



POLYNESIAN CULTURAL CENTER

UPDATE '86

Employee Newsletter

Friday, November 14, 1986



Center Execs Present Forum

Center executives Vernice Pere and Bryan Bowles presented this month's forum on the BYU-H campus this week.

The forum, under the title "The PCC Success Story" attracted a large crowd of both faculty and students who viewed a video tape of the Center's 30 second and 10 second commercial spots currently being aired on local t.v. stations.

Bryan presented the Center's marketing plan and outlined advertising, public relations, and promotional activities for the year ahead. Vernice followed with an overview of cultural, financial and other support area plans.

Following the presentation the two answered questions that focused on many areas of PCC management and future planning. Interest was high and the audience very supportive. Center management is appreciative of opportunities such as this which contribute to good relations and understanding in the community.



What Is A Customer?

A customer is the most important person in any business. A customer is not dependent on us. We are dependent on him.

A customer is not an interruption of our work. He is the purpose of it.

A customer does us a favor when he comes in. We aren't doing him a favor by waiting on him.

A customer is part of our business -- not an outsider. A customer is not just money in the cash register. He is a human being with feelings and deserves to be treated with respect.

A customer is a person who comes to us with his needs and his wants. It is our job to fill them.

A customer deserves the most courteous attention we can give him. He is the lifeblood of this and every business. He pays our salary. Without him we would have to close our doors. Don't ever forget it.

We thank Ann Landers (Honolulu Advertiser) for this. With the coming of the Holiday shopping season, it is most timely, and should be shared with every retail clerk and salesman.

Happy Thanksgiving

The holiday season is a time filled with tradition -- and at PCC that's no exception. Last year at Thanksgiving, the Administration surprised all the employees with a lovely print of a scene here at PCC painted by Ken Coffey. In keeping with this tradition, we can all look forward to another print suitable for framing.

This year's painting was done by LaMoyne Garside, Division Chairman of BYU's Fine Arts Division, and is a picture of the new Fijian Camakau which is currently on display in our marketplace. Brother Garside made a trip to Fiji this year, and he has captured the feeling of an ancient Polynesian sailing vessel on the open sea.

These prints will be handed out in the individual departments the day before Thanksgiving, and they are PCC's way of saying, "Happy Thanksgiving."