



POLYNESIAN CULTURAL CENTER

UPDATE '86

Employee Newsletter

Friday, March 21, 1986



PCC Group Captivates L.A. Travel Show

Los Angeles -- The Polynesian Cultural Center's promo team easily outshone the dreary weather here three weeks ago during its appearance at "The Travel Show," a three-day exhibition of hundreds of travel operators and destinations across the world.

Undaunted by stormy weather, almost 36,000 Los Angeles area residents -- including 2,500 travel agents -- paid \$5 a head to check the latest in travel bargains...and one of the first things they encountered was the Center's heavily decorated booth manned by a dozen of Laie's finest.

The group transported flowers, coconut and ti leaves, lauhala, mats and other decorations to L.A. to create one of the most colorful booths at the show. "People just raved about it," said one of the show organizers.

"One guy even wanted to buy the fale we built," said Sielu Avea, a promo team member.

But most colorful by far were the promo team members: Pulefano Galea'i, Dorothy Fa'asou, Keenan Kanahele, Jolene Keliiliki, Lucie Fonoimoana,

Lori Atoa, Varen Berryman, Grace Tautu, Kauai Alohikea, Joe Berardy, Mike Foley, and Avea.

Dressed in colorful aloha wear, the team passed out thousands of brochures and posters while touting the glories of the Center. "I was really impressed with the number of people who said they had been here before, even two or three times," said Lucie, "and many of these said they would come back again."

The group also made small handicrafts from coconut leaves and lauhala -- which were very popular, and performed songs and dances in the booth in addition to putting on an hour-long show each day.

"It was an outstanding success," said Mike Foley, who pointed out this was the first time the Center has done a consumer-oriented show such as this. "Normally the sales and marketing department covers selected trade shows, that is, shows for travel agents; but because L.A. is such an important market area for the Center we felt it was time to try this," he said.

"People were standing two and three deep around our booth at times, and during the final night many didn't want to leave. Even the other Hawaii booths knew we had something special going," Foley continued.

"The promo team did a fantastic job. You should have seen Dorothy buttonholing people and pitching the Center...or Grace teaching little Mexican kids how to do the hula in Spanish...or us getting lost on the freeways."

He added that several PCC alumni stopped by the booth, with Tapae Haurua and Leroy Manumeleuga even lending a helping hand during the crush hour. "The 'travel show' surpassed all our expectations," Foley said.

Los Angeles and the Southern California area generate up to 40-percent of all the visitors who come to Hawaii, according to Hawaii Visitors Bureau statistics.

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Travel Show photos



Hawaii Youth Enjoy A Day Of Learning At PCC

You may have noticed large numbers of school children visiting the Center recently. If you have, what you witnessed was the Center's new Educational Tour Program at work, and if you haven't you'll get the chance to see thousands more by the time summer vacation rolls around.

Joe Berardy, under the direction of the Corporate Relations department created the new program which is designed to let children spend the day here to learn about the Polynesian Cultural Center. Invitations were extended to all schools in Hawaii. The program is free this year and the response from schools interested in participating has been overwhelming.

Seven specific days have been set aside to accommodate the groups. Over 1,000 children will be involved on each of these days. The schools pay for their own transportation and provide their own lunch.

Arriving by 10:00am, the children are treated to a mini canoe pageant in the Hale Aloha. Lulu Sigavata is their main guide and she distributes the tour booklets. These booklets were created through the combined efforts of herself, Joe, and Virginia Sorensen of the

Graphics department. The booklets tell of each village and contain legends and pictures of warriors and dancers in cultural costume which the children can color in and keep.

Following this they embark on tram, canoe, or walking tours, receiving special demonstrations enroute. The children can stay all day until the villages close. Some groups make the trip here to Laie a weekend event, staying at the Laniloa Lodge overnight.

Children from kindergarten to high school age have been invited. So far we have hosted a variety from the third through seventh grades along with some high school. Many of the children in the fourth and fifth grades are currently taking Hawaiiana studies in their curriculum. The Center is a valuable addition to their education, not to mention a fun way to learn.

Punahou was the first school to initiate the new program on February 4th of this year. The Center received three folders full of letters from the students and teachers saying how much they loved it.

The response to the new program has been tremendous and we already have requests for 1987.

New Schedule Takes Effect June 2

In a move to focus greater emphasis on the Polynesian Cultural Center's popular village activities and spectacular evening show, the daytime version of "This is Polynesia" will be discontinued beginning Monday, June 2, 1986.

Ralph G. Rodgers, Jr., president and general manager of the Cultural Center, said the decision was based on the following key considerations.

The Center's recently commissioned visitor surveys repeatedly confirmed guests felt they did not have enough time to experience all the Center's seven villages in depth.

"Since day one, the Polynesian Cultural Center has distinguished itself through the unique interaction guests have with indigenous student workers from various Polynesian countries who educate, inform and entertain them like no other cultural attraction in the world has done," Rodgers said.

"Our surveys tell us our guests prefer the evening version of 'This is Polynesia' -- regarded the best Polynesian revue in the world," Rodgers said, "and in the past, we've had to turn away requests for this popular show."

On capacity nights, the Center will hold a second night show at 6 p.m. and the regularly scheduled performance will move to 8 p.m.

Rodgers noted the upcoming change "will occur before Hawaii's peak summer season and is further evidence of the Center's top priority to maintain the quality and consistency that our guests have come to expect of us. That is our commitment and," he said, "that will always be our commitment."

Beginning Monday, June 2, gates to the Cultural Center will open at 12:30 p.m. A one-time admission price of \$36 per adult and \$27 per child under 12 for the complete package will remain.

The new "Pageant of Long Canoes" will continue to be presented four times daily (1:00, 2:00, 3:00 and 4:00 p.m.) in the Hale Aloha.

Dinner buffet will be served in the Gateway Restaurant between 4:30 and 7:00 p.m. The evening show "This is Polynesia" will begin at 7:30.

Prime Minister Of Fiji Visits Center

On Monday, March 24th, the Polynesian Cultural Center will be hosting Ratu Sir Kamisese Mara, Prime Minister of Fiji, who will be the honored guest speaking at the dedication of the Camakau. Along with being the Prime Minister he is also the 'Tui Nayau' or Paramount Chief as well as a High Chief of Fiji.

Ratu Sir Mara will be in Hawaii on business with the East West Center. President Rodgers and President Cameron invited him to the Center during his visit.

The program which is being handled by the Special Projects department consists of speeches by the Prime Minister and President Rodgers, singing by the Fijian Club Choir (who recently won 3rd place in the BYU Songfest Competition), a tour of the villages which will include a mini Fiafia (gift presentation), a musical number by each village, and the presenting of a koa bowl by President Rodgers to the Prime Minister.

Employees are invited to the dedication program which will begin at 11:00am at the Camakau located in the Marketplace.

PCC Supports Boy Scout Fundraiser

The 'Aloha Council' is the Hawaii chapter of the nationwide scouting association. They recently called on the Center to assist them by helping to boost the scout program here in Laie.

In an effort to boost the program, an annual fundraiser is organized. The sale of Makahiki booklets is what the scouts use to raise money. These coupon booklets are worth \$73 and are sold by the scouts for \$2.

If the boys sell the booklet in one day, half of the money goes to their troop and the rest to the scout program. Each extra day they take to sell out means more money for the Aloha Council.

Joe Po'uha represented the PCC on Saturday, March 15th, by being the motivation speaker for the Laie Boy Scouts. He gave them their sales pitch and enthused the troops to go out and sell.

In April the Boy Scouts will have a function at the NBC in which they will show off their scouting capabilities.



Thousands of people were impressed by the booth that the Promo Team constructed themselves. Boxes of ti leaves, bird of paradise, and pandanus leaves for the huts were flown in to L.A. to make it authentic and extra special.



Promo Team members had the opportunity to do something they hadn't really done before and that is 'sales'. One on one sales with the enthusiastic public was a learning experience. These employees represented the Center well, on and off stage.

Halau Heads For Merry Monarch

On April 2nd, the PCC Halau will be on their way to Hilo to perform at the Merry Monarch Hula Competition. The event will take place at the Edith Kanaka'ole Studio. The Halau will perform on the 4th and 5th (Friday and Saturday). The Halau has been practising four nights a week at the Hauula Chapel under the direction of Cy Bridges. The men in the group will be performing a song written by Cy for the competition. Our best wishes for a successful performance...GOOD LUCK GANG!



*Take note
of this!*



March 29 Annual Easter Egg Hunt

All employees are invited to bring their children between the ages of 3-12 to the Centers annual Easter Egg Hunt. It will be held Saturday morning at 8:00am on March 29th. Entrance will be by ticket and badge only. These must be picked up from Special Projects, located in the old administration building, between 8am-5pm from March 25th-28th.

The hunt will take place at the PCC Farm on the Hauula side of the Maintenance building. No parents or brothers and sisters will be allowed to go with the younger children on the hunt. Balloons, ice cream, and the Easter Bunny will be there so don't be late or you'll miss out! More information will be on flyers found in your paycheck envelope. See you there!

Employee Receives Letter of Appreciation

In the Wednesday, March 12 edition of the Honolulu Star-Bulletin, a letter of appreciation to an employee of the Center was published. It read as follows:

Mahalo

"A big mahalo to Kala, a young lady who handles show reservations at the Polynesian Cultural Center in Laie. Not knowing that reservations were required, we dropped a visiting young lady there the other day to see the show. When we reached home almost two hours later, we received a phone call from our guest that she was stranded there with no reservations.

"I called Kala and she went out of her way to look for our guest and made it possible for her to see the show. Our visitor from North Carolina was very appreciative; so were we. Mahalo, Kala."

Our thanks to Kalela Lombard for her fine example of service to our guests and to the Center.

CALENDAR

Friday, March 21st

Roast chicken w/gravy, teriyaki pork, coleslaw salad, steamed rice, drink

Saturday, 22nd

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

Monday 24th

Deep Fried Chicken w/giblet gravy, Beef Stew, rice, tossed salad w/dressing, drink

Tuesday 25th

Italian Spaghetti, Roast Pork w/gravy, garlic bread, mixed veges., drink

Wednesday 26th

Braised Beef Tips, Pizza, oven brown potatoes, coleslaw salad, drink

Thursday 27th

Hamburger Steak w/brown gravy, Beef Broccoli, three bean salad, steamed rice, drink

Friday 28th

Roast Beef w/gravy, Deep Fried Mahi, scalloped Potatoes, seasoned corn, tartar sauce, drink

Saturday 29th

Beef Curry Stew, Teri-Chicken w/sauce, steamed rice, tossed salad, drink

New DMBA Handbook Now Available

To All DMBA Participants:

We have just received the employee new DMBA Handbook from Salt Lake City and they are available to you at the Personnel Office. Please make it a point to get your copy as soon as possible.