



EMPLOYEE UPDATE

Polynesian Cultural Center □ November 7, 1980

Cultural Center expands sales, promotion efforts on Mainland

PCC has announced an expansion of its sales and marketing efforts by placing a publicity and sales representative on the Mainland to work with travel agents, convention and incentive groups, and the news media to promote the Center.

General Manager Bill Cravens said that Glen Willardson, currently General Sales & Marketing Manager, will leave the Center to assume this new position on the Mainland, effective January 1, 1981.

He also announced that Vernice Pere has been named Public Relations Manager and will work out of the Center's Laie office. Cheryl Chee will continue to serve as Public Relations Associate in the Waikiki Sales office.

President Cravens said that a position for sales manager is now open and interested persons should apply before November 30.

"The visitor market in Hawaii needs additional leverage in sales, promotion and publicity on the Mainland," he said. "Glen Willardson has been a valuable asset to the Center and to the visitor industry in Hawaii, and I feel he will continue to contribute his talents to represent the Cultural Center and Hawaii in his new position."

Although Brother Willardson will leave his employment at the Center, President Cravens said, "We still consider him part of the family as we continue to expand our efforts in this important area and as he acts on our behalf."

Plan to attend DMBA seminar

Next Thursday, November 13, Merwin Stewart, president of Deseret Mutual Benefit Association, will be in town to meet with employees possessing DMBA coverage. In addition to answering questions, he will be discussing new benefits that DMBA will be offering in 1981. This will also be your chance to air any complaints or suggestions that you may have about your coverage.

The seminar will be held at 7 p.m. in the old theater. All PCC employees are urged to attend this meeting. Any questions regarding DMBA coverage or the upcoming seminar should be directed to John Muaina in the Personnel Office, extension 159.

Samoans put on spirited cultural day at PCC

Last Saturday's Samoan Cultural Day was full of continuous activity and excitement. Several Samoan clubs from BYU--H and Laie community joined with our Samoan villagers to make the celebration an extra special affair.

At right, our our Samoan sisters from PCC exhibited their grace and dancing skill in an afternoon performance. See pages 2 and 3 for a complete pictorial wrap-up of all the festivities.





Even the young ones had the chance to "show their stuff." These talented little ladies are the offspring of PCC employees.



Determined to not be left out of the fun, BYU-H President J. Elliot Cameron learns a Samoan dance from a member of the Royal Samoa Club.



Samoana Club from BYU-H

Samoans spend their

When Samoans celebrate, it's always a riot. Day last Saturday was a fine example of the raising ceremony in the Samoan village, and closed. Special thanks should be given to the Samoan clubs from BYU--H and Laie for their time and talents to provide superb hours (see boxed photos at bottom of page).



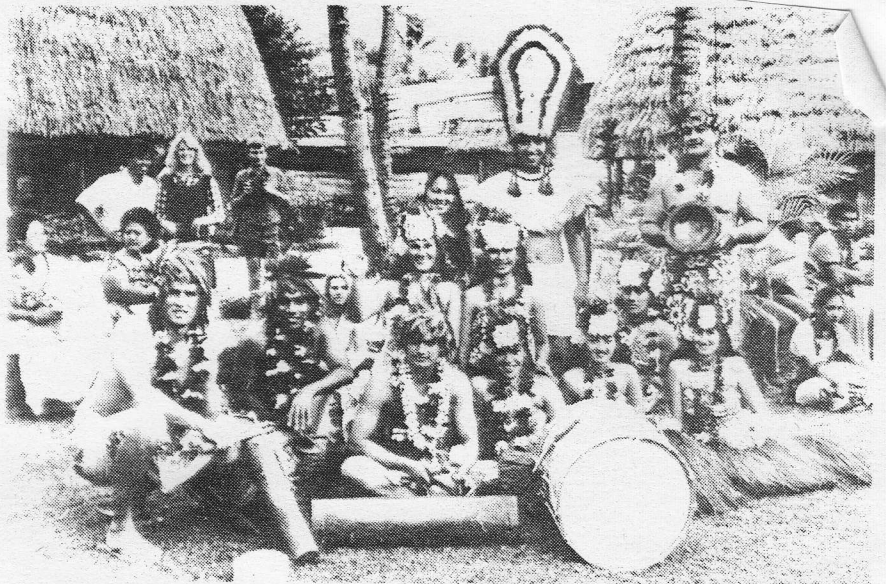
One of the bright moments in our Samoan village's modern styles. Some of the dresses were designed



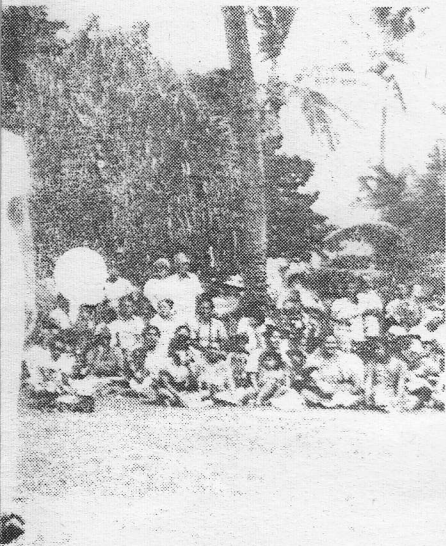
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happy spirit..

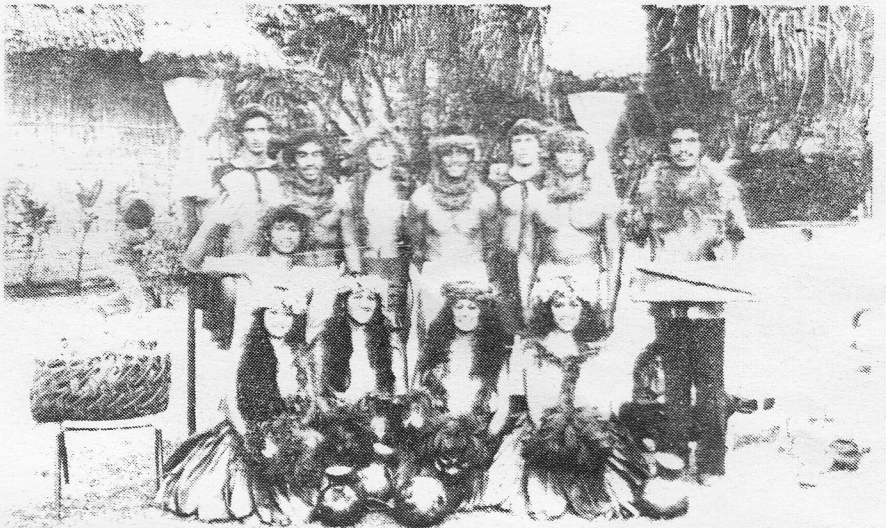
icking fun event, and PCC's Samoan Cultural
s. The festivities began at 10 a.m. with a flag-
l continued on through dusk when the village
Vai Faamaliga and his musicians, and the
munity, who graciously volunteered their
long presentations during the celebration



Tahitian villagers display winning smiles and their first place canoe pageant contest trophy, held by Chief Iona Teriipaia at right.



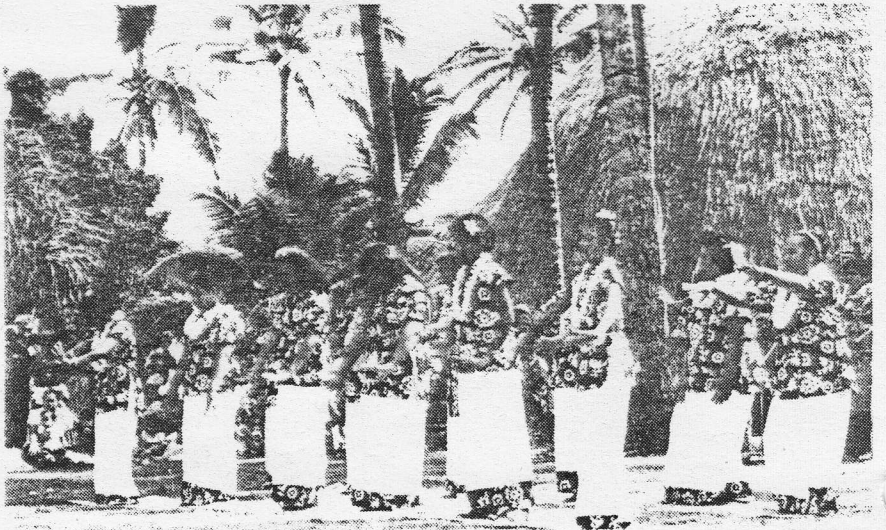
resentation was a brief fashion show of traditional and
and sewn by the girls who modeled them.



Hawaiian villagers' award for capturing second place in the canoe pageant contest was a mounted carved spear, shown off here by a proud Chief Joe Ah Quin. Photos of the two winning canoes appear on page 4.



ub from BYU-H



Royal Samoa Club from Laie community