



KA LEO O POLENIKIA

Ka Leo O Polenikia
is published by the
Communications Division of the
Polynesian Cultural Center.

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Vol. 3 Number 5 March 4, 1994

PCC LUMINARIES — ELDER MARVIN J. ASHTON AND D. ARTHUR HAYCOCK — PASS AWAY IN UTAH

Former PCC board chairman, Elder Marvin J. Ashton, and former board member D. Arthur Haycock passed away last week in Salt Lake City.

Elder Ashton, a member of the First Quorum of the Twelve, was board chairman for 12 years. He will be remembered as a man of great influence who touched the lives of all Center employees with his leadership, support and special aloha for the Center's unique mission.

Haycock, former Hawaii Temple President, served on the PCC Board from 1986-1990. More importantly, he served as personal secretary to five of the 13 Church presidents. Haycock had a deep aloha for the people of Hawaii having served a mission here in his youth where he learned to speak Hawaiian. His love also extended to all of Polynesia — he was always proud of his "Polynesian heart" from which flowed a special hospitality and affection.

Heartfelt condolences are extended to their families from all employees of the Center.

PCC President Les Moore attended both funerals this week representing the PCC ohana.



Elder Marvin J. Ashton during a special PCC tribute in 1992.



D. Arthur Haycock receives a taiaha from PCC President. Les Moore during a Center visit in 1992. Holding a special plaque presented to him is Maureen Haycock.

MILLIONS TO "DISCOVER" PCC IN FILM

Over 50 million TV viewers will see images of PCC in national programs taped at the Center recently.

There was the national "Fox in Paradise" taping at the Center with film stars Pauly Shore and Pamela Anderson. The trailers for the Fox-TV segments during the first week of the Olympics prominently featured PCC's knife dancer So'o Tufaga.

The Fijian firewalkers, filmed last November at the Center, were highlighted several weeks ago on "Secrets Revealed" on ABC-TV, CNN (Cable News Network), the BBC (British Broadcasting Corporation) and the Austrian Broadcasting Company filmed for forthcoming programs on Hawaii.

The Center has developed a reputation for beauty, authenticity, cooperation and personable performers.



Local film star Jason Scott Lee poses with Tjapukai Dance Theater

Film companies have also found the Center a place of surprises. A big plus for several film crews has been *Tjapukai*, Australia's best Aborigine performers, who were the Center's feature during February.

1994: BUILDING A HIGHER PERFORMANCE ORGANIZATION

In the recent devotional held in the IMAX Theater, PCC President Les Moore once more emphasized the importance of quality performance and maintaining the highest levels of service.

Moore summarized the key objectives and strategies for the coming year which include:

- Returning a new canoe pageant to the lagoon in May.
- New and upgraded special events

with greater efficiency and precision.

- More effective promotional team appearances.
- A stronger and more results-oriented advertising campaign.
- A new audio-guided tour program.
- A results-oriented sales organization.
- A continued focus on the kamaaina market.

"We must ensure our guests return to the Center again and again. It is important every employee radiate a spirit of hospitality and aloha.

"It requires a commitment to excellence and diligently striving for quality," Moore said.

FIJIAN FIREWALKERS: VINAKA VAKA LEVU

In recent correspondence from Ratu Manoa Rasigatale, leader of the Fijian Firewalkers featured at the Center last November, appreciation to PCC was expressed in Fiji's "The Daily Post" newspaper which highlighted the group's appearance at the Center.

The article titled "Big TV Break: Cultural Group Wins U.S. Hearts" credited both PCC and the firewalkers for the media exposure "giving Fiji one of its biggest promotional breaks in the highly competitive tourism market".

Holoholo Time! Polynesian Airlines Offers Discounted Fares

Polynesian Airlines is offering special discounted fares to all full-time PCC employees and other Travel Industry employees to further experience "Paradise".

The listed round-trip fares are: Honolulu/Apia/Honolulu - \$199 per person; Honolulu/Tonga/Honolulu - \$249 per person; Honolulu/Auckland/Honolulu - \$369 per person; and Honolulu/Rarotonga/Honolulu - \$249 per person.

The return-trip fares are on a space-available basis and all travel must be completed by May 31, 1994. The special fares listed are for economy (Y) class travel only with no upgrades.

Fares do not include additional taxes. Requests must be accompanied by an employment verification letter from our PCC Personnel office.

Polynesian Airlines will accept fax or mailed requests. Send flight preferences, dates of travel and a letter of employment verification to: Polynesian Airlines, Hawaii Sales Office, 2828 Pa'a St., Suite 3185, Honolulu, HI 96819 or fax (808) 836-8010. For further information phone 1-800-592-7100.

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HANA HOU



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

VALUES IN CUSTOMER SERVICE

by Miller Soliai
Training Manager

When using the words **value** and **valuing**, it is important to note that valuing people goes much deeper than just focusing on techniques and strategies.

There are three significant areas that impact how well PCC employees interact with customers. There are: (1) attitudes, (2) motives, and (3) values.

Attitudes refer to the way people think. They are reflected in the way they carry on their work, shown in the manner in which

they relate to other people and demonstrated in times of stress.

Motives are the reasons why people do things. They may work hard because it makes them feel good, because they enjoy the recognition and positive feedback or because they want to increase job efficiency for promotion or more money.

Values are inner guidelines that direct behavior. The way people behave are almost always consistent with their values. They usually won't do things that conflict with them.

What, then, do values have to do with customer service? Everything!

Good customer service isn't just painting a smile on employee faces and performing certain actions because they are expected to do so. Customers will quickly see through such attempts at niceness.

their budget, and make sure this first contact experience at the Center will be uplifting and memorable.

The PCC First Aid worker isn't there to check on guests and employees who become ill or injured and record information for the doctors. That worker is there to help people enjoy their visit with as much comfort as possible, relieve anxiety and reassure family members.

When values are internalized, they will almost always guarantee success with customers. The challenge to every Center employee is to ensure their positive values, attitudes and motives are conveyed to our guests - thereby securing a quality experience at PCC. When all three are appropriately focused and centered, the needs, satisfaction and expectations of our guests will be fulfilled.

APPRECIATION EXPRESSED

"The Polynesian Cultural Center swept us off our feet with such warm and royal treatment. Zee (Laie Bank of Hawaii manager) and I thank you for the incredible reception during our visit. It was a non-stop extravaganza that filled us with pleasant memories.

The spirit and love of your people simply overtook us, and we loved it! We congratulate all of you for the Center's notable accomplishments in promoting our Pacific Islands.

By a clear sense of purpose, mission and direction, your leadership is really paying off. Pride is everywhere and particularly noticeable...with your people. They are fine examples of your quality service philosophy.

Again, many thanks for a spectacular and exciting morning.

Aloha,

Larry Johnson
President, Bank of Hawaii

"When our values are right, our attitudes, motives and behavior will be right."

In all probability, most PCC employees do not really know what business they are in. The majority will venture they are in the business to deliver products or services.

- The PCC Human Resource personnel workers are not there simply to hand out applications for jobs at the Center. They are there to greet people, make the most of the first few seconds of contact, put their customers at ease, and let them know they've chosen the best place to come to apply for work.
- The PCC Box Office reservationists are not in the business to sell tickets. They are there to identify customers' needs, find out their budget, recommend packages to meet

SAFETY TIPS:

RAINY DAYS

STOP! Direct your guests to walk, not run to shelter. Do you know where rain gear is available?

LOOK! If you see slick spots, deep puddles, muddy pathways, etc., avoid them. Point them out to guests.

LISTEN! Know the PCC's rainy day procedures and change of schedules. Address what your guests are saying about their comfort. Do not dwell on the gloom of the day. Project a positive, sunny attitude.