and former Chairman of the PCC Board of Directors for 12 years, was honored in a special tribute at last month's Board of Directors meetings in Laie.

He was hosted by Board Chairman Elder Dallin H. Oaks, co-chairman Elder Joseph B. Wirthlin, and Center president Les Moore.

Over 100 employees greeted Elder Ashton and his family at the front entrance. Elder Ashton led the official party through excited crowds to the canoe landing. Boarding three decorated canoes, the "fleet" wound its way from island to island acknowledging greetings from employees waving banners from the bridges and throwing flowers in tribute. At each canoe landing, villagers entertained and presented appropriate cultural gifts.

A special dinner was held in the Samoan Chief's house for the Ashtons. PCC president, Les Moore, enumerated Elder Ashton's Church contributions and service throughout the world.

Professionally Elder Ashton, 77, has served on the boards of several corporations including PCC, ZCMI, Zions Securities and Deseret Book Corporation. He had also been a member of the Utah State Board of Regents, a Utah State Senator, national committeeman of the Boy Scouts of America and served on the National Advisory Council.

A second tribute to Elder Ashton was a letter from BYU-H president, Alton Wade which was read

by Eric Shumway, a PCC Board member and BYU-H Academic Vice President. He also presented Elder Ashton with a special Tongan fine mat



usually reserved for high-level dignitaries.

President Les Moore next gifted Elder Ashton with a wooden bowl carved with special features by PCC master carver David Eskaran. It showed in relief Elder Ashton's name, his profile, maile leaf decorations, center logo, and miniature Bible and Book of Mormon. A Maori taiaha was also presented as a final gift with Moore calling Elder Ashton "a man of influence, a man of special persuasion".

Next Elder Dallin Oaks thanked everyone for the day's beautiful tribute. He extended its honor to include Sister Norma Ashton for her unwavering support of her husband. He revealed Sister Ashton's dedication to the Intermountain Health Care Board praising her leadership and service in that capacity as well as Church-related

organizations and activities.

Elder Ashton expressed his gratitude with humor and goodwill for the hospitality and outpouring of friendship. He shared the love of the First Presidency and the Council of the Twelve indicating their continual support of the Center and its unique mission.

Under his PCC chairmanship, many significant changes occurred at the the Center including the building of the Gateway Restaurant, Pacific Pavilion, Marketplace, employee building, front entrance, IMAX theater, Wyland Wall, Marquesan Tohua and moving Hawaii to its present location.

"Elder Ashton played a prominent role in the history of the Center. He directed the Center into a strong financial condition during his



tenure as Chairman of the Board. His contribution to the Center's success is immeasurable," said PCC's Moore.

After dinner the Ashton party and guests went to the Pacific Pavilion to view "Mana, the Spirit of Our People". Addressing the cast after the show, Elder Ashton praised their enthusiasm, energy and commitment to the highest performance standards. He encouraged them all to continue serving the Center visitors with the spirit of love, friendship and excellence.



“Back on my island...”



Osamu Ozaki

Born: Osaka, Japan (Main Island)

Position: Vice President
Eastbound Sales

“I was born in Osaka, one of the most beautiful cities in Japan. Close to my home was a big river called the Yodagawa where I used to go fishing and swimming.

The sport I loved most was baseball. Every day I practiced faithfully because like many city boys, my dream was to become a professional baseball player.

During the summertime I would participate in a special parade in appreciation of the harvest. I would wear my coat and drum as I marched through Osaka's streets.

When people think of Japanese families, they think of only a few children. But I came from a large one with six sisters and four brothers. I am the youngest. When I think about my early years, I remember my mother who used to wake up around 5:00 a.m. and prepare breakfast for us. We would enjoy our rice for breakfast and the rest of the day's meals.

One of the customs we always kept was we made mochi. Mochi is pounded rice and it is a necessary food for the New Year's celebration. When we ate it, it symbolized health and strength for the coming year.

When I think about my youth and Osaka I remember the sights, sounds and feelings of being Japanese in a place that made me what I am today. I am grateful that in my present position, I can continue to be who I am and serve not only the Center but the Eastbound guests who know they will be treated with respect and aloha when they visit us by the thousands each year.”

Faleola Ofahengaue

Born: Vava'u, Tonga
Position: Artisan
Islands of Marquesas

“I was raised in the village of Tuanekivale. The name of it refers to the story of a man who lost his son and it describes how the father felt, something like losing a future blessing or putting your hopes into something that does not happen.



As one of seven girls in my family, it was important for me to help with three main things: copra-making, tapa-making and weaving. Tapa-making remains important to me because I demonstrated it at PCC.

The paper mulberry tree is the basis for all Tongan tapa-making. Our family had a

special plantation where we planted, weeded and trimmed the trees. Twice a month we would trim the main branches free of sprouting secondary branches and leaves in order to force it to grow straight and tall and without knots which leaves holes in the tapa. It took nine months for the trees to be ready.

Once we cut the trees we removed the outer bark to reveal the light-colored inner bark which we left in the sun to dry. After collecting the strips we would roll 20 together and secure and store them for future use.

To prepare the bark for pounding, we would first soak the strips overnight. The next morning we would pound as many as we could before we went to school. We girls would only stretch the bark a little way because my mother who was the expert would finish the bark to its proper width. It was she who would also pound several strips together using half-boiled, sticky tapioca root.

About nine months later, we would have enough tapa collected to combine it together into one large piece of tapa about 50 feet in length and 15 feet in width.

Tapa is called ngatu in Tongan. Six days a week you can hear the women of the villages beating tapa from early morning to sunset. When I remember Tonga, I can still hear how the beating rhythms echo through my village.”

Devotional Pays Tribute To

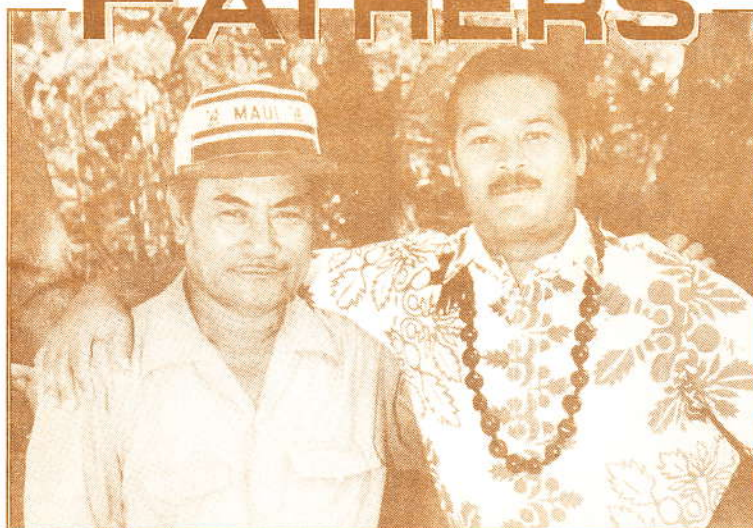
FATHERS

Four speakers at the June devotional paid tribute to PCC fathers.

Harvey Toelupe (Safety Coordinator) said "good leadership must be for the future, not past or present; The future lies upon the person who holds the job, not the job itself; and good judgment is the outcome of experience."

He reviewed a special experience from his military past in Germany.

The second speaker, Jeanie Moore (wife of President Moore), spoke about the importance of fatherhood noting it is one of the greatest honors a man can have even into the eternities. She personally thanked all the PCC father-employees who contribute through their work to the comfort and happiness of her family—the gardeners, maintenance repairmen, company officers, etc. She said they have added so much to her family's lives.



President Les Moore remarked briefly about his recent trip to the Peoples Republic of China noting the Center's prominent role presently in serving certain private and governmental organizations in their establishing Chinese cultural theme parks within China—and elsewhere in the United States and Canada. He foresaw an even greater role for the Center adding it will become a significant influence in future developments of cultural centers throughout the world.

Encouraging all workers and

guests to increase their desire to serve the Lord, Moore pointed to an exciting future as the Center continues to make strategic alliances with Mainland China and other nations of the world.

The final speaker, David Hannemann, Senior Vice President of Guest Services, testified of the inspired nature of the Center.

Recalling his experiences with President Moore in

China, Hannemann paid tribute to Moore's leadership as the "Father of PCC". He commended him on his professional and spiritual representation of the company.

In conclusion Hannemann advised the Center employees in their dealing with others to remember the Chinese observation: "When we meet the first time, we are strangers. When we meet the second time, we become familiar. But when we meet for the third time, we become friends."

PRESENTATION AT INTERNATIONAL CONFERENCE DESCRIBES PCC ROLE IN THE ECONOMICS OF TOURISM AND THE ARTS

At an international conference, The Economics of Tourism and the Arts 2000, in Eugene, Oregon last month, Dr. Max Stanton, Professor of Anthropology and Sociology at BYU-Hawaii, gave a presentation about his observations of the role of the PCC in tourism and art.

Through slides and narration, Dr. Stanton showed how

the Center in the last 30 years has supported students through their learning the arts (performing and visual), providing them outlets to sell their arts and crafts, by having cultural experts such as carvers Tumu Purcell and Barney Christy to teach and inspire them, and by providing the means to educate them. "PCC generates support for approximately 1,100 students every year. The PCC

work scholarship program directly helps about 700 students while 400 are indirectly aided through working on the BYU-H campus on moneys provided by the Center.

"Recognizing the institutional and bureaucratic limitations of an organization such as PCC, it is remarkable how over the last 30 years the Center has provided a college education for thousands of students using the performing and visual arts as a means of attracting tourism," Stanton wrote.

SUMMERTIME BASH

BENEFITS KEN PETERS HEART TRANSPLANT FUND

The Summertime Bash featuring popular entertainers Willie K., Tropical Knights and Manuma in addition to other local acts proved successful in generating funds to help PCC Employee Ken Peters (Guest Services) with medical expenses related to his life-threatening medical condition.

Ken now awaits a heart from a donor in Portland, Oregon and is supported by his wife, Mary, who is expecting their third child in September. According to his mother-in-law Pepe Tanuvasa (Gateway), his older children are in her care until the medical surgery and related procedures for Ken have been completed.

After all major expenses were paid for the Bash a check was sent by PCC's President Les Moore to Ken on behalf of PCC, BYU-Hawaii and the Laie community.

CALL TO PCC INAUGURATES WORLD-WIDE COMMUNICATION

On June 8 at 8:45 a.m. Hawaii time (1:45 p.m. Easter Island time), Sergio Rapu, PCC Manager of Cultural Development, answered his phone to discover a surprise. He was on link with the mayor of Easter Island, Juan Edmonds, who was direct dialing to the first person on their newly-completed international communication network via satellite. Rapu was given the honor as a former governor of Easter Island who was instrumental in initially planning the systems.

Directing his remarks to an assembly of Easter Islanders listening on a speaker phone system, Rapu spoke both in Spanish and Rapanui. "Two decades ago communication to Easter Island was through a once-a-year visit by a Chilean Navy vessel. Today full 24-hour communication with the rest of the world via satellite has been established."

Mayor Edmonds expressed his happiness in learning Easter Island students will be given the opportunity to come to BYU-Hawaii and the PCC. He expressed his deep gratitude for the forthcoming opportunity for the young people of his island to study, learn and grow with the rest of Polynesia.

CENTER FAVORED WITH VISITS FROM CHINESE DIGNITARIES

During the past month the PCC hosted several dignitaries from the People's Republic of China. Notable among them was Madame Weili Chen, Vice President of Venture tech, the company developing a 590-acre cultural theme attraction close to Beijing. Madame Chen is the daughter of one of China's most prominent leaders. Other special guests included Madame Wang, wife of Xue Xiang Wang, the Consul-General based in Los Angeles, Mr. Shu Wu Chen, Consul in charge of Cultural Affairs also based in L.A., Mr. Li Tiejun, Minister-Consul of the Embassy in Washington D.C.



The Importance of Getting it Right Every Single Time

by Miller Soliai

Ninety-nine per cent sounds close, but when it comes right down to the wire it is not good enough. If 99% was all every individual got, everyone would be in trouble. The result would be chaos:

- Druggists would fill at least 200,000 prescriptions wrong each year.
- Water would be unsafe to drink at least four days out of the year.
- There would be no electricity, water, or heat for fifteen minutes

every day of the year.

- 1.7 million pieces of mail would be lost by the Post Office every working day.
- 300 airplanes would miss the airport runway each day of the year
- There would be nine misspelled words on every page of every magazine
- At least three times every year every person's dinner would end up in his eye, his ear or his lap, but not in his mouth.
- One out of every hundred

cars could be expected to run each and every red light.

- Doing things right the first time every time is a standard every employee meets regularly most times. That is how things work. But with the goal of 100% performance every single time, imagine the perfection of service and satisfaction the Polynesian Cultural Center would achieve—100% of the daily guest count receiving 100% satisfaction. That would be quite an achievement! Let's strive for it.

HANDICAPPED VISITORS ENJOY CENTER

A group of 198 handicapped visitors with 58 chaperones visited the Center last month.

"When opportunities arise to assist special groups, every PCC department in the Center bands together to serve our guests. It is that kind of cooperation which sets the Center apart. Consequently, last month, as a unified whole we made our special visitors welcome and helped to make their Center experience one of the most significant and enjoyable outings of their lives," according to Westbound Sales Director, Alfred Grace.

TAHITIAN KEIKIS PREPARE FOR CULTURAL WEEK

Thirteen to fifteen children ranging from ages 5 through 10 are currently rehearsing for the Islands of Tahiti Cultural Week July 13-18. Practising twice a week until their performance, the children from local Tahitian families are working hard and eagerly awaiting their opportunity to perform the dances of their French Polynesian heritage. A special invitation is extended to PCC employees and the community to join in the additional exciting activities which will complement the existing programs in Tahiti for a week.



Guest Karen Petersen from Denmark is welcomed by President Les Moore. She last visited the Center 26 years ago, three years after the Center opened. She returned because her first experience was wonderful among friendly people.

IRASSHAI!

CENTER WELCOMES JAPANESE-SPEAKING RECRUITS

A special contingent of Japanese-speaking return missionaries were recently recruited from the western states area of the U.S. to work the summer as foreign guides. Pictured here with Calvin Paleka, the group spent a week in intense, in-depth training learning about Polynesian culture and Center policies and procedures.



BOARD CHAIRMAN HOSTS VOLUNTEER RECEPTION

PCC Board of Directors chairman, Elder Dallin Oaks and vice-chairman, Elder Joseph Wirthlin, hosted a small reception in the Aloha Center ballroom Saturday, June 27, to personally meet and thank the community volunteers who saved the Center tens of thousands of dollars in a clean-up campaign last January. The

gathering chattered informally and enjoyed light refreshments.

In his brief remarks Elder Oaks thanked all those responsible directly and indirectly for their service to the Center.

Elder Wirthlin echoed Elder Oaks' sentiments adding the volunteer effort was proof of the value and love the

community have for the Center. Blessing those in attendance with peace and love in their homes, Elder Wirthlin encouraged them further to maintain their same attitudes and feelings of service, goodwill and sacrifice.



Sculptor Donates Talent



Tuione Pulotu

It's no secret one of the most talented Polynesian artists to be found locally is Tuione Pulotu. It was evidenced recently when he volunteered his time to carve the two posts at the Tahiti Island canoe landing with only a chain saw—without making any outlines or markings on the posts. He completed the project in four hours to the amazement of everyone who saw him. The most thankful PCC recipient was his wife Mahana, who manages the Islands of Tahiti. The majority of the tikis found throughout the Center were carved by Pulotu including the recent additions to the Photo Polynesia booth and the Ali'i Luau entrance.

EDITORIAL *By RUBINA FORESTER*

ARE WE PREPARED FOR DEATH?

When I think about death, I remember when I was a young girl in Samoa and the many times I was disciplined by the housegirls who looked after me. When I was naughty, they threatened that if I did not behave, they would leave me overnight on my ancestors' graves located behind our house and their ghosts would punish me. Death became a subject of avoidance.

However, there's a positive side to this grim picture all PCC employees should be aware of. DMBA has benefits which can help in coping with the death of an employee or a family member.

Fulltime employees who signed with DMBA for medical coverage or Kaiser, the monthly premium amount you pay includes the basic Group Term Life benefits. Specifically, you and your eligible dependents are covered.

The death benefit is as follows. If an active, eligible employee dies before the age of 65 the coverage is as shown:

<u>Gross Annual Salary</u>	<u>Amount of Insurance</u>
Up to \$15,000	\$30,000
From \$15,000—\$20,000	\$40,000
\$20,000 and up	\$50,000

A death benefit of \$2,000 is provided upon the death of a spouse. Each of an employee's eligible dependent children, age 15 days to 24 years, also has a \$2,000 death benefit. An infant who is born alive, but dies within 15 days, has a \$500 death benefit. When the employee retires, coverage is no longer available for the spouse and children.

NOTE: An employee who may not have signed up for the DMBA or Kaiser, may still sign up for life and disability insurance only by contacting the DMBA staff located in the Administration Building.

STATE OF THE COMPANY MEETING PROVIDES MANY DIRECTIONS FOR EXCELLENCE

PCC President Les Moore recently conducted a State of the Company meeting and publicly acknowledged Princess Pilolevu of Tonga for the chiefly title of "Mafi Fakapotu" that was royally bestowed upon him. He said the honor was not bestowed upon Les Moore the individual but on Les Moore, the President of PCC, who represents all those connected to the Center."

After a review of the

Center's financials, Moore reiterated his firm commitment to the goals and mission of the Center. He asked for the prayers of the employees noting the "on target" performance of the officers, managers and workers. His desire was to tap the wealth of sources found within the Center framework and give individuals the opportunity to rise to new levels of opportunity.

Moore laid out the groundwork for future changes indicating a flattening of the organization to facilitate more responsive communication among the guests, the trade and the employee.

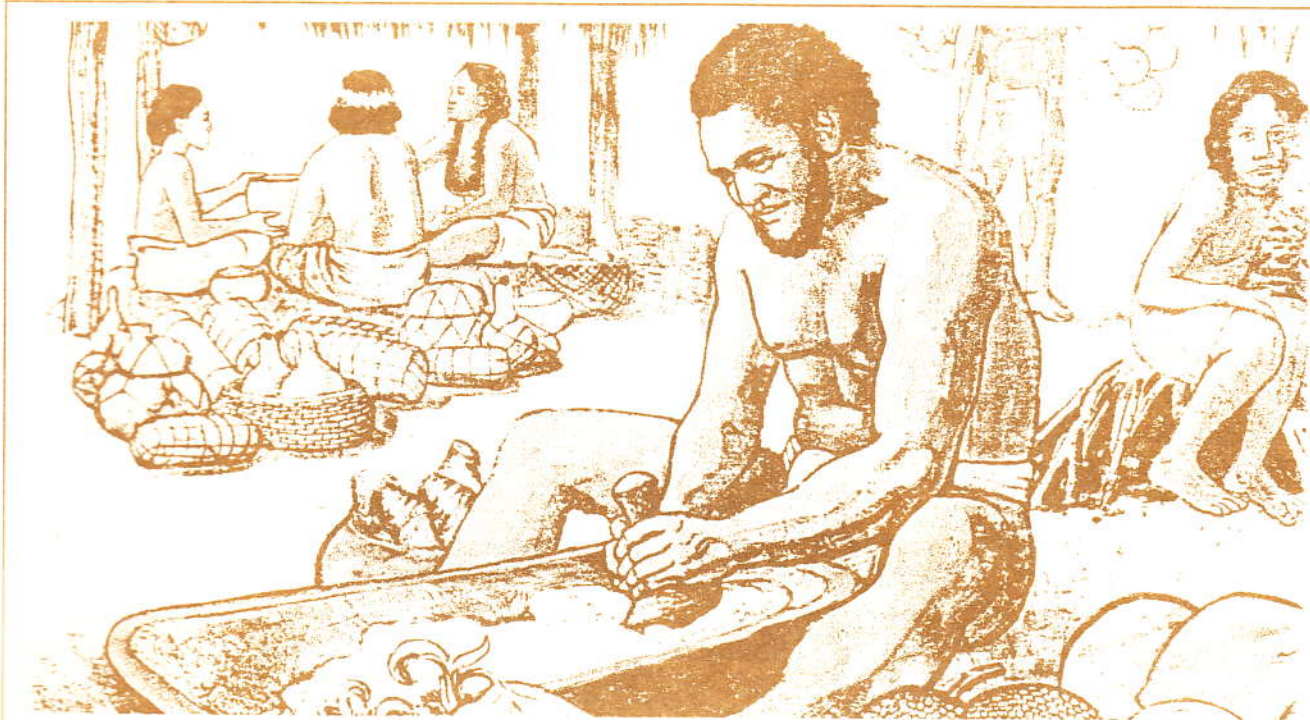
Expounding on the qualities of good leaders, Moore asked everyone present to break with traditional ways of thinking and seek to discover new ideas and directions. He encouraged maintaining an

impeccable character with honesty as a solid base.

Moore encouraged everyone to shift their view of the Center from a site focus to an experience focus and re-emphasized the importance of the Center as a global attraction and an living Museum experience.

In his final remarks Moore reminded everyone of the service phrase "The customer is always right." Bestowing the blessings of love on all, he asked for peace in every heart, dedication to Christ-like service and the commitment of excellence extended to every Center guest.

Highlights of the meeting included the presentation of a Special Recognition Award to Valusia Talataina for spearheading the PCC Intramural Program.



CULTURALLY SPEAKING >>>

ON THE SUBJECT OF HANDS

Before instruments and machines were invented, hands were the main tools of humankind.

In pre-European Marquesas in order to make popoi, plain or pounded fermented breadfruit, a young man or woman's hands were consecrated in a special ceremony at the age of 10 years. This rite allowed a young Marquesan to perform this work for the future.

At the Center you can observe anywhere Polynesian hands doing Polynesian work. They still twirl poi balls into

story patterns, hold drumsticks to beat intricate Tamure rhythms, pound mulberry tree bark into tapa cloth, hold tongs to pick-up heated underground oven rocks, and braid hair, leis and sennit.

Hands remind people of the common, ordinary things. Perhaps that is why "hands on" experiences are the most memorable. In the repetition of daily tasks, the hands somehow bind the action to the spirit so that long after the hands have become bent with age, the spirit still remembers the feel and movement of the tool.

Kalani Kanahele, an Islands of Hawai'i poi demonstrator, describes how it feels: "My mother taught me how to pound poi when I was about 10 years old. My first attempts were messy with poi all over the poi board, the floor and the walls. But once I became adept at it, I began to enjoy the free and natural flow of rhythms and motions involved. There is a feeling of intense satisfaction when the right consistency and texture is produced."

TONGAN PRINCESS RECEIVES ROYAL WELCOME

Princess Salote-Pilolevu Tuita of Tonga received a royal welcome at PCC last month. Hosted by Center president Les Moore, Elder John Groberg, Area President for the West Coast and Hawaii, company officers, special guests and conferees to the Tonga History Association Conference at BYU-H, she represented her father, Tonga's King Taufa'ahau.

Leading a tour consisting of three canoes, Princess Pilolevu acknowledged the musical and dancing welcomes performed by the Islanders of Polynesia on their decorated canoe landings.

Disembarking in Tonga to the strains of "Gardenia", a song her grandmother, Queen Salote, wrote was played by the PCC Brass Band, the Princess walked across a pathway of tapa cloth and decorated mats to sit under a canopy while special greetings and honoring activities took place.

Highlights of the two-hour ceremony and traditional performances viewed by crowds of employees, guests and local Tongans, included the presentation of the kava plant, the baked pig weighing approximately 400 lbs, the lakalaka and tauluga dances and the exchange of chiefly speeches.

At the dinner held in the Samoan chief's house, not only was there a surprise for President Les Moore but also for Princess Pilolevu. President Moore's surprise came by way of Eric Shumway. The BYU-H Academic Vice President, a member

of PCC's Board of Directors and holder of the official Tongan title, Faivaola, he represented Princess



Pilolevu as her special spokesperson and announced the bestowal of an honorary chief's title from the Tuitoga dynasty line upon the Center head.

The title Mafi Fakapotu, comes from the Tongan word 'mafi' meaning strength, power, energy and 'fakapotu' meaning rear guard the person who guards all vulnerable parts of a formation.

With deep gratitude, Moore accepted the title on behalf of the Center expressing its honor and status paid tribute to the Center's respected influence throughout Polynesia.

In his remarks Elder John Groberg of the First Quorum of the Seventies and President of North America West Area re-committed the support of both PCC and BYU-H to the goals of the Tonga History Association—of historical study, documentation, presentation of important scholarly papers and research into Polynesian traditions.

Elder Groberg felt impressed to summarize three important principles to the assembled

dignitaries, scholars, guests and company officers. He identified the Fatherhood of Heavenly Father

making all people and races His children. He further identified the Saviorhood of Jesus Christ and as His followers Christians must follow His example and live honorably. Thirdly he identified the Brotherhood of Man, that as brothers and sisters all individuals should treat each other accordingly.

Princess Pilolevu's surprise came when she was presented with a ti-leaf wrapped bundle inside a wooden bowl which revealed 500 silver dollars and five \$100 bills. Clearly overwhelmed with the gift, the Princess, through her designated spokespersons, accepted the check for \$1,000 (the more portable, easier-to-carry amount) expressing her desire that the money be used to establish an endowment to support of the Tonga History Association. All those present, especially the conferees and members of the society, applauded their approval of her generosity to their fledgling organization.

Dr. Sione Latukefu, president of the Tonga History Association and speaking on behalf of the Princess, conveyed her appreciation for the hospitality extended by the Center and for the generous gift. "The gesture," he said, "will benefit education not only for Tongans alone but other parts of Polynesia." Wishing goodwill for the Center's future, Latukefu reminded those present of its importance in helping Polynesians to know who they are and what they can become.

Malo!



MALO! TO ISLANDS OF TONGA

A rousing "Malo Aupito!" is extended to the Islands of Tonga for a successful cultural week June 29-July 4. With many supplemental daily activities, especially their hosting a different

neighboring island every day, the Tongan employees are to be commended for their Polynesian hospitality.

The Saturday devotional, luncheon and entertainment

conducted with traditional tributes highlighting the King of Tonga's birthday celebration and America's Independence Day.

Kalo Soukop, the first female on the PCC Board of Directors, was honored in a song written and sung by the Tongan islanders, commending her longtime service to the Tongan community.

Moana Ofahengaue, Islands of Tonga manager, thanked his island workers, family, community members, the PCC officer group, other department managers, fellow employees and guests for their support and compliments.

"The PCC is a window to the world and together we can all work towards making it the best place not only to see the physical beauties of Polynesia but also the heart and spirit of the people."

PCC CO-SPONSORS MELVILLE SESQUICENTENNIAL

The sesquicentennial (150 years) celebration of "Moby Dick" author Herman Melville's arrival in Polynesia was kicked off this month at the Polynesian Cultural Center. Held in conjunction with Honolulu's Movie Museum in Honolulu, the month-long celebration called the Herman Melville South Seas Sesquicentennial will be based at the PCC's Marquesan tohua. It will feature traditional dances, tattooing exhibits, and special visual displays paying tribute to one of America's most well-known writers of South Pacific adventures.

PCC employees are encouraged to read "Typee" which tells of Melville's encounters with Marquesans in Taipivai Valley and "Omoo", written about his adventures in Tahiti. Melville is best known for his Great American Novel "Moby Dick", a whaling adventure based on his experience as a whaler in the South Pacific.



Kalo Mataele Soukop

"Introduction: This interesting article was reprinted from the June 29 issue of Travel Agent Magazine and replaces PCC President Les Moore's Q&A column"

PUBLISHER'S LETTER

A MAN FROM BRIGHAM YOUNG

It might sound condescending, or perhaps even a touch cavalier, but the fact is that I've never met a Mormon I haven't liked. Maybe it's sentiment, since the first Mormon I ever met was on a golf course overlooking Lake Tahoe, one perfect day some 25 years ago. In addition to being a Mormon, he also happened to be a travel agent from Utah, and we remained friends until he passed away a few years ago.

I was recently reminded of how the Mormons were maligned in this country during the 1800s when I read Harry S. Truman's newly published biography by David McCullough. In it McCullough writes: "On the night of November 12 the skies ignited in a spectacular meteor shower like none had ever seen on the Missouri frontier. Many took it as a sign to rid the land of Mormons once and for all." McCullough continues, "The governor of Missouri called out the militia and declared for the public good all Mormons must leave the state or be 'exterminated.' A religious war was under way, Missouri's first civil war, and ended only when the Mormons departed for Illinois in 1839."

History notes that following the forcible expulsion of the Mormons from Illinois, Brigham Young led his followers through toils and dangers over the plains and tablelands to the valley of the Great Salt Lake, a journey which nothing but the most untiring energy could have conquered. There in the heart of the Rocky Mountains, in July of 1847, he founded Salt Lake City. Hence today, Mormons are generally known for their tenacity, as well as high moral standards and strong work ethic.

Last week I came across a hard-working tenacious travel agent—incidentally a Mormon—who spoke candidly on the issue of the recently concluded airlines fare promotion. John Emmett, president of Emmett Travel in Portland, Oregon, is a bright man who received his master's degree from Portland State University after getting his bachelor's degree from Brigham Young University.

John's been a travel agent for 25 years following a short stint as a baggage handler for Braniff Airways while attending Portland State University. He founded Emmett Travel 20 years ago, and today his agency volume exceeds \$14 million. He employs 25 full-time agents, and he tries to keep his mix balanced at 60 percent corporate and 40 percent leisure sales. John has been a member of ASTA for 15 years, and following the airlines' recent half-fare promotion, he wrote a memorandum to the Society expressing his views and opinions on the fare war. When I talked to him, he carefully stressed that his memorandum, entitled "One Travel Agent's Perspective," was merely his opinion, recognizing that he might be in the minority.

Nonetheless, he expressed concern that the fiery rhetoric which accompanied the early stages of the promotion—concerning suggestions to sue the domestic airlines for lost revenue or to bill them for overtime paid to employees—would further distance "our already precarious relationship with the airlines." As stated in his memorandum, "If we want to express our frustration to airline executives about last week's incredible exercise, let's do it in a polite, calm and professional manner," adding that "to do otherwise will only further jeopardize our chance for an open and candid dialogue with one of our primary suppliers."



Among other things, Emmett took issue with ASTA President Phil Davidoff's suggestion for agents to "book anything but air tickets." Emmett says "a comment like that will only encourage carriers to seek other sources of distribution."

In his memorandum, John reminds fellow agents that it was their decision to enter the travel agency industry through their ATC or ARC applications. He states, "We understood and agreed we would receive a percentage of sales for our compensation. We understood and agreed the percentage level would remain constant (in most cases) therefore, our compensation would be dictated by the price of the product we sold. We understood and agreed the price could change, thus changing our compensation. We understood and

agreed that we had no control over market conditions or decisions made by our suppliers. We made the choice. There was never a suggestion or hint from ATC/ARC or suppliers that profitability would be guaranteed. But then what business or industry would make such a guarantee?"

John Emmett goes on to ask five questions of travel agents that he himself went on to answer: 1) "Why did they [the airlines] do it?...They didn't do it. It did it. It being Northwest Airlines. One did it and the others shortly matched." 2) "If Northwest started it, why did others match?...What would you have done in their place? If one of your primary competitors reduced the price of their product without reducing quality, wouldn't you match the price of your product as long as your quality remained competitive?" 3) "Why did Northwest lower their fares when things seemed to be stable?...I can only assume they thought otherwise. Since 1978 discount promotions serve one purpose—they inject enormous sums of cash into a cash-poor company. Or they wanted to fill unsold seats knowing they would dilute their revenue from those already sold, but hoped the revenue from increased sales would exceed the dilution of the original revenue." 4) "How do travel agents protect themselves against this happening in the future?...We don't and we can't. We must accept the parameters the industry gives us, and we understood and agreed to them when we applied for our appointment." 5) "What, then, can we do?...Maximize your efficiency and minimize your expenses. We must remember these kinds of promotions are the exceptions and not the rule. We've been through them before and will go through them in the future."

John Emmett would be the first to acknowledge that point number five regarding efficiency will roll a lot of eyes. Nonetheless, he sees it as the practical answer to an admittedly difficult and controversial issue.

When it was all over, John told me his exhausted staff "kind of made fun of it by having a pizza party together." They, like most of you, were weary; but he says, "if it happens again, we're prepared to handle it." Last week he and his wife left for a week's vacation trekking through Yellowstone Park, which is only 390 miles from Salt Lake City. How else would you expect a guy from Brigham Young to sign off on the subject?

Rich Fries

Richard P. Fries



MICHAEL AKI: "I HEAR YOU"

Although PCC groundskeeping Michael Aki is severely hearing impaired, he can proudly claim "I hear you". He has

proven in his employment of 13 years that "hearing" the needs of others and "hearing" the responsibilities of his job is all that is essential in performing his job.

Born deaf as a result of his mother contracting German Measles when she was pregnant, Michael has learned to increase other senses to compensate for his hearing loss. For example, Michael uses his sight and sense of smell more acutely and sensitively. His

mother Thelma pays tribute to him for discovering household hazards which other members of the family had failed to observe.

"My first job at the Center was with Wes Kekauoha cutting sugar cane leaves to thatch the village buildings. It was hot work but satisfying. I became a groundskeeper

after that and I really enjoy what I'm doing.

"Everyday I steer the boat that has a special wire grid which catches the leaves and other rubbish that floats on the lagoon. I fill up about 2-3 bags every day."

'Olelo No'eau

Polynesian Proverbs

*Hawai'an: 'Aohe hala
'ula i ka po.*

No hala fruit shows its color in the darkness of night. Beauty must be seen to be enjoyed.



ANA LEAPAI RETIRES

Ana Leapai retired May 29th at the age of 65 after working here nine years. "My first job at the Center was in Maintenance when Harvey Alapa was manager. He hired me to make the thatching bundles out of sugar cane leaves. From that job I moved to the Marketplace where I was a weaver making hats,

fish, birds and headbands out of coconut leaves. I also sold pareus. When the people over the Marketplace changed, I was moved to Concessions as a custodian.

"I will miss the PCC very much. My job has paid for my house and given me the money to pay my tithing. I want to thank everyone who have been good leaders over me—Harvey Alapa, Joe Berardy, Nona Enesa, Leonard Peters and Rorii McCullough. They helped make my job wonderful.

"I just want to say to the workers of the Center to practice patience. If they do this, they will be happy and good workers. I will never forget PCC because I was happy talking with the tourists. I don't think anyone who ever works for PCC will ever forget this place."

Josie Kahiapo, lead stock clerk for Concessions and Ana's co-worker, expresses why Ana will be missed. "She never failed to say

"Good morning" when she came in. She was an example not only for hard work but for such things as always smiling when she was cleaning the front area of the KauKau and for always looking neat in her uniform."

Tuli Sellesin, Office supervisor for Food Services and Ana's former supervisor, appreciates her initiative. "Ana saw what needed to be done and did them on her own. One thing I'll always remember about Ana is how she picked flowers and brought them for the KauKau cashiers to wear so they would look nice for the tourists. We all wish Ana good health during her retirement."

Leonard Peters, Maintenance Manager, wishes all young people would take notice of Ana's example. "She takes PCC to heart and treats it like her own front yard. Dependable, honest and consistent workers like Ana should represent the norm at the Center" he said.

CENTER GRADUATES ARE VALEDICTORIANS

PCC workers Julie Smith (Guides) and Timothy Robertson (Brass Band) were two of nine valedictorians honored by Kahuku at the high school's graduation June 13.

Smith, a multi-purpose guide who often hosts German-speaking groups, will be attending BYU-Provo as the recipient of the prestigious Ezra Taft Benson Scholarship. She will receive tuition and a half for four years towards a major in international relations.

"Working at the Center has helped me be more well-rounded rather than being totally academic. My employment as a guide has helped to keep my proficiency in German which I love.

"When I leave for Provo I will miss the German guests with whom I have had the opportunity to inter-act. I have had to inform myself of the German influences in Polynesia in order to serve them better. My guests are very familiar

with Samoa since the German government administered those islands for many years and many families there bear German names. German guests also know about Tonga, with the Tongan King having visited there.

"Our German guests like all others want quality service. They



Julie Smith



Timothy Robertson

really love the consistent presentations of Marquesas. They are very fact-oriented and I have had to learn the names of plants and trees because they want to know about them."

Timothy Robertson played the tuba for the PCC Brass Band two summers until this past year when he became a regular student employee during his senior year.

A recipient of a Trustee Scholarship, Timothy will receive full

tuition for four years at BYU-Provo where he will major in chemistry.

Serving PCC guests as a Brass Band performer has been an exciting and happy experience for Timothy. "It could be supposed that the Brass Band members might get bored with the same jokes, but many are like me—we enjoy them every night. What is really amazing is the guests laugh at the same thing so those funny lines must have some merit.

"The Center has given me the opportunity of working with many people and experiencing different cultural aspects. Take for instance the wearing of a lavalava. It was weird at first, but now it is a natural part of my uniform.

"When I go to BYU-Provo, I will take with me the same feeling I presently have about the Center—that of always thinking what I can do to help the guests enjoy the shows more and feel happy. By so doing but with others on campus, I know my university years will be fun and rewarding just as I am enjoying being a Brass Band performer today."

Intramural Program "Right On!"

The coordinator for the PCC Intramurals Program, Valusia Talataina (Tech Services), praised the success of the newly-created sports program for Center employees declaring it "Right on!" he said it represented friendly competition and comradery between the various departments.

Inaugurating the program with basketball which the men's team from Maintenance and the women's team from Theater won, the competition followed with racquetball. Fasi Tovo (Theater) won in the men's competition and Ellen Gay Delarosa (Theater) won in the women's division playoffs.

Currently the volleyball competitions are in full swing with 8 men's teams and 8 women's. Any employee interested in participating in Intramurals may contact Valusia Talataina at extension 3065.

PCC IN THE MEDIA

Chicago Sun-Times April 1992

"We almost skipped this (PCC) attraction, which we now rank near the top of our "don't miss" list. The ads made it look like Disney World Hawaii, but in reality it's more like Lincoln Park with constant activity.

The Mormon-operated center is a 90 minute drive up the coast. You need a day to see this park that presents native life in the major island nations of Polynesia. The center is a wonderland and it's staffed by good-humored students.

Wandering among villages representing Hawaii, Samoa, Tahiti, Easter Island, Tonga, Fiji, New

Zealand and the Marquesas, we explored thatched huts decorated in styles of each of the island countries.

Costumed young people taught the hula, palm-leaf weaving and other island skills, offering samples of the taro-root dish, poi, which I think you have to be born in Hawaii to tolerate. A show in which "islanders" from each village sailed out in canoes was a delight. We ate the simple buffet..."

Travel Holiday Magazine March 1992

"If your Hawaiian fantasies run to aboriginal times, visit replica thatched-hut villages at the 42-acre

Polynesian Cultural Center, 40 miles from Honolulu. Seven ancient Polynesian cultures are represented, each by young descendants who work here in exchange for their education at nearby Brigham Young University-Hawaii."

Travelage West April 1992

"To increase its visitor appeal, the Polynesian Cultural Center added a seven-story-high, 96-foot-wide IMAX theater in January 1991. According to PCC President Lester Moore, the next five years will see more changes in the north shore Oahu attraction's entire facility. Plans include revamping the physical layout and creating a new live evening theater production."

TV TEEN ENJOYS

"AN INCREDIBLE TOUR!"

PCC played host June 18 to Joey Lawrence, a TV teen actor in the NBC television series "Blossom". Following his PCC visit he wrote a note saying, "Thanks for an incredible tour!"

Hosted by Ambassador Guide Angela Apiata and Imua Polenisia editor Rubina Forester, Lawrence enjoyed a full afternoon of activities walking through the Islands of Polynesia with his parents, his two younger brothers Mathew and Andrew (also actors) and his grandparents.

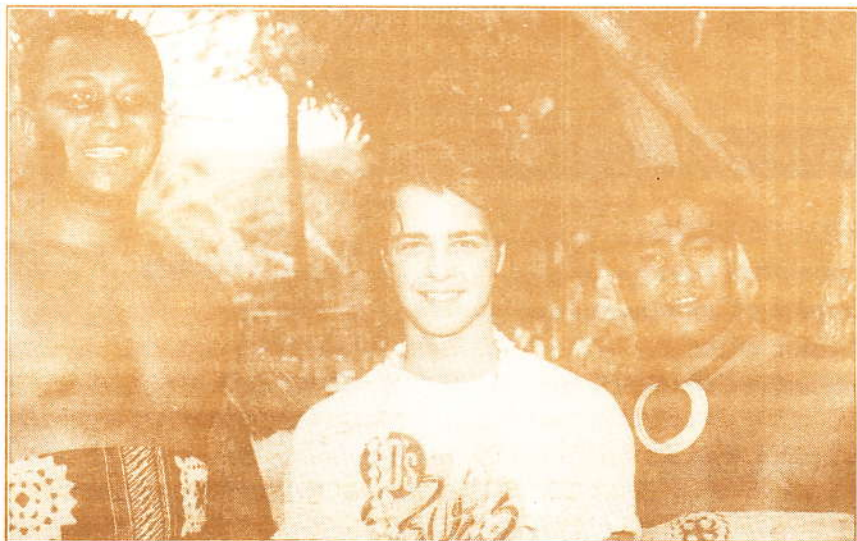
A straight "A" honors student, Lawrence, age 16, started acting at the age of five. Most

employees remember him in his four-year role as young Joey in the popular TV show "Gimme a Break!"

The employees and guests who had the opportunity to pose with Lawrence were charmed by his friendly manner, his easy-going willingness to cooperate with requests for picture-taking and his

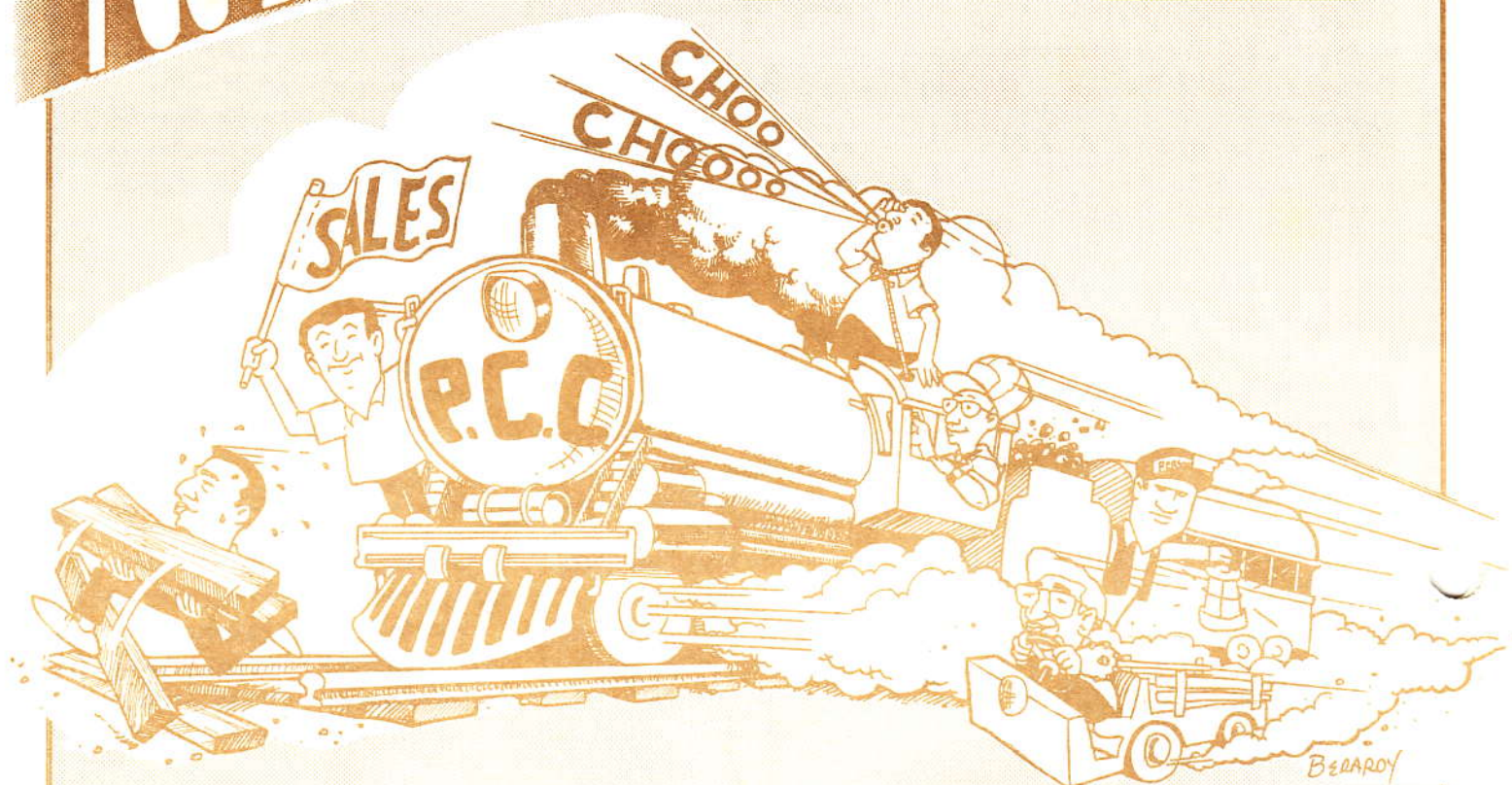
quiet, loving rapport with his family.

Lawrence was particularly touched with the presentation a square of tapa by the Tongan Islanders, flower-decorated headbands from the Islands of Marquesas, the derua (bamboo instrument) lessons in Fiji and the hula experience in Hawaii. continued



The lighter side of PCC...

PCC BULLET TRAIN



Wednesday, July 15, 1992

IMUA POLENISIA

is published monthly by the
Corporate Communications
Division of the
Polynesian Cultural Center.

Executive Editor

Reginald L. Schwenke

Editor

Rubina Forester

Design & Production

Eve Nawahine

Lloyd Berardy

Kim Pa'alua

Marc Myer

Charles Rivers

Bobbie Le'i

PCC Officers Group

Lester W. Moore

T. David Hannemann

Peter Ka'anapu

John Muaina

Reg Schwenke

Les Steward

Larry Yuen