



POLYNESIAN CULTURAL CENTER

# UPDATE '86

Employee Newsletter

Monday, January 6, 1986



**We were all smiles in '85**

# Words of Cheer for the New Year From our PCC Management

## Sales, Advertising, Public Relations, Training, and Special Projects

717 Williamsburg Manor  
Arlington, Texas 76014  
September 26, 1985

Gentlemen:

I am writing this letter to you to express my feelings toward the workers and the atmosphere that I found on my visit to the Cultural Center on Friday, September 20, 1985. I have never seen such enthusiasm in workers or experienced such a welcome feeling as brought on by the young men and women that worked in each village and in the night show. I am an employee of American Airlines and when I travel I like to see cultural shows similar to yours. However I have never come across one that has been such an educational experience as yours. I do feel that I left the center learning something and also an eagerness to learn more about, and to visit the South Pacific.

If it was possible I would like to congratulate each worker. I know how difficult it is to attend college full-time and to also work at the same time. The demand at both is very heavy, but this never showed on their faces or in their attitudes when you spoke to them.

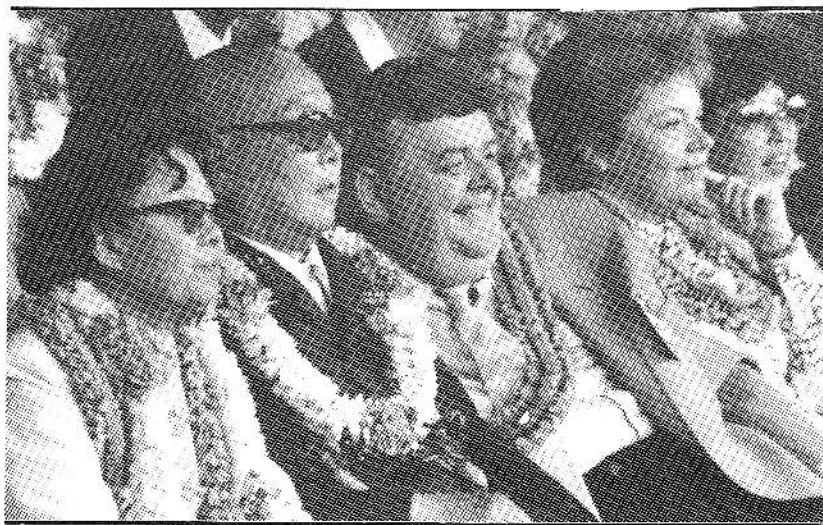
Again, I wish to thank everyone for a very enjoyable day that I will always remember. However when I do fly back to Hawaii I will have the Cultural Center as one of the places I must re-visit. I will recommend the Center to all my friends and to my passengers for without seeing the Cultural Center their trip to Hawaii will be incomplete.

Mahalo,  
Robert G. Heath

1179 Lunaai Street  
Kailua 96734

Good Morning,

We were the lucky recipients of one of your days at the Cultural Center, through K59. First of all we would like to thank you for a wonderful day. Secondly I would like to try to express our admiration for what you have accomplished there. We have not been to the center in several years and could not believe our eyes. It is beautiful! Your grounds and buildings are beautifully kept but most of all we will remember the PEOPLE! They were friendly, caring and considerate. We found none of the boredom, or, please forgive me, insensitivity, which we some-



times experienced in former times.

We took our children and our grandchildren last Saturday and I think it is a tribute to all of you that **three** generations came away thinking what a wonderful time we had.

Please convey our thanks to all your young people from the ones who work so hard to produce the spectacular evening show (eat your heart out Waikiki), to the sensitive, caring, ASK ME young persons.

What can we say except Mahalo nui loa. It will NOT be years before we visit you again.

Sincerely,  
Mrs. W. R. Kendall

We do great work! Each month letters like these thank us for the excellent experience we create.

Tremendous public relations, award winning advertising, and fervent salesmanship cannot alone encourage guests to visit us. Without you each day shaking hands with the grandmothers from Ohio, teaching new skills to young couples from California, dancing for the little girls from Texas, or warmly greeting the gentlemen from Kyoto, we could never reach our goals. It takes each one of us producing quality work to present our fantastic 42-acre show.

So. . .

### THANK YOU

We have again passed the one millionth guest mark in 1985.

Guests enjoy the Polynesian Cultural Center when you give them your best performance — dancing, weaving, giving directions, cleaning, landscaping, preparing food, teaching games, making reservations, ushering, bandaging blisters, finding lost parents, taking pictures, mowing lawns, serving Deelights, giving tours. . .

We are definitely in this together gang.

### 1986

Thanks to strong leadership and inspired guidance from President Rodgers

— —

A beautiful canoe theater.  
An exciting marketplace.  
A fabulous restaurant with new tablecloths, napkins, and Mamo-designed costumes.  
A group of five area gateways.  
A tremendous new village entrance.  
A set of canoes displaying fresh juices.  
A choice of a daytime or evening package.

are a few of the new branches of the constantly growing PCC tree.

One million visitors is not an impossible 1986 goal — tough — but not impossible.

Remember that every guest visiting us in 1986 comes as part of a complete package. We had approximately 545,000 complete package guests in 1985.

What does that mean?

It means that we must continue to produce consistent quality work 100 percent of the time.

In Corporate Relations:

Training/Employee Relations  
Advertising  
Sales  
Graphics  
Public Relations  
Video Services  
Laie Reservations  
Waikiki Reservations  
Special Projects  
UPDATE

we are committing ourselves to quality performances which will combine with your quality performances so that December 31, 1986 will mark the end of another year of one million plus enthusiastic guests.

*Bryan Bowles*



## Villages, Theatre, and the new Marketplace

We have made many accomplishments in village operations during the year 1985. Improvements were made to give our guests a heightened cultural experience. Some of the highlights follow:

**1. CANOE CARVER'S HUT:** This area opened in March with Tufuga Tapusoa carving an authentic Samoan "va'aalo" from a 24 foot koa log. Our guests watch the work in progress.

**2. ANIMALS ADDED TO VILLAGE LIFESTYLES:** We have found that animals have added to the enjoyment of the entire village experience. Animals have always been a part of Polynesia.

**3. MIGRATIONS OF POLYNESIA LECTURE:** We improved and enhanced the daily lecture/presentation in the Migrations hut, teaching our guests of the Polynesian migrations throughout the Pacific.

**4. MUSEUM:** Once this building was used only for lectures on Polynesian migrations, but with the May opening of the museum, we show as well as tell of the migrations of the Pacific. Beautiful new display cases filled with artifacts from seven different cultures add to the guests enjoyment.

**5. DEPICTION OF SLEEPING QUARTERS:** Each village has re-created a display of traditional sleeping quarters from their cultural background.

**6. CRAFTS:** We wanted to see how we would do with selling artifacts from each cultural group. We started with coconut hats, leis and lauhala weaving being sold at strategic points in the village area.

**7. MARKETPLACE:** Following Pres.

Rodgers' direction, I undertook a South Pacific buying trip with Art Nielsen and Jay Ako in October to build up our inventory for the opening of the new facility. Village artisans will also contribute heavily to the marketplace in 1986 as they make their respective crafts. Guests can enjoy watching these crafts being made.

With the reassignment of areas of responsibilities, we welcome the Theater and newly created Marketplace Departments. Therefore, we set the following goals for the new year.

1. Be consistent with the daily activity schedule and all other information for guests.

2. Improve service in all aspects of guest relations.

3. Give quality first class performance on the job.

4. Project the best personal appearance and personality.

5. Provide our guests with an outstanding educational and entertaining experience by maintaining and upgrading village activities with in-depth cultural demonstrations.

6. Increase the productivity of artisans.

I appreciate my staff for the support they have given me and for the opportunity to be of service to fellow employees and guests. I also appreciate the privilege of working under the direction of President Rodgers' inspired and creative leadership.

Thank you,

*David Hanneman*



## Security, Laundry, Physical Facilities, Auxilliary Services, and Purchasing

In the two years that I have been associated with the Polynesian Cultural Center, I have come to appreciate and value the quality of teamwork and dedication that all the departments put forth, and especially the Support Services.

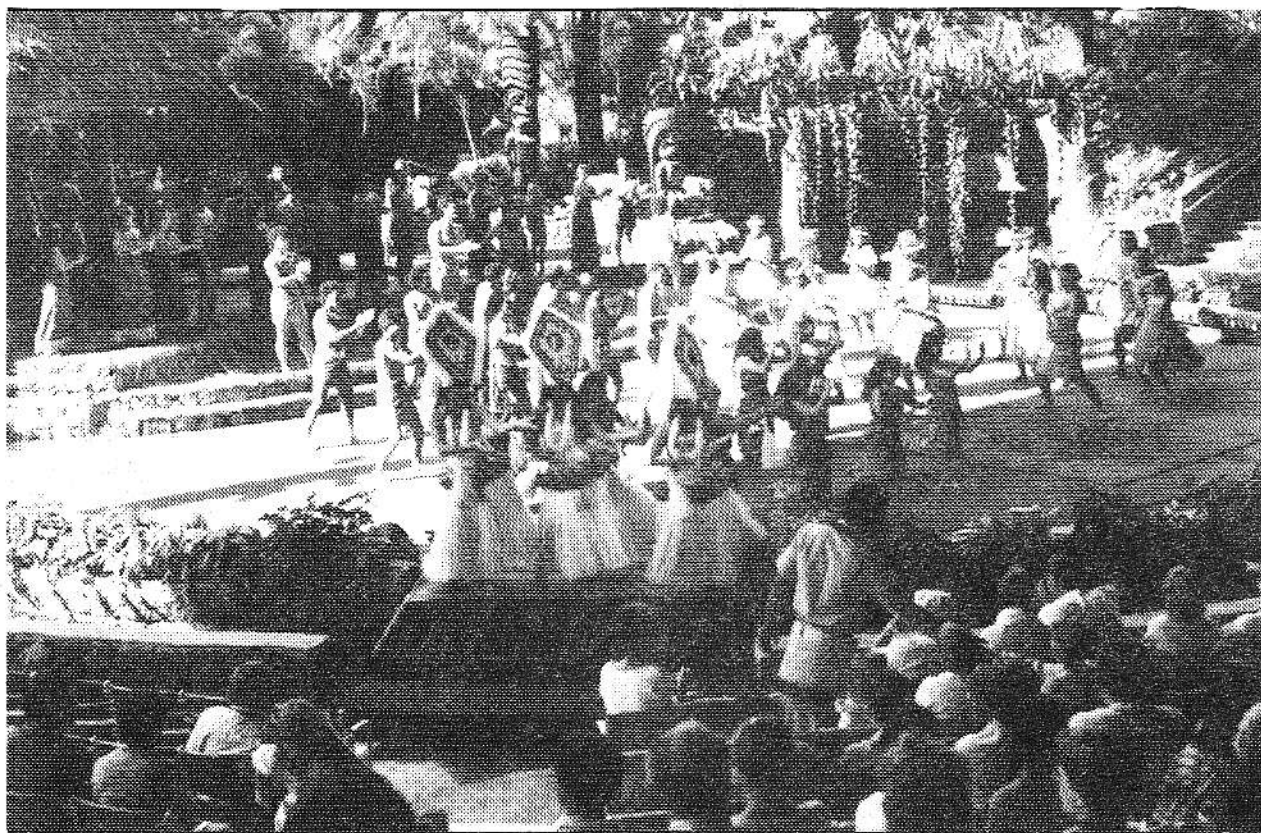
It is very exciting to me, as I work with President Rodgers and the other vice presidents, to plan for 1986. It has been particularly enjoyable to follow the progress of David Hannemann and IPS in obtaining the Fijian canoe and other artifacts from the South Pacific and then plan to market these original items in the new Marketplace in 1986. The renovation of the Hale Aloha has taken lots of work but promises to add new dimensions of entertainment especially as the Pageant of the Long Canoes is presented. The Cultural Center will become more exciting and accessible as two complete shows will be offered.

The more we work together here at PCC, the more I am aware that our goals are worthy and righteous, and I know we will succeed. Sometimes in our day-to-day operation, with the various problems that pop up, we can lose sight of our goals which are, basically, to provide education for deserving multi-racial students and to be a missionary tool. With these goals in mind we can feel proud of our accomplishments and re-dedicate ourselves to the success of the Center.

Again, I want to thank all the managers and workers in the Support Services for their support and hardwork. I have much optimism for 1986 and feel that as we work together for the success of the Center we will see ourselves, individually, as successful.

*Magi Keil*





## Culture

At each year's end, we tend to look back at the many events that made it great... the good times and the not so good times, the challenges and stumbling blocks that help us to become stronger, wiser and better in this vast production we call life. Through the years many great people from all walks of life have come through our gates: presidents, kings, queens, prophets, apostles, government officials, other political leaders, anthropologists, professors, entertainers, movie stars, etc. 1985 was no exception, it was a year filled with special events, people, fun, excitement and changes that could astonish you. The Center hosted the President of Finland, President of the People's Republic of China, Mrs. Anwar Sadat, Elder Hunter—the former Chairman of the Board here, the Governor of Utah, and Lieutenant Governors galor. Our state's First Lady has visited the Center on so many numerous occasions that we call her "Sister Ariyoshi." We were also visited by three delegations of Te Maori leading cultural figures in New Zealand who were so very moved by what we do here at the Cultural Center.

Earlier in the year, in the "how-you-figure" department, came our good friend Eni Hunkin, a Laie boy and former canoe guide who visited the Cultural Center, this

time as the Lieutenant Governor of American Samoa, RIGHT ON!!

We had first class promo tours, FAM tours, scores of new PCC sponsored scholarship students, management training seminars, advertising awards, sports programs, and enough Chinese dignitaries to make a human chain from here to Ala Moana. I'm sure that my great-grand father, Ah Nee, had a relative in there some where.

From the time we performed our first show in 1963, husked the first coconut in the first village demonstration 'til today, we can truly say to the Cultural Center, "You've come a long way baby." We have truly done a lot, but what I will probably remember the most in 1985 are the things that we did together as a company, as family because we are family. The times we spent together as a family were during events such as: our anniversary meeting and breakfast, our Halloween parties, meeting all of you at the Rodgers' home as you came through to pick up your gifts, and last, but not least, our memorable Christmas dinner and the Brothers Cazimero. These are some of the good things that I will remember, because when all of the people and all the VIP's go home, when we wash the last pot and pan, when the applause dies down,

we put away our costumes and the lights go out, all we have left is one thing.... each other.

As I sit here at my desk and gaze out of my window, I can testify that the Cultural Center has never looked more beautiful. The programs we offered in 1985 and those things that we will be offering our guests in 1986 cannot be touched anywhere. We have and will still try new ideas and ways of doing things, but we'll never abandon those precious things that make our culture unique and give it a special magic that some people wish they had. We have so much to be thankful for and coupled with the only true gospel on the face of the earth, how truly blessed we are.

At this time, I would like to thank President Rodgers, the Management Team, and all of you employees—the people that make the Polynesian Cultural Center what it is, for the great work that you do. And as we are all here on the dawn of a new year, what it has in store for us, only time will tell...for life, work, and play will only be as good as we make it.

I wish all of you a very Happy and Prosperous New Year.

*Cy Bridges*





## Personnel, Gateway, and Concessions

Wednesday we opened for the New Year with new programs and our first use of the Hale Aloha for the canoe pageant. In all my years at the Center, I have never seen it more clean, beautiful, or well-organized. Everything the guest experienced New Year's Day was top-drawer! Lunch was an elegant event as they dined on the new pink tablecloths with personal service from employees in colorful new uniforms.

The day show was, as always, excellent. A new closeness between audience and performers can be felt as each watches the other's expressions during the show. Colors leap up from the stage in daylight and the crowd loves it.

The new canoe pageant is original, colorful, and entertaining. Fine-tuning in the performance was done throughout the day, and I feel that we have a real winner in this show and its exciting theater.

Everywhere, activities proceeded with style and grace. Villagers now have the time to interact personally with individual guests - to the enjoyment of both. New activity signs clearly state the daily program -- and we stick to them as promised. The new Marketplace has Polynesian charm and activity as inventory keeps pace with the crowd.

All of these new things convince me that 1986 will be the most exciting year the Center has yet had. My conviction is based on something much more than

new programs, shows or buildings, however.

I think we will succeed this year because we have a hard-working team in management. Moreover, it is a team of individuals who give full support to each other. Sometimes as a company we have people in one department who are unwilling to help out other departments because "it isn't in my job description" or "I don't get paid to do that" or "why should I use my budget for someone else's area?"

At those times I wish these employees could sit in on an Executive Committee meeting. There is no doubt in my mind that Magi Keil could run Concessions with one hand tied behind his back. I think that David Hannemann could run Personnel with the same good spirit that he does the Villages, and I know that Bryan Bowles could (and would delight) in running the Gateway Restaurant!

My point is that not only are these people **capable**, but they are **willing** to take on any assignment. I have never heard any of them say "I can't do that, it's not in my job description". Even more than that, these individuals aren't threatened when others are assigned to their areas. In this way I serve on an advertising committee which has nothing at all to do with Personnel and everything to do with Bryan Bowles' area. Bryan has welcomed my ideas and listened to what advice I have had to give. If I felt he would be threatened every time I had an idea I

would feel frustrated in the assignment, and the committee would be thwarted in its goals.

We have all seen Ralph Rodgers doing things which are not in his job description. He paints mountains, buses tables, designs magazine ads, plans bridges, gardens, volcanoes, -- and he doesn't feel threatened when somebody else comes up with a better idea.

I think 1986 will be a good year because of good people who are willing to work hard to make it so. It is not going to be a year that takes care of itself. It will require a dedication from each of us beyond what we have given to date. I think we will be challenged this year as we have never been before. I don't fear this, however, because it is when we are challenged greatly that we find our true strength -- and we are always better for it.

I like my job so much that after a few days away from it I am missing the action. I get bored with less challenging (and subsequently, less fulfilling) work. I enjoy the people I associate with in the Center, and I am very, very proud to be a part of what we do.

This year may we each be willing to help out wherever and whenever needed -- and may we do so willingly, for I can promise from experience that genuine fulfillment and great personal satisfaction will result. Good wishes, everyone, for the New Year. God Bless!

*Vernice Pere*

# HAPPY NEW YEAR PCC — 1985

By President Ralph Rodgers

1986 brings a new year full of new things:

1. **A total package plan only.** Every guest coming to the PCC in 1986 will purchase a total package. In this way we assure that every guest has the **full ultimate experience**. Now each guest will experience ALL that we have to offer — and for 1986 that is a lot.
2. **Upgraded Gateway buffet.** We will have a greatly upgraded food offering in a newly renovated Gateway Restaurant— Table cloths on the tables, new dishes and dishwashing facilities, renovated kitchen area, and new offices. Our workers will be seen in "Mamo" designed outfits that match the Gateway decor. The tiki heads and Maori lentils will be shown off to a greater advantage — and all in all the Gateway experience will be first class in every way.
3. **Daytime and nighttime — "This Is Polynesia."** So that all guests can have the finest experience in the islands — our "This is Polynesia" show will be offered at 1:00 and 7:30pm each day.
4. **The Pageant of the Long Canoes** moves to a new impressive home in the renovated Hale Aloha. Now, for the first time in the history of the Cultural Center, the Canoe Pageant has its own home with new canoes, dances and costumes, a beautiful water lagoon with a huge tiki head, lovely gardens, and renovated seats and cover. There is nothing like this in all of Polynesia.
5. **Band Concert** in the evening and **island musicians** in the afternoon.



6. **New Marketplace** where we will sell, with pride, authentic island-made artifacts that show the skill and workmanship of the Polynesian craftpeople. The huts and area are a beautiful and authentic addition to the Center.
7. **A new Whaling Wall** to be painted by Robert Wyland, the same artist who painted the Whaling Wall in downtown Waikiki. This will be painted on the large wall by the turn-around area.
8. **Snackbars** will undergo menu and style changes to meet our guests wishes.
9. **Grounds** are more beautiful than they have ever been. Our grounds department have spent hundreds of hours putting in new, more elaborate gardens than the Cultural Center has ever known.
10. **Buildings** that are new, and old buildings that look new. Our maintenance department has done great work making the Center look newer and better than ever.
11. **New Village** offerings starting with a new village entrance behind the old theater on a new wooden walkway. Each village will have upgraded activities and presentations.
12. **New computer systems, Advertising, Signs, etc., etc., etc.**
13. **Improved pay rates and systems** as started last year and continuing this year, which bring our employees more in line with pay rates (based upon industry demands and needs) as found in Hawaii. The best student employee rates of any school in Hawaii and better than universities and schools on the mainland which usually pay minimum wage only.

see next page





So — 1986 brings a new year full of new things.

What will 1986 mean to us — as employees? Will each of us, as workers at PCC, be the "same old thing" or will we have a renewed spirit and renewed excitement in what we are doing.

May we offer some suggestions for the coming year so that those who come here will not only see new "things" at PCC but new "people" who care and show that they care:

1. A pride in our surroundings which we display by not picking flowers or destroying plants or facilities on the grounds. Have respect for the work of others and treat the PCC as though it belonged to the Lord — which indeed IT DOES.

2. A pride in our job by being thankful for our work. Get to work on time. Do the job properly and with enthusiasm. Work an honest hour for an honest hour's pay. We hear of workers who say, "We should be paid what they are paid in Waikiki." To that we simply say "If there are those who think they prefer Waikiki then they should go there to work." Those of us who call this home enjoy it here and are appreciative of the fact that our wages are fair, the working conditions good, the benefits proper and the spirit uplifting.

3. Look sharp all the time. As Latter-day Saints (or non-members who work for the institution) we take pride in our appearance. We should bathe regularly so that we don't smell. Hair should be neat and trimmed. We should not wear improper jewelry or adornments that don't match the costumes or outfits which portray the islands. Don't chew gum. Don't eat on the job.

4. Keep the policies of the PCC. That means a number of things including: Stay away from the work area when not on duty. Do not loiter on the grounds and bother other workers. Tell family and friends to not bother us while we are at work. Personal items should be left for times away from work. Do not spend time at work socializing with fellow employees or friends. Our time should be spent in helping our guests who have paid good money to come and see us at our best.

5. We should be helpful and friendly to every guest who comes on our grounds. Remember the most important thing our guests see at the PCC is people — people of the islands who display a pride in their island heritage and who most of all know the meaning of "Aloha."

So 1986 is a new year. Let us also become new this coming year. We have a responsibility to make every guest feel so at home, so happy, so impressed and so pleased with the experience here that he will tell everyone he meets that the best thing in the islands is the **Polynesian Cultural Center** because the workers care. If we can all do that each and every day — all year long, then we will improve and the Center will grow. Growth will assure a Polynesian Cultural Center in the years to come for the benefit of tens of thousands more students and for the growth of the Church throughout the islands and throughout the world.

We express to all employees and our friends in the community our thanks and appreciation for the "new" Polynesian Cultural Center. We are proud of you and honored that we work here together in Hawaii's number one experience — a people experience — not just a place.

## HAPPY NEW YEAR







Last week the Polynesian Cultural Center honored its one millionth visitor for the year 1985. This is the second year in a row in which we have had over a million visitors and the Sales and Promotional Teams are to be congratulated for this. Mr. Tetsuo Sehara, Vice Principle of Seika High School for Girls located in Osaka Japan, was the honored guest. He is shown here with his family.



Many individuals at the Cultural Center deserve a great deal of thanks for the extra effort they put in in preparing for the New Year's Day opening. Above, President Ralph Rodgers helps paint the signs during the New Year's Eve rush. Many employees worked all night in finishing the many things which were need for the next day. The result—a very successful opening and a wonderful day for our guests. Thank you!!