



PCC Builds Marketing Opportunities Through Japan Visit

On Tuesday, November 19th, General Manager Ralph Rodgers and his wife Joan, Vice President Vernice Pere, and Vice President Bryan Bowles and his wife Joan, departed on a marketing oriented trip to Japan as representatives of the Polynesian Cultural Center. The purpose of the trip was to build relationships with members of the Japanese tourist industry, and to research new possibilities for increasing the number of Japanese travellers who visit the Center. The trip was organized by Osamu Ozaki, PCC's Director of International Sales, and had three main purposes.

The first main purpose of the trip was to hold a "Thank You" luncheon for all of the people who do business with the Cultural Center. These included executives from such travel companies as All Nippon Airways World Tours Co., Tokyo Tourist Corporation, Japan Travel Bureau, The Travel Co., Jetour Inc, and many other well known Japanese travel companies. The luncheon provided an opportunity for the group to meet and visit with these people to build relationships with them. They talked about the Center, its popularity among the



Japanese, and its future marketing opportunities in Japan. According to Joan Rodgers, "PCC is extremely well known throughout Japan. Everywhere we went, people knew the PCC and were excited

about it. At the airport when we arrived, the customs official opened a box of the souvenir brochures we had taken with us. He had never been out of Japan, but immediately recognized the brochure and asked for one. The Center was very well appreciated and everyone we talked to was positive."

The second purpose of the trip was to attend the JATA (Japan Area Travel Association) Trade show. The show was a HUGE exhibition. People from all over the world were in attendance. Countries such as France, England, Sweden, Italy, New Zealand, etc. were represented and had displays and demonstrations set up. The purpose of the show was to exhibit to the Japanese travel people all of the options which were available to them as destination spots for Japanese travellers. The Hawaii Visitor's Bureau put on the largest display and the Polynesian Cultural Center had a booth along with many hotels, Sea Life Park, and many other Hawaii based tourist attractions. fifty-five companies from Hawaii were represented along with Hawaiian entertainment provided by HVB. The representatives from the Cultural Center

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KauKau Employees Exemplary in Attitude

This week the UPDATE spotlights the Kau Kau employees. These employees unselfishly work to satisfy the customers who need lunch and snacks during their stay at the Cultural Center. Every day they cook, prepare, wrap, serve, ring-up, pour, heat, scoop, and fry the food which our guests order and will eat. These employees are expected to work up to professional standards as they are constantly scrutinized by our guests and compared to the many professionally run fast-food restaurants and take-outs. Perhaps every guest which comes to the Center has been to McDonalds, Wendys, or Kentucky Fried Chicken, and when they step up to the snack bar window to order, they are extremely critical and constantly aware of the service and quality of food which they receive. The job truly has pressure.

According to Manager Winona Ene-sa, these employees stand up to the test. "I have a super group of employees working for me in this building. Not only do they do the work, but they have a great attitude, are very flexible, and enjoy themselves. You would think that circumstances such as rain or being short on employees would cause complaints and grumblings among these employees, but it doesn't. In fact, during the rain, which does bring a great deal of extra work, the employees seem to enjoy themselves even more. We really have a huge

amount of work to do considering the number of employees we have, but they don't ever say negative things about it or complain. They are very flexible in their assignments also. We always have new employees working with us, and in addition to the many regular duties, the veteran employees always seem to find time to help the beginner learn the ropes. This week, for example, we have been 2 cooks short. One is on maternity leave, and another cook has been training in the Gateway everyday. This could present real problems for us, but Kelly Gilmore, a counter worker, switched to the kitchen and has done a super job. And she's no exception. All of my employees would have taken the challenge."

Winona enjoys working with the employees of the KauKau, and explained that the challenges are what make the job enjoyable. "Next year we will have some new challenges, and we're looking forward to them. With the addition of a noon meal in the Gateway, we will have to be more appealing to the guests, and we'll find some way to be successful. I can't express how much I believe in my employees, and how much I enjoy working with them."

The UPDATE congratulates the employees of the KauKau for their attitude, flexibility, and hard work. Thanks for a job well done!!

NOTICE

Every Monday, Wednesday, and Friday, Stephen Lung, Hawaii Services Manager for DMBA, PCC's medical insurance company, will be available to employees to discuss problems and answer questions about the DMBA benefit program. He will generally be there from 9:00am to 3:00pm. Call the Personnel Office for further information.

Poinsettias for Sale

Come to the Special Projects office to pick up poinsettias to decorate your offices during the holiday season. Prices and sizes are as follows:

- 4 inch pots—\$2.50
- 6½ inch pots—\$4.50
- 3 gallon pots—\$20.00

Please bring a DT with authorized signatures for payment. Plants will be sold on a first come, first serve basis. Quantities are limited.

EDITOR'S NOTE

It is unfortunate that the actions of a few individuals can hurt us all. Last week, the Cast—Member lounge upstairs above the laundry was again vandalized. The administration of the Center has warned twice that if this happened again, the vending machines and luxuries for this area would be removed. Only two weeks ago an article ran in the UPDATE warning the vandals of this. It happened again, and as promised, the machines were removed. Not only were the machines removed, but several other items on order were cancelled, such as a very nice Juke Box, and some comfortable furniture. It is unfortunate that some employees have to ruin a good thing through their selfishness.

Last Week's Answers

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From the
**Employee Relations
Department...**

**Management Seminar on
Time Management and
Goal Setting—**

Tuesday, December 10 from 8:00am to 12:00noon, with lunch after. To be held at the Gateway. Seminar leader will be Dave Hill, consultant with the Charles Hobbs Corp., leaders in time management seminars. Day-Timer Pocket Planners will be provided as part of the seminar, and attendance is limited to 90. Please pre-register with Kim at 3035.

Results of Mini—Olympics:

After five days of Mini-Olympic activities, ending with a Thanksgiving morning water and mud series of events (with enthusiastic participants), the results were as follows:

- 1st Place — Village and Guest Services
- 2nd Place — Support Services
- 3rd Place — Gateway

Next Mini-Olympics is in June!!

Swap Meet

Last Swap Meet before Christmas will be Saturday, December 14th from 7:00am to 12:00noon. Bring all your family and friends for a Christmas shopping spree. Seller fee is \$5.00. Contact Kim (3035) for reservation and space information.

Japan Trip cont...



were able to talk to many travel people from Japan. Many valuable contacts were made and some very valuable relationships were begun.

The third purpose for the trip was to tour the Japanese cultural displays and centers and learn things from the way they do things. The group travelled to Kyoto, an area of Japan which has many Cultural exhibitions. In comparing the exhibitions to the Cultural Center, Sister Rodgers said, "The Cultural Center is in many ways head and heels above anything they had to offer, although we were able to see how the Japanese are used to seeing cultural exhibitions run. One interesting thing to me was the extremely

high price of everything. To the Japanese, the Polynesian Cultural Center must represent the bargain of the century, as a similar exhibition in Japan would probably be double or triple the price.

Those who went on the trip all agreed that market wise, Japan provides many future opportunities for the Center. It is important that the Center builds its already good reputation with the people of Japan. Many thanks go to Osamu Ozaki for organizing the trip and for his hard work in building the Japanese market. We employees of the Center must do all that we can to welcome these people as they visit our grounds. ■

Go Beyond The Basics

Theodore Levitt, author of **The Marketing Imagination**, maintains that value should be added above and beyond a company's commodity (which for the PCC would be **guest service**) to make it stand out and win customers.

For example, the owners of a Dallas Cadillac dealership, No. 3 nationally in sales, operate on the premise:

"We don't seek to be 1,000 percent better at any one thing. We seek to be 1 percent better at 1,000 things.

Their office is extremely attractive and their service bays are spotlessly clean. They believe that if they want their service people to act like well-trained professionals, they must provide professional working conditions. They also have on hand 150 "loaners" for customers whose cars are in the shop. Offering these extras, beyond their basic commodity, is what makes this dealership so successful.

**HOW MANY THINGS ARE YOU DOING
1 PERCENT BETTER IN YOUR AREA
OF STEWARDSHIP AT THE POLYNESIAN
CULTURAL CENTER??**

Author Irving Stone has spent a lifetime studying greatness, writing novelized biographies of such men as Michelangelo, Vincent Van Gogh, Sigmund Freud, and Charles Darwin.

Stone was once asked if he had found a thread that runs through the lives of all these exceptional people. He said, "I write about people who sometime in their life... have a vision or dream of something that should be accomplished... and they go to work.

They are beaten over the head, knocked down, vilified and for years they get nowhere. **But every time they're knocked down they stand up.** You cannot destroy these people. And at the end of their lives they've accomplished some modest part of what they set out to do.

A group of clinical psychologists recently finished their convention by issuing a report on what it takes to make normal people happy. They determined that there were five basic elements to happiness and listed them in order of importance:

- good health
- personal freedom (not being a prisoner)
- sufficient income for your needs
- reciprocated love (includes pets)

The psychologist added a note at the end of the list: If you don't have good health, forget the other four.

By Cim Vasconcellos

It was 7:30am as I walked across the dew-sprinkled grass towards the Lorenzo Snow building. A quiet, Oriental girl was methodically raking up leaves and as I passed her she gave me a shy, "Good morning, ma'am." I thought that she surely had an easy job, one with no pressures, no deadlines, but alone with the beautifully landscaped grass and trees. Of course, I knew that sometime she would have to report to a supervisor and make an accounting of her day's accomplishments but for the most part her duties seemed to be of a relaxed nature. I assumed she was a student from the Orient working her way through college, struggling with two languages, struggling with work, school schedules, and struggling with different cultures. I had seen her before and she always seemed the same: calm and efficient in caring for the lawn and plants. And, I had observed others like her — the young foreign students who would come into the offices after 5pm to do the custodial work. I often wondered what they thought of us who work in the offices behind the desks. Did they think we had enviable positions of importance? I hope they did! But I wonder if they ever realized that we, in turn, felt that they have positions of importance and that we appreciate the beautiful surroundings we work in largely because of their expertise. I wondered if they viewed their jobs as only menial, temporary jobs while they worked their way through college, knowing that someday they would become computer specialists, teachers, or presidents of corporations.

In our society, great importance has been placed on the type of occupation one has. Usually the more education, the better job opportunities there are and the chances of being financially solvent or "successful." And, this should make people happy. I remember thinking when I was a teenager, taking shorthand and typing in high school, that to become a secretary would guarantee success and glamour. Part of the attraction came from watching those movies in the 60's where secretaries were always portrayed as very glamorous and well-to-do. They were always dressed beautifully and usually drove convertibles. All the men were crazy about them. Of course, their character may have been questionable but at the time I just saw an occupation that looked very appealing. Over the years, while working as a secretary, I found out that this was not a glamorous profession and many times in the past, I felt that being a secretary was beneath my intelligence and definitely not a profession to recommend to my daughter.

However, I have since changed my mind. I have repented of stereotyping jobs according to their supposed importance. I am now very proud of my profession, knowing that it has indeed served me well as I have always worked. I now take great pride in my ability to run an office and work with department heads, knowing that they value my skills.

And, this is the way I feel when I see other people working in "non professional" jobs. I wonder if they realize how important their work is and how much they are valued for the things they do. Sometimes, when I have to go through the villages on an errand, I can't help wondering if the people working on the grounds, talking to tourists, or manning the snack shops, know how much they contribute to the success of the Center, and how blessed they are to be able to work in such beautiful surroundings and in such a clean, wholesome atmosphere.

After working all my years on the "outside" (non — church companies) I readily appreciate this very special organization. It is such a pleasure to work with people who have clean language, clean habits, and high morals. Once in a while I will hear someone say that you can get higher paying jobs in other areas. My reply would be: perhaps you can get higher paying jobs, but you couldn't get better working conditions or better people to work with or work for.

Since we have just abundantly finished our Thanksgiving holidays and have been acutely aware of wars, natural calamities, and worldwide economic failings, we should re-commit ourselves to our occupations. We are constantly being reminded to re-commit ourselves to living the gospel and perfecting ourselves. This applies to our jobs too. And, it doesn't matter whether we are sweeping up leaves from the lawn, cleaning President Rodgers office, or writing an article for the UPDATE... we should all be aware that our efforts do count.

As we prepare our children to take their places in the world, it is very important to stress education. But it is also very necessary to stress taking pride in one's job and doing it well regardless of how unimportant it may seem. Most of the people who make it "to the top" didn't get there overnight. Every successful person has had to do ordinary jobs on the way to the top and, more likely, they did the job well.

In our quest for success, we can miss many opportunities for happiness and growth in simple accomplishments if we don't value them. Here at the Polynesian Cultural Center, the opportunities are really limitless. I am sure not everyone believes that — but take a look at Sam Langi or Fia Mau who started out as student dancers from BYU and are now department managers.

There is a saying I just heard at our stake conference over the weekend, "Bloom Where You Are Planted." I don't know who the originator of that phrase is, but it really held a lot of meaning for me. Whether it is a church calling or an occupational calling, "bloom where you are"... be happy and do the best job you can at whatever you are doing. Since we have to endure to the end anyway, let's take every opportunity and make it blossom with commitment and contentment, knowing that every job we perform IS important. I would like to think all of us here at the Polynesian Cultural Center love our jobs and feel valued and important. I know I do.

CALENDAR

Friday, December 6th
EMPLOYEE CHRISTMAS PARTY

Ward Night

Baked lasagna, sweet and sour
spareribs, steamed rice, garlic bread,
buttered mixed vegetables, drink

Saturday 7th

Aloha Stadium 3pm

BYU — Provo vs. U.H. — Football

CAC 2pm Men's Basketball

BYU — HC vs. Whittier College

AUD 6:30, 9:30pm Movie

"That's Dancing"

Braised beef tips, pizza, oven brown
potatoes, coleslaw salad, drink

Monday, 9th

DEAD WEEK

Baked meat loaf, chicken stew,
steamed rice, buttered corn, drink

Tuesday, 10th

Band Concert, AUD 7:30pm

Roast chicken with gravy, teriyaki
pork, coleslaw salad, steamed rice,
drink

Wednesday, 11th

FINALS WEEK

Salisbury steak, chili franks, potato
salad, dinner rolls, buttered mixed
vegetables, drink

Thursday, 12th

Deep fried chicken with giblet gravy,
beef stew, steamed rice, dinner rolls,
tossed salad with 1,000 island dress-
ing, drink

Friday, 13th

WATCH YOUR STEP!!

Ballrm 6pm Alumni Dinner

CAC 7:30pm Christmas Concert
Melveen Leed

Ballroom 9:30pm Aloha Dance

Movie Gym 9:30pm

"Rustler's Rhapsody"

Italian spaghetti, roast pork with gra-
vy, garlic bread, buttered mixed
vegetables, drink

The UPDATE is an employee newspaper of the Polynesian Cultural Center and is issued as a training tool of the administration of the Center. The UPDATE staff consists of:

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UPDATE Assistant Kerry Kingi

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