



IMUA POLENISIA

Vol. 2 No. 8

September 1996

PRESIDENT'S MESSAGE

I am always excited each September to welcome our new student employees. Your talents, youth, friendly attitude toward our guests, and enthusiasm for what PCC stands for are a genuine pleasure to observe as I walk around the grounds and get to personally meet you.

By the time many of you read this issue of *Imua Polenisia*, it will be the five year anniversary of my appointment as president of PCC, and your arrival has afforded me the opportunity to look back and recall many of the experiences I enjoyed then and which I have continued to value over these years. Like many of you, I came to the Center a "Freshman" – bringing with me all the excitement of arriving in a challenging new environment in which I was expected to perform my responsibilities honestly and to work to the very best of my abilities.

In the process over these years I have discovered a rich trove of blessings as I've worked at my job and I have received an education far exceeding any monetary value. I have been blessed to learn from excellent teachers and colleagues and they continue to help me as we serve each other and those who come to PCC as our guests. My education at PCC is not yet complete and daily I learn new lessons which help me prepare myself in all the ways needful for my life's work.

At this five-year mark of my PCC employment I have a deep appreciation



for my predecessors. I am grateful for their vision and work. This year the Center will be 33 years old. From opening day and over the years to the present we have attained a maturity typified by the quality of our product, the excellence of our employees, and the merit of our influence for good in the State of Hawaii, the Pacific, and beyond.

Pondering these things at the beginning of this new academic year, I express my gratitude for the hundreds of former PCC employees who gave their time, talents, energy, and enthusiasm to the building up of the Center, its programs and activities, and for helping shape the company we have today. We need to reflect humbly upon the efforts of those who have gone before us, recognizing each person's worth, understanding their struggles with the challenges of three decades of growth and

change, and accepting with gratitude the legacy they left for us to enjoy and to enlarge in our own day.

Over and over, past employees tell me: "PCC was never just a job for us, it was a grand experience in which the gospel and our culture came together as one. We considered it our calling to be here." I respect that kind of dedication. It is the foundation from which the Center is constructed and upon which it will flourish. The Polynesian Cultural Center did not spring into existence during our time alone. It began in a prophet's heart and vision and others before us worked to create a reality of that vision.

I am grateful to all of you who continue to contribute to the PCC as employees, volunteers, colleagues and friends, and extend genuine appreciation for your loyalty and support of our efforts to build on the foundation of the past as we plan and prepare a successful future for the Center.

To my young friends who are our new student employees, I want each of you to know that you are very welcome. We love and appreciate you. We are very glad to have you join the PCC family and we are excited to be a part of your educational, cultural, and spiritual growth as you study, work, and perform both on campus and here in the Center.

Aloha nui loa and Welcome!
Lester W.B. Moore



KUDOS & COMPLIMENTS

We would like to thank you for assisting us with the (Windward District's First) Multicultural Festival. The exhibits, fire maker and coconut husker from the Polynesian Cultural Center mesmerized and educated all who attended. Thank you for participating and being a part of our Windward District Ohana. As we look ahead to another Multicultural Festival in two years, we hope to continue our partnership with the Polynesian Cultural Center.

A special mahalo to Mr. Pulefano Galeai, Mr. Cy Bridges and Mr. Logo Apelu for their roles in helping us to plan and coordinate this event. Their expertise and assistance helped us as we planned. Additionally, Mr. Galeai served as a wonderful emcee. He amused and entertained the audience. Thank you very much for allowing us to borrow his talents.

*Ruby S. Hiraishi
Department of Education*

Dear President & Sister Moore

I feel that I should write to you both as my husband and I visited Hawaii for the very first time in February. We certainly enjoyed our visit to Laie. Even though we went from snow in Utah to the rain in Laie, Hawaii, our trip was very enjoyable! The Polynesian Cultural Center was a highlight for us.... The students and the workers in the different villages were so helpful and so polite. They told us many things of interest about their different cultures. We met Joachim Keil from Samoa and he became our instant friend. Whenever or wherever we met him he took the time to educate us.... It was very nice to find people to take the time for others. Lucy and Sela from Tonga were also very helpful. It is not often that you will find people who will take time nowadays to be extra friendly. All the staff at the P.C.C. are to be complimented on their attitude toward the many different visitors that you experience at the P.C.C....May we thank you and your staff for going the extra mile.

*Mr. & Mrs. Dean D. Carroll
Sandy, Utah.*

To Whom it May Concern:

I would like to extend my sincerest thanks to your staff, especially to your custodian who turned in my wallet which I lost while I was in your facility Memorial Day weekend. I appreciate the honesty of your staff and I commend you for instilling such virtues among them. As a Christian, I believe in prayer and was glad the Holy Spirit guided your workers in their good deeds. Thank you! The contents of my wallet were intact and untouched, a rarity here in California. Hooray for people like you. God bless you, your people, your facility, and all your endeavors.

*Neil Penafloida
Glendale, California*

Memorandum for PCC:

On Friday 14 June, my family and I visited your fine facility... after our visit we returned to our vehicle to find that I had forgotten to turn the lights off. My wife was told by a PCC employee to go see the Customer Service office. This office sent Va and Bruce out to help us within a few minutes. After a few attempts to jump our vehicle it became apparent that our battery was dead. In the end they wound up removing the batteries out of my truck and theirs and putting their battery in my truck to get it started. After my truck was started they replaced my battery... this was enough to ensure that we made it home safely. We offered them \$30. They would not take any money and merely wished that we make it home safely.

My wife, family, and I wish to thank Bruce and Va for their assistance in this matter. We live on the other side of the island from the PCC and a tow would not have been cheap. The assistance we received from Bruce and Va is truly indicative of the "Aloha Spirit" I have come to appreciate in my nine months on the island. Thank you again.

*Jon P. Goodman
Joint Intelligence Center Pacific USAF*

IMUA POLENISIA

EMPLOYEE NEWS

Remembering Pepe

Pepe "Sialei" Fruean Tanuvasa died in a car accident July 2, 1996. The eldest of six children from Apia, Western Samoa, she was employed as a school teacher with the government of Western Samoa. In 1966, she and her husband, Samuelu, moved to Laie and made their permanent home here.

Pepe worked as a cook with Food Services for 21 years. Gateway Restaurant manager, Fifita Unga, says she was a hard worker who was very committed to her job. "She knew her mission statement and was loyal to the purpose of the Center. We will miss her greatly."

A convert to the Church, the heart of Pepe's life were her husband and their eight children scattered between Laie; Portland, Oregon; and Salt Lake City, Utah. She enjoyed her job and everyone she worked with at the Center and always shared the highlights of her day with her family.

Pepe will be remembered not only for her professionalism as a cook, but for her ready smile and happy personality. She was a loving wife and mother, and a wonderful colleague and friend to all of us. *Aloha, Pepe, till we meet again.*



Through their friendly conversations with hundreds of visitors, many guests were referred to the Laie Tour of the Hawaii Temple and BYU-Hawaii. We are grateful for their dedication and contribution to the Center and wish them all the best as they return to their home in Salt Lake City, Utah. *Mahalo nui loa.*

Miss Samoa-USA

Night Show employee, Bertha Punaotala Samoa, was chosen the 1996 Miss Samoa-USA at the August 17 pageant held at Kaimuki High School auditorium. Another PCC employee, Lealofi Leung Wai, who works in the Tahitian Islands, was named 1st runner-up. Both young women won cash scholarships as well as sponsorship from commercial and media enterprises.

After the hectic pace of preparations and category events, Bertha explains in her own words, some of the stress and excitement of the announcement of her win:

"I remember standing there staring out into the audience, seeing all of my family and friends, and just feeling such joy knowing they were there to support me. When they announced the winner and I heard my name I was totally shocked.

"I was so grateful to Heavenly Father for

all the blessings he has given me and for the strength I received from Him. Just as I was saying a little thank-you to Him I was surrounded by my family and friends. I am very grateful for all of their help and for the confidence they had in me.

"I want to thank the Polynesian Cultural Center and my other sponsors for their support and contributions." Bertha humbly acknowledges numerous family members and others who sacrificed time and resources in helping her prepare for the event.

"I give my deepest 'Fa'afetai' to our Father in Heaven," she says, "His love and blessings have made me who I am today. Fa'afetai tele lava, and soifua ma ia manuia."



A Fond Farewell

Elder Keith Carroll and Sister Marion Carroll join Mission Home Complex manager Sela Feinga for a last snapshot before saying goodbye. Elder

and Sister Carroll served their volunteer mission in the Mission Home where Sister Carroll's organ playing will be greatly missed.



Outstanding Employees

OPERATIONS DIVISION

John Nauahi Sr.



John has worked in the Center's Maintenance Department for 18 years, (since 1978) as mason/carpenter, structural laborer, structural foreman and supervisor, and maintenance supervisor. He has an outstanding work record, an excellent attendance record, and positive work attitude. His supervisor, Frank Kamae notes that John supports all department and division objectives, works hard, and does quality work. John earned the Full Time Employee of the Month Award for April, 1996. Aundria Haiola won the Part Time Employee of the Month Award for April.



Kilarihna Diopulos

Full Time Employee of the Month for May, 1996, Kilarihna has worked seven and a half years in the Laundry Department and is presently Lead Laundry Worker for the day shift supervised by Tala Faamoe, Laundry Supervisor. Kilarihna helps ensure that all employee uniforms are washed, dried, folded and hung for use the next day. She has an excellent attendance record, and is always willing to help employees with uniform problems.



Sarah So

A clerk/typist in the Motor Pool, Sarah is the Part Time Employee of the Month for May, 1996. She is a sponsored student from Hong Kong, and has worked at the Center for two and a half years, first as a Gateway Restaurant hostess. Her present job entails assisting Motor Pool workers in reserving vehicles for department use, processing mileage/fuel charges, and helping to track all purchases and expenses. Sarah has a very positive work attitude and is conscientious about her performance.

MARKETPLACE UPDATES An Overview of the Hawaii Tourist

by David Preece, Sr. V.P. Marketing & Sales

An important element of our strategic planning is keeping abreast of the market, tracking our competitors, and analyzing visitor behavior. A recent analysis by the Marketing Sales Division of the latest Hawaii visitor trends reveals a surprising and troubling change in the marketplace. Although the total number of visitors to Hawaii is increasing, the amount of time they stay is decreasing. In effect, this means they have less leisure time and therefore, fewer opportunities to visit attractions like the Polynesian Cultural Center. This is evidenced by the hard times being experienced by a few attractions; Waimea Valley/Sea Life Park, for example.

A glance at the charts below shows the trends in visitor arrivals compared with average length of stay. You can quickly see that this situation presents us and other attractions with a challenge. For example, total Oahu arrivals have increased by 10% since 1993, reaching an estimated 5.2 million this year. But the average length of stay has decreased from 9.05 days to 8.4 days, a drop of 7% (7% stands for Westbound, or Americas/Europe, while EB means Eastbound, or Asia/Pacific).

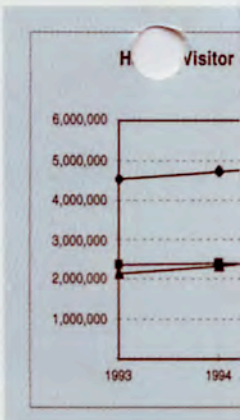
This may not sound like a big change, but it translates into a significant squeeze on leisure time. In addition, the rate of repeat visitors keeps climbing, which means that people feel like they've "been there and done that" when it comes to making time for attractions.

These market shifts require us to be flexible and creative in our marketing plans and programs. We have conducted an exhaustive review of our objectives, strategies and programs to make sure they are in line with the market and will achieve our objectives. I have outlined below some of the exciting things we have going on now to counter the effects of these market changes and to grow our market share.

Sales & Distribution

We have made adjustments in our Waikiki sales team to bring them in line and align against market opportunities. I expect future organizational refinements as the market shifts and new opportunities arise. We have aggressive growth goals, and the sales team is committed to achieving them through setting clear objectives and implementing effective strategies.

We are beginning to take control over the transportation of guests from Waikiki to Laie. The first step was to determine the



MARKETPLACE UPDATE

An Overview of the Hawaii Tourism Industry & PCC's Plans

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agement of dispatching our chartered buses and loading guests onto the coaches. We recently hired student bus escorts to greet our guests at the hotels and ride with them to Laie. This improves load factors and allows for a briefing on new products and upgrades. The PCC experience really begins in Waikiki, and we expect the number of travel companies using our bus charter service to increase. There are other current distribution channel paradigms we hope to break through. More on that later.

Advertising

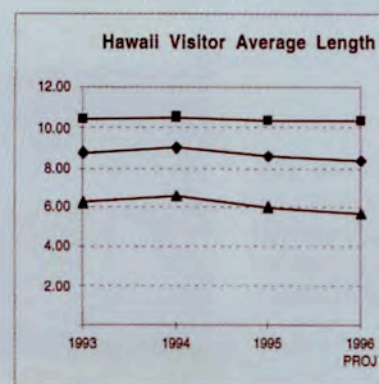
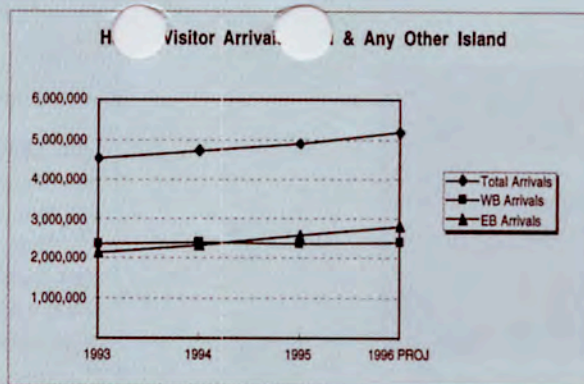
Our advertising agency, Ogilvy & Mather, has created a unique new advertising campaign that you may have seen in visitor publications like This Week Magazine. This fresh new series of ads emphasizes the unique attributes of the Center and promises adventure, fun, beauty, interactivity, culture and entertainment with lots of aloha. We have also adjusted our media plan to improve our ability to target both first-time and repeat visitors. We have bumped the amount of hotel room TV, in-flight video and publications, and other pre-arrival or in-transit materials.

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We recently spent a full week shooting all-new video footage of the entire PCC experience. We appreciate all the assistance you gave in this effort, and the outcome is colorful and breathtaking—6 1/2 hours of footage in all. The video materials we have been using are 10-12 years old. It was time to update our video library, especially since our media program is now depending more on high-impact visuals.

Please find some time to look at these new advertising materials. They show the Center at its best, and serve as a beautiful standard of performance for all of us as we strive to make each guest's experience as exciting, interesting and uplifting as possible. These images will play an important role in portraying the beauty and spirit of the Center to potential guests, and motivating them to visit us.

IMUA POLENISIA

ism Industry & PCC's Plans

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Public Relations

Another important leg of our communications program is public relations. McNeil Wilson Communications, our PR firm, works to strengthen our presence in local, national and global media with the message that there's always something new at the PCC. They publicize special events like the World Fire Knife Dance Championships and the Sterling Scholar Awards, as well as visits by special dignitaries. They are currently working on the details for a public celebration of PCC's 33rd birthday in the fall. There will be a series of media events, including a Polynesian Festival at Kapiolani Park, prize giveaways, charity fundraising and other activities to generate awareness. This will become an annual event, with a new twist each year.

Our team members at O&M (Phil Kinnicutt) and McNeil Wilson (Tereasa Calvert and David Wilson) will be spending more time in Laie with you to learn more about your activities and look for unique media stories and advertising ideas.

Group Sales

In addition to working harder to reach our traditional leisure traveler market, we are targeting new market niches. One area of this focus is large business meeting and convention groups. PCC currently hosts thousands of these special visitors each year, but with the opening of the new Hawaii convention center in 1998, this segment will grow dramatically. These are groups in size from 100 to 100,000.

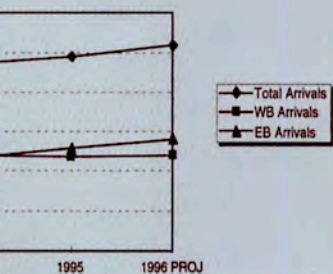
We work closely with the Hawaii Visitor & Convention Bureau (HVCB) to identify potential customers, and we are capitalizing on this opportunity by contacting organizations that are planning travel here as far away as the year 2006. You recall the group of 500 Scout leaders in May and the Japanese group of 1,600

that bought out the Center on July 8, 1996—these successes were the direct result of this selling focus. We already have a September, 1997 buyout scheduled, and another group expressing strong interest next year.

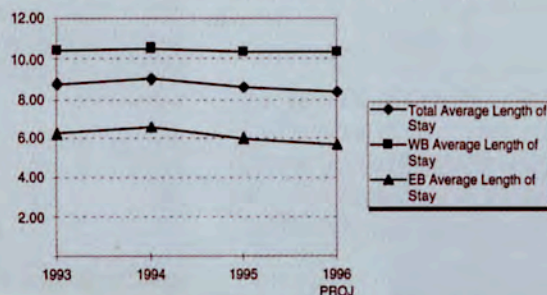
Summary

We have challenges to overcome, but I am optimistic about heading into 1997 with new ideas and renewed commitment. We have a great team of employees and agency partners. We appreciate your support, especially in maintaining high quality standards at the Center and in delivering the aloha our guests are seeking. We will see our 25 millionth visitor next year. Let's work to exceed their expectations.

Arrival. & Any Other Island



Hawaii Visitor Average Length of Stay (Days)



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SPECIAL GUESTS

Elder Neal A. Maxwell

A special guest of the Center, Elder Neal A. Maxwell, in Laie for the BYUH Education Week, greets Ali'i Luau hostesses Kalo'i Coleman, Marlene Fesolai, and Aluina Walters. Elder Maxwell delivered the keynote address to open the week's activities which included workshops, activities, and a day at the Center for all participants.



Elder Robert D. Wells

Elder Robert D. Wells and his wife, Helen, visited with President Lester Moore during BYU-Hawaii Education Week. Shown here, left to right: Harold and Barbara Barrington Jones, President Moore, Elder and Sister Wells.

Elder Kwok Yuen Tai

Elder and Sister Kwok Yuen Tai and their family recently visited the Center for the wedding reception of their daughter Winnie. Elder Tai is Area President of the Asia Area of the Church.



Bishop H. David Burton

PCC hosted some 350 participants in the Beneficial Life Insurance Company's Honolulu convention, August 23rd. The convention, held at the Hilton Hawaiian Village hotel, brought together independent consultants from across the U.S. and arranged a day at the Center for attendees. Special PCC guests who came with the group were Bishop H. David Burton of the Presiding Bishopric of the Church, and his wife, Barbara; Bishop Richard C. Edgley, 1st Counselor to the Presiding Bishopric and his wife, Pauline; and Kent Cannon, President of Beneficial Life.



Bishop Richard C. Edgley



IMUA POLENISIA

SPECIAL EVENT

Duskin Service Master Convention Buys Out Center For a Day

In a day which began with leis and aloha's and ended with night-time fireworks, some 1,500 convention participants spent a day and evening as the Center's VIP guests in a company buy-out of the PCC's facilities and activities July 8.

In a well coordinated event, six companies were involved in making the day a huge success: Duskin Service Master, the end consumer; JTB Hawaii-Honolulu, the ground handler; JTB Communications-Osaka, the event planner; JTB Hawaii-Osaka, the wholesaler; Vision Inc., the local event coordinator; and APPCO, the local technical provider. All six companies were extremely pleased at how well the event turned out, and have expressed appreciation to PCC for the professionalism which the Center provided the event.

Conventioneers visited the villages, IMAX, canoe rides, and dined on the Ambassador menu served in all three restaurants. Center inter-department coordination in responding to the desires of the convention organizers was greatly appreciated as the day and evening went off without a hitch, and the guests pronounced their experience "tremendously" successful. Many thanks to everyone who worked to make the day a memorable one for these special guests.



Tongan Visitors

A group of Tongan education, government and business leaders attending President Les Moore's Strategic Planning seminar at BYU-Hawaii's Education Week also took in a day of Center activities. See photo left to right: J. William Harris, Secretary for Labour, Commerce & Industries;

Semisi Taumoepeau, Director, Tonga Visitors Bureau; Sakopo Lolohea, Manager - Marketing, Royal Tonga Airlines; Honorable Dr. Giulio Masasso Paunga, Minister for Labour, Commerce and Industries and Minister for Tourism.

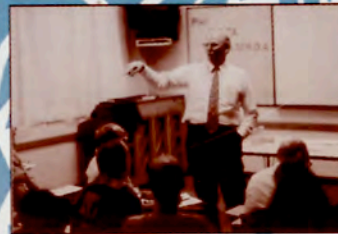
September Birthdays

1	Holly Hardy	15	Shoen Horcajo
1	Tahia Kohumoetini	15	Desiree Lyons
1	Charles Marshall	15	Brian May
1	Jeong Suh Na	15	Hans Mortensen
2	Keiko Agate	15	Kalolaine Saluni
2	Cheryl Bahn	16	Edward Pula
2	LaRae Mortensen	17	Veamoni Lautaha
2	Enele Ongoogotau Jr	17	Fuatia Salanoa
2	Gloria Saga	17	Leilani Wagner
3	Danilo Cruz	18	Regina Pasi
3	Shu-Fen Li	18	Cynthia Rapu
3	Albert Nihipali	18	Merita Sao
3	Marie Williams	18	Suli Tevaga
4	Fata Fiaui	19	Sodgerel Chuluunbaatar
4	Antone Haiku	19	Roma Craig
4	Weerawan Kheanpakdee	19	Meileen Lau
4	Paul Rama	19	Lai Yung Lung
4	Shoko Tanzawa	20	Myagmarjar Sansartuya
4	Benson Tevaga	20	Kathryn Tolleson
4	Ida Vimahi	20	Melenaite Tovo
4	Steven Warr	20	Monchaya Wanna
5	Faamafi Alaiasa	21	Rachael Harris
5	Julitha Alik	21	Melody Harvey
5	Julia Maeva	21	Darlene Naluai
5	Nancy Naeata	21	Sepiuta Ofa
5	Malia Navalta	21	Delbert Pei
5	Kendall Navares	21	Paea Veikoso
5	Freddy Vongue	22	Marcia Bowser
7	Blossom Dass	22	Fatai Feinga
7	Reena Prasad	22	Ailaoa Siilata
7	Maria Savelio	22	Ana Ve'ehala
8	Islay Donaldson	23	Grace Akanoa
8	McKay Ernestburg	23	Sheena Alaiasa
8	Robert Kaitoku	23	Falealii Atuaia
9	Dennis Lindley	23	Alope Faamoe Sr.
9	Bernadette Toyama	23	Barry Patane
9	Nemani Tuisavura	23	Tsendsuren Tumnee
10	Misipati Fiu	23	Kjersten Woodley
10	Tomai Siilata	24	Maylani Ah-Hoy
10	Zan Southon	24	Auria Marea
10	Garrett Tilini	25	Claudine Foliaki
11	Olive Mili	25	Serafina Sau'i'a
11	Lolofi Nialiku	25	Enese Tauliili
11	Takuye Ohki	25	Kekoa Terukina
11	Jeremy Westerlund	26	Dawnmoana Buckingham
12	Uluave Tuifua	26	Christine Yong
13	Anne Clason	27	Shelly Huang
13	Chun Man Lok	27	Anna Palepoi
13	Terry Tong	27	Urelmaa Tsolmon
14	Larissa Ieremia	28	Douglas Christy
14	Dorian Moe-Vineula	28	Maurice Moo
14	Lalolata Motu	28	Liang Zhang
15	Rosalie David	29	Wanda Afualo
		29	Wiwini Hakaraia
		29	Ana Taione
		30	Phyllis Tavete

COMMUNITY EVENTS

BYU-Hawaii Education Week

PCC President Lester Moore taught a three-day business seminar focused on shaping organizational values, building group culture, energizing strategy accomplishments, and exercising strong leadership for effective execution of decisions, and other principles designed to develop effective leaders and competent managers.



BYUH President Eric Shumway addresses Education Week participants in PCC's IMAX Theater. He also conducted workshops in "Personal Journals and Family Histories: Creating a Legacy of Faith."



PCC at Kahana Bay

The Center Promotional Team performed at Kahana Valley State Park, August 10th, during a Kahuku Hospital-sponsored Health Fair held at the park. An appreciative local crowd braved both sun and showers to enjoy the team's performance.



Laie Day Parade



President Les Moore and his wife, Jeanie, participated in the recent Laie Day parade accompanied by Senior Vice President Logo Apelu.



**POLYNESIAN
CULTURAL CENTER**

IMUA POLENISIA

President
Lester W.B. Moore

Executive Editor
John Muaina Jr.

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Robert Akoi Jr.

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PCC Photographer
Barry Markowitz

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BYU-Hawaii Press Services

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Fax (808) 293-3022.

September Calendar

Wed 4

Safety Committee Meeting
10:30 a.m., Island Conference Room

Thur 5

BYUH Devotional - Annual Faculty Convocation
10:30 a.m., Cannon Activities Center

Sun-Mon Sept. 8 - 23

Festival of Pacific Arts, Western Samoa

Wed 11

OAA Employee Training Workshop
Defusing Difficult Situations
8:30-12:30 p.m. Bishop Museum

Tues 17

9:30 a.m., Jr. Guides

Wed 18

Safety Committee Meeting
10:30 a.m., Island Conference Room

Thur 19

9:30 a.m., Jr. Guides

Thur 19

BYUH Devotional
10:00 a.m., Cannon Activities Center

Thur 19

Elder C. Max Caldwell (VIP)

Wed-Fri Sept. 18 & 20

Operating Plan Review Meeting 8:00-12:30 p.m.
(Thur. Sept. 19 - CES Directors to join
Management Team)

Sat 21

Indonesian Military Delegation
5:30 p.m.

Mon 23

Management Team Meeting
8:00 - 12:00 a.m., Update

Wed 25

Training Meeting Phase II
Expressing Yourself Presenting Your Thoughts
and Ideas

Fri 27

9:30 a.m. Jr. Guides