



POLYNESIAN CULTURAL CENTER

UPDATE '86

Employee Newsletter

February 21, 1986



THE BIGGEST DAY FOR SALES OF COMPLETE PACKAGES EVER!

Monday, February 17, 1986, was the day when most people throughout the country were celebrating the birthdays of all our United States presidents. We, at the Polynesian Cultural Center, were also celebrating the most successful day we've had thus far in sales of complete packages. In fact, it was so successful, it was the first time we have ever had a triple show! The grand total of complete packages sold on Monday is 4,163.

According to Bryan Bowles, Vice President of Sales and Marketing, part of the reason for Monday's success is 'because of the strong efforts from the Sales Office and our continued advertising push.' Bryan continued by saying 'People do want complete packages which shows that we are as popular as we ever were and will continue to be so.'

Christi Aldanese, Associate Vice President of Sales and Marketing said, 'Due to the Chinese New Years and the Hawaiian Open, Monday was a high day for visitors on Oahu. The high island count should then be proof that if we have the visitors on Oahu, that PCC can get its share of the market. We can still continue', said Christi, 'to maintain our share if there are the tourists in town. It's very exciting', said Christi, 'and especially promising'.

Mike Foley, Advertising Manager commented, 'The new T.V. commercials that started last week surely affected Monday's success. Even with only three days of T.V. advertising', said Mike, 'it still helped to create a new awareness of the Polynesian Cultural Center'. According to Mike, the Center made 15 different commercials: one 30 second spot, and 14 different 10 second spots.

Mike continued to share an even greater effort that has been the goal of the Advertising Department for the past year. The Center will soon be the first local advertiser in the new Honolulu International Airport display system. According to Mike, the Department of Transportation has not had an advertising policy for three years. But soon the Center's goal to advertise at the airport will be a reality as it is the ideal place to get the visitor's initial attention. Displays of 4 ft x 6 ft transparencies are sure to catch the visitors' eyes!

The UPDATE congratulates Bryan Bowles and the entire PCC Sales and Promotions staff along with everyone who made these records possible. We are excited to see what the future weeks may bring. We will keep the number of 4,163 in the front of our minds as we are certain that we will see that record broken again and again this year.

Training Tool

While you may not be in a supervisory position now, you may have visions of such a position in the future. Therefore, it pays to know what it takes to get ahead.

For instance, getting work out is only half the battle. To remain effective, a supervisor must also be sensitive to the needs of his or her employees.

Reasons: More than anything else, a good manager needs to be able to get along with other people. You may be able to get short-term results by exploiting and dominating employees. But your effectiveness as a supervisor - and your career - will no doubt be jeopardized in the process.

A more effective way of getting employees to pull together - and of becoming a successful supervisor - is through INTERACTIVE MANAGEMENT. Interactive means dealing with people as individuals in order to build trust, openness, and honesty in the manager-employee relationship.

Of course, it may be difficult for supervisors who are held responsible for results and who are used to 'keeping on top' of what subordinates are doing to drop old habits suddenly and trust that employees will automatically and immediately take the initiative.

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ALOHA LIBERTY FOUNDATION

ALOHA LIBERTY FOUNDATION PLANS AN EXCITING SERIES OF EVENTS TO AUGMENT 1 MILLION FUND DRIVE

A spectacular series of events are scheduled to take place in Hawaii as part of a major fundraising drive sponsored by the Aloha Liberty Foundation and spearheaded by the Polynesian Cultural Center.

The Aloha Liberty campaign is directed at raising \$1 million in Hawaii to restore the country's foremost symbols of immigration -- the Statue of Liberty and Ellis Island monuments. It is part of a nationwide drive to raise \$265 million for the restoration and endowment project.

A proclamation signing by Governor George Ariyoshi on February 13th served to launch the campaign, which will come to an end on June 28th -- just days before the official reopening ceremonies scheduled to take place from July 3-6 in New York City.

Allied Van Lines, an official supplier of the Statue of Liberty-Ellis Island Foundation, has created a mobile display about the Statue, entitled 'Move for Freedom.' Enclosed in a 48-foot container, the display will be placed in several major shopping centers on Oahu throughout an entire month.

In addition, the Aloha Liberty Foundation will drape a giant lei around Aloha Tower on May 1 -- Lei Day in Hawaii. The event will be symbolic of the fact that, aside from New York Harbor, more people have been legally admitted in the United States through Hawaii than any other U.S. port of entry.

A major week-long celebration is scheduled to begin on Saturday, May 3rd, in conjunction with American Hawaii Cruises.

Both the USS Independence and the USS Constitution will be in port at Aloha Tower. The event will feature popular Hawaiian entertainers, tours on-board and lots of food and drink. The

S.O.S. TO THE RESCUE!

HOW TO MAKE SURE YOUR VERBS AGREE WITH THEIR SUBJECTS

Secretaries, here are seven basic rules on subject-verb agreement that must be followed for effective communications.

1. Nouns that come between the subject and the verb don't affect the number of the verb. (In the following examples, the subject and the verb are in **bold print**.)

The first two **chapters** of the book **were** exciting.

Singular subjects followed by expressions beginning with **as well as**, **in addition to**, **with**, **except**, **together with**, and **no less than** take a singular verb.

The **executive**, as well as the secretaries, **was** interested in the new office procedures.

2. Use a singular verb form after **each**, **either**, **everyone**, **everybody**, **neither**, **nobody**, **someone**.

Everyone eats breakfast in the morning.

3. Use a plural verb after a relative clause such as **one of those who...**

She is one of those **people** who **are** never angry.

4. Use a plural verb with two or more subjects joined by **and**.

ships will depart Honolulu Harbor in the evening amidst streamers and much fanfare. The celebration will not only continue at Pier 10 that night, but also at each of the ports at which the ships dock.

In addition, Honolulu will participate along with other major cities across the country, in a nationwide bicycling event set for May 18th. 'Kodak's Liberty Ride Festival' is planned as a family-oriented activity and will be followed by a night of entertainment at the Blaisdell Arena.

And what would a Statue of Liberty celebration be without a 'Run for Liberty'? A national sponsor of the fund drive will give the proceeds of the run to take place on June 28th to the national Foundation. However, a local fundraising effort will be coordinated on a pledge-per-mile basis.

The Aloha Liberty Campaign has been recognized as the most extensive and comprehensive statewide grassroots campaign in America.

It was conceived and developed by Reg Schwenke, PCC's director of Pub-



The **salesperson** and the **executives** are in the conference room.

5. When compound subjects differ in number and are connected by **or** or **nor**, make the verb agree with the subject nearest it.

Either the **secretary** or the **executives** fill out the report.

BUT

Either the **executives** or the **secretary** fills out the report.

6. Don't be fooled by a sentence in which the verb precedes the subject.

In this notebook **are** listed the **sales figures**.

7. Use a singular verb when nouns of quantity, distance, time and amount are referred to **as a unit**.

Number is singular when designating a collection; plural when designating individual things.

A **number** of letters are still on my desk.

Some Subjects that are plural in form take a singular verb. You must learn these individually.

Examples: **Politics**, **headquarters**, **athletics**, **mathematics**.

Politics is an art, not a science.

lic Relations and Promotions, but who serves as president of the Aloha Liberty Foundation. The Polynesian Cultural Center along with Honolulu Federal Savings and Loan, is an initial corporate mover behind the project. Both organizations kicked off the campaign with a contribution of \$50,000 each.

The Honolulu Advertiser is listing the names of all persons or organizations who donate \$20 or more, in addition to giving periodic updates on the goals.

Additionally, the U.S. Immigration and Naturalization Service will be honoring those same contributors. A permanent monument will be constructed on the grounds of the INS district office on Ala Moana Boulevard, and will carry the names of all donors who give \$20 or more to the Fund.

All monetary contributions of \$3 or more will receive acknowledgement certificates from the national Statue of Liberty-Ellis Island Foundation signed by Campaign chairman Lee Iacocca and honorary chairman Gerald Ford.



"Samoan sisters mix pleasure with work" was the caption for this photo when it appeared in the October 1963 issue of 'The Improvement Era', a church magazine.

The names of the women from left to right are: Aisaga Fuamatu (deceased), Liva Siufanua, Taimi Fonoimoana (deceased), Fiatau Pita, Tauai Hunkin, Malina Scott, Toe Niumatalolo, Siniva Matalii, (young girl and woman unknown).

Many employees at the Polynesian Cultural Center remember those early days when 'advertising' meant standing along Kamehameha Highway waving to the tourists driving by and directing them to the Center's entrance.

Just as many employees remember Taimi Fonoimoana who was also here from the very beginning when the Center opened in 1963. Born on December 19, 1886, Taimi was about 100 years old when she passed away on February 11, 1986.

Taimi began working at the Center in the Samoan Village as what we now call an artisan, demonstrating crafts and weaving. David Hannemann recalls that before the Center actually opened, Taimi helped weave 'pola' and 'lau' for the village huts.

According to Rubina Forrester, in our first night-time show Taimi was spotlighted as the "star" doing a 'taualaga' when she was in her 80's. Moana Crismon describes her as "a really dynamic person" and "a great comic dancer".

She is featured in many photographs of the early history of the Center. There are even slides of her dancing with David Hannemann's son Arthur (when Arthur was a young boy) being sold today to tourists at Shop Polynesia.

Laie community and church members alike may recognize her in the movie 'Johnny Lingo', a favorite shown regularly at the Hawaii Temple Visitors Center.

Taimi lived with Lem and Aiaga Galeai who had been caring for her, since she had been ill, for many years.

Training Tool *continued from page 1*

In fact, most employees probably won't. Their experience has taught them that the supervisor is in charge and that their roles are to implement what the supervisor directs. So we're talking about a gradual process with initial risks of mistakes and failures. These must be seen as opportunities to learning and not as dangers to be avoided for fear of reprisal.

INTERACTIVE MANAGEMENT IN ACTION. One area where the principle of interactive management can be particularly effective concerns manipulation.

Of course, if we substitute the word lead, motivate, manage or some other polite name, it may make the idea more palatable. But a better approach is to look at manipulation with respect to its outcome. If the outcome is destructive, manipulation will cause resentment, anger and defensive reactions. On the other hand, if the outcome is constructive and helps others to obtain their objectives, it produces mutual respect and trust.

How can manipulation be constructive and not destructive?

Here are six ground rules for getting employees to follow your instructions, while showing them you're sensitive to their needs as individuals.

1. **SET AN EXAMPLE.** Perhaps the most powerful method of manipulating people is through your own personal behavior. If you obey the rules and set high standards for yourself, your employees will take the lead from you.

2. **GIVE FEEDBACK.** Keep your door open. Encourage employees to talk to you about their problems. Listen. Then give employees as much information as you can about productivity, costs, and other factors that affect their jobs.

5. **SET HIGH EXPECTATIONS.** People do better with praise, encouragement, and expressed confidence than they do with humiliation, impatience, and indifference. A long list of studies has demonstrated that if we communicate our expectations that a person will do well, the person's performance will reflect our confidence. And a high level performance will result.

6. **USE POSITIVE STROKING.** This is perhaps the most direct way of acknowledging the value of others. Positive strokes are compliments relating to the other person's behavior in a particular situation. Examples are: 'You sure are a pleasure to work with,' or 'I really appreciate the tact you used in handling that angry customer.'



Take note of this!

Many times during the year businesses experience great delay in mail delivery service because of the holidays, etc. This delay causes many businesses to lose precious time and ultimately money. When it comes to holiday time and especially when corresponding internationally, we, here at the Polynesian Cultural Center, need to do everything we can to expedite our mail service. The following recommendations for addressing envelopes will speed delivery of your mail.

1. Always use the two-letter abbreviation of a state plus the zip code. Capitalize both letters of the abbreviation and do not put periods between the letters. For instance, New York - NY. Do not use any punctuation between the state abbreviation and zip, nor between the city designation and the state abbreviation.

2. Use only two spaces between the state abbreviation and the zip code. Do not arbitrarily place the zip code any place on the envelope you think looks attractive. The position is important because of the use of electronic equipment in reading the address.

3. Use only approved city abbrevia-

tions. Major addressing systems have a maximum twenty-three position line for city-state-zip code designation.

The U.S. Postal Service has prepared abbreviations for long names for use with the zip codes. You can get a booklet showing the official abbreviations of these localities from the U.S. Postal Service, Washington, DC 20260.

4. Use the zip code plus 4 (the nine-digit zip code) to facilitate automation.

A zip code directory is available for reference in every post office. Copies also may be purchased through the U.S. Government Printing Office in Washington, DC 20402.

Key Point: The above recommendations are in conflict with traditional styles of addressing envelopes. If your boss has requested you utilize the traditional method, be sure to inform him of the above tips that will speed your mail delivery if you put them into practice. A list of both traditional and postal abbreviations follows.

Most importantly, give feedback on good job performance. This can be as simple as saying 'good work', or posting a notice on the bulletin board.

For Your Files...

POSTAL AND TRADITIONAL STATE ABBREVIATIONS

State	Traditional Abbreviation	Postal Abbreviation	State	Traditional Abbreviation	Postal Abbreviation
Alabama	Ala.	AL	Montana	Mont.	MT
Alaska	Alas.	AK	Nebraska	Nebr.	NE
Arizona	Ariz.	AZ	Nevada	Nev.	NV
Arkansas	Ark.	AR	New Hampshire	N.H.	NH
California	Calif.	CA	New Jersey	N.J.	NJ
Colorado	Colo.	CO	New Mexico	N.Mex.	NM
Connecticut	Conn.	CT	New York	N.Y.	NY
Delaware	Del.	DE	North Carolina	N.C.	NC
District of Columbia	D.C.	DC	North Dakota	N.Dak.	ND
Florida	Fla.	FL	Ohio	Ohio	OH
Georgia	Ga.	GA	Oklahoma	Okla.	OK
Hawaii	Hawaii	HI	Oregon	Oreg.	OR
Idaho	Ida.	ID	Pennsylvania	Pa.	PA
Illinois	Ill.	IL	Rhode Island	R.I.	RI
Indiana	Ind.	IN	South Carolina	S.C.	SC
Iowa	Iowa	IA	South Dakota	S.Dak.	SD
Kansas	Kans.	KS	Tennessee	Tenn.	TN
Kentucky	Ky.	KY	Texas	Tex.	TX
Louisiana	La.	LA	Utah	Utah	UT
Maine	Maine	ME	Vermont	Vt.	VT
Maryland	Md.	MD	Virginia	Va.	VA
Massachusetts	Mass.	MA	Washington	Wash.	WA
Michigan	Mich.	MI	West Virginia	W.Va.	WV
Minnesota	Minn.	MN	Wisconsin	Wis.	WI
Mississippi	Miss.	MS	Wyoming	Wyo.	WY
Missouri	Mo.	MO			

CALENDAR

Monday, February 24th

Deep fried chicken, beef stew, steamed rice, tossed salad with 1,000 Island dressing, cold drink

Tuesday 25th

Italian Spaghetti, roast pork with gravy, garlic bread, buttered mixed vegetables, cold drink

Wednesday 26th

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

Thursday 27th

Hamburger steak with brown gravy, beef broccoli, three bean salad, steamed rice, cold drink

Friday 28th

Roast beef with gravy, deep fried mahi, scalloped potato, seasoned corn, tartar sauce, cold drink

BASKETBALL-VOLLEYBALL TOURNAMENT CHAMPIONSHIP GAMES

Saturday, February 22, 1986 in the BYU-HC Old Gym

VOLLEYBALL

Support Services -vs- Villages-Guest Services

Check in time is at 7:15 a.m.
Games starts promptly at 7:30 a.m.

BASKETBALL

Gateway -vs- Reservations-Admn.
Check in time is at 8:30 a.m.
Game starts promptly at 8:45 a.m.

All players must be there for check in time

COME CHEER ON YOUR DEPARTMENT TEAM!