



POLYNESIAN CULTURAL CENTER

UPDATE '86

Employee Newsletter

February 14, 1986



FOR COVER STORY - SEE PAGE 2

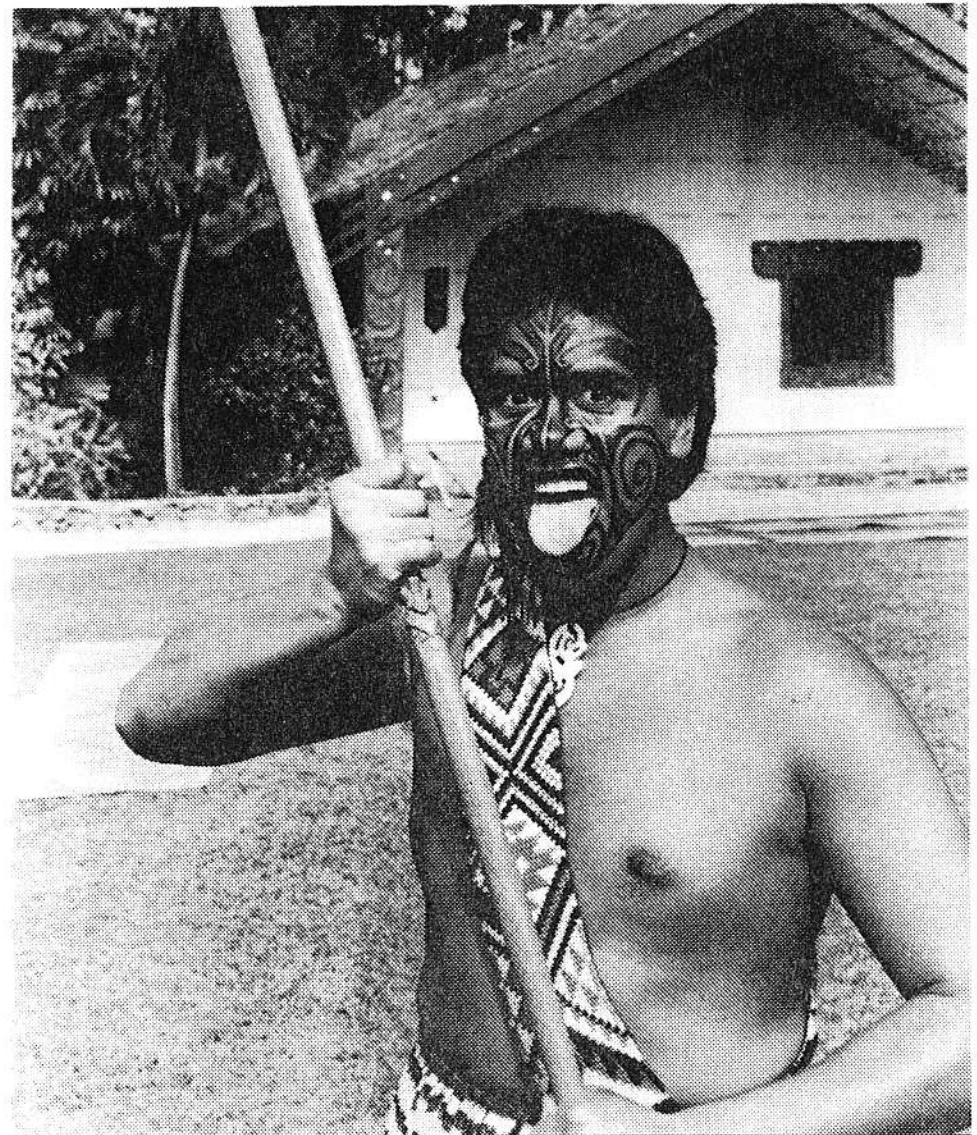
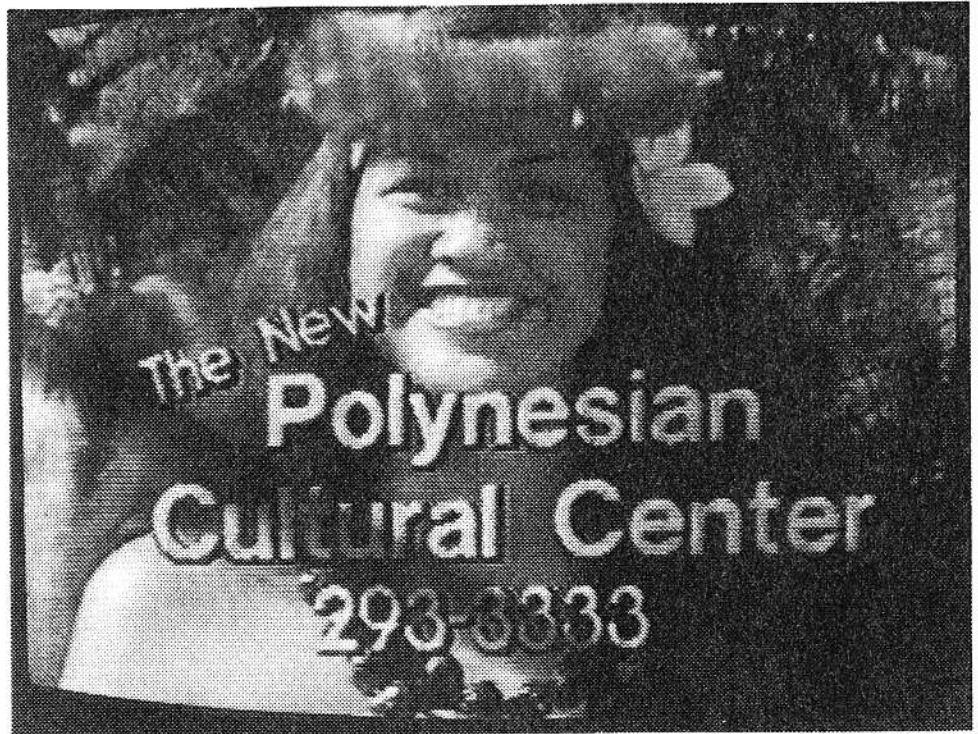
PCC Begins New T.V. Advertising Campaign

During this past week many of you may have noticed that some of your fellow employees have become television stars. Well, really they are just part of a new advertising campaign of the Polynesian Cultural Center designed to remind tourists that PCC is Hawaii's number one attraction. According to Bryan Bowles, Vice President of Corporate Relations, the campaign is an experiment to see how well T.V. advertising can work for PCC.

"We think that by advertising to tourists during the morning news broadcasts, we can influence them to come to the Center. Think about it, if you go on a trip, the time you usually watch T.V. is in the morning, before you start your days activities." Vice President Bowles remarked that the experiment will run for 4 weeks, during which surveys will be taken to determine the effectiveness of the campaign. He says that if it proves effective, the ads will be run in large mainland cities such as Los Angeles and New York.

Many of PCC's employees are featured in the ads and they deserve many thanks. Bryan also mentioned that Dennis Lisonbee of BYU-HC was very helpful, along with Harry Brown, Mike Foley, Delsa Moe, and Pulefano Galeai, just to mention a few. He also said that a great deal of credit goes to President and General Manager Ralph Rodgers who, Bryan says, dreamed the whole thing up.

Commercials can be seen mostly in the mornings with the following Monday to Friday schedule: channel 9 between 6 and 8am, channel 2 during the Today's Show, and on channel 4 during Good Morning America and from 10 to 11:30pm nightly.



Waitangi Day

Last Saturday the Maori village celebrated Waitangi Day. The occasion marked the signing of the Treaty of Waitangi on February 6, 1840. The purpose of the Treaty was to secure certain rights and privileges for the Maori people by the British Government.

Here at the Center the Maoris honored this event with a full day of special activities which included: all types of presentations, song and dance performances, and a ceremonial wero and speech.

Valentine's Day Wishes

To all my healthnut roomies and my beLoved beau,
I'd like to say I luv ya all but I've really got to know,
That you'll accept my Valentines and a vo de do and a hoe de doe

Signed: Vicious

Roses are red,
Violets are blue,
Village ducks are well fed,
but so are the natives I dread.

(wonderful charlie)

To Employee Relations Dept.,
You guys are the best;
Full of laughter and fun
Always gets the work done.
Just wanted to say "thanks,"
And couldn't pass up this time
To wish you all — —

"HAPPY VALENTINES!!"

Love, Kim Napoleon (your secretary)

WANTED!

Someone tall, dark, and handsome, Cruises
in a gray and black Cellica, answers to the
name "Goose"

Wanting him on Valentine's Day. Hurry up
and contact Special "K"

Larry,
I Love you!
I Love you!
I Love you!
What more can I say?

Love you, Cretia

To Jackson Mapu,
Thank you for you laughter and listening;
for all you do
For your smiles and caring;
Especially for being the wonderful you.
Just want you to know
You will always be my "special" friend.
For you are in my heart and mind
And you are and always will be
My "special" Valentine.

HAPPY VALENTINE'S DAY !!

Love,

Someone who admires you

Dan,
To my best friend, I love you.

Ann

Ana received a red, red rose.
Lehua, a box of candy,
But as for me, on Valentine's day
A kauaga and tuai came in handy!

Annon.

Valentines are for sweethearts..... and oh,
husbands and wives too.

Annon.

To the Cutest one:

Hi — you Cutest Wabbit, I love you very
much!!! Have a wonderful Valentine's Day
with me!

Yours forever, Fwed

Happy Valentine's Day, my love.
My live, my all, my Turtle dove.
Life with you is great, so nice,
I love you more than two scoops rice!
Steven and Kelela have been married 18
years.

Happy Valentine's Day to:
Tui, Daniel, and the ice cream "dishes" —
Tina, Karyn, and Lynn.
To Kwan and the "TSS girls" — Uei, Ellen,
Suzanne, Erin, Karilyn, and Eva.
Aloha — — —

Sup of the Night

To Paco Francisco (Andrew)
Happy Valentine's Day to a special Friend.
Love, Liu Wesley

To Roberto, Happy Valentine's Day. To a great
husband.
Always and Forever,

Tina

To Karen —
Hope you have a Happy Valentine's Day!
Love, Lynn

To My Husband to Be: Kilifi
Happy Valentine's Day and I hope you wil al-
ways remember this day as it is our wedding
day.

"I LOVE YOU"

Pavitt

From the Update staff

Happy Valentine's Day...



...or else!

CALENDAR

Monday, February 17th
Pork chop suey, breaded pork
w/ brown gravy, rice, tossed
salad, drink

Tuesday 18th
Sweet/sour spareribs, baked
lasagna, rice, garlic bread,
mixed vegetables, drink

Wednesday 19th
Kalua Pork, BBQ Chicken, rice,
peas and carrots, drink

Thursday 20th
Baked Meat Loaf, Chicken
stew, rice, corn, drink

Friday 21st
Roast Chicken w/ gravy,
Teriyaki Pork, rice, coleslaw
salad, drink

Saturday 22nd
Salisbury Steak, chili frank,
potato salad, dinner rolls,
mixed vegetables, drink

For Employees Only!

Employees may purchase copies of the PCC watercolor for \$1.00 without mat or for \$1.50 with mat from the Special Projects office between the hours of 8:00am-5:00pm.

The office is located in the Training Department offices area.

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:

UPDATE Supervisor David Rodgers
UPDATE Assistant ... Kerry Kingi
The UPDATE is printed by Iva Posala of the PCC Graphics Department.

Submissions to the UPDATE should be received by Mon. at noon to be included in that week's issue. The UPDATE office is located in the Graphics office, ext. 3116 or Call Darlene Asuega at ext. 3005.