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update 83

Polynesian Cultural Center

GENERAL MANAGER OUTLINES ADMINISTRATIVE POLICIES

General Manager Ralph G. Rodgers Jr., in announcing the first of his planned administrative changes, observes that the new Center organization is totally in keeping with Polynesian culture. "We are an extended family," he comments, "And as such, all work for the benefit of each other, -- for our guests as well as for the Center family which now exists, -- *and* for the Center families which are yet to come."

"The Lord has told us that we build line upon line, and the line that He has given us here in the Center is the charter we have at present. As we build on that and strengthen it, I believe He will indicate to us those additional lines that are His wish."

Revealing the deliberation he has given to addressing this subject in the many days since he was appointed by Elder Marvin J. Ashton, he further observes: "I don't believe we have yet filled Elder David O. McKay's vision of what would be accomplished from Laie. We have barely turned the first page of that prophecy, and in fact, I believe that prophecies concerning Laie have not ceased to be given, -- there are more yet to come."

Acknowledging that change is necessary to growth, he says "To keep living we must grow, and there has to be change in that growth. If we cease to grow we are dead. Way back in the Dark Ages when I was a young missionary," he reveals, "we were constantly reminded of the Lord's law of eternal progression and I think that law is appropriate to us all today. We need to ask ourselves whether we are better individuals today than we were yesterday, and whether as an organization we are doing a better job."

Pointing out that Elder Marvin J. Ashton's observation is that here in the Center we can show people a way of life that can only be had through the gospel, the new General Manager regards Polynesians as particularly able to do this. "When a young employee, unsolicited, unrehearsed, and in all sincerity expresses to a guest his gratitude to be working in the Center while he attends school, something touches that visitor that can only be explained as the spirit of the gospel."

Describing his family's reaction to the new direction their lives have taken, he calls the experience "the agony and the ecstasy." He explains, "They are enjoying the ecstasy of planning a return to Polynesia which is a place filled with good things in their memories, but at the same time they feel the agony of leaving family and friends behind."

Five of the Rodgers' six children will accompany them to Laie in mid June, including a married son and daughter-in-law who will both attend BYU Hawaii before entering the University of Hawaii pre-med program. There is a parallel in the Rodgers family unit and Laie which becomes apparent as the General Manager speaks of the various community institutions by observing: "The eye has no right to say to the foot 'I have no need of thee.' All have a role to play, and Laie will have a tremendous influence on both the Church and the world."

He refers to his patriarchal blessing given many years ago in which he was told that he would, like Joseph of old, go into a strange land among strange people. Contemplating the events of his life, Ralph Rodgers quietly observes, "These people have become my people."

SPECIAL BULLETIN

Charts Illustrate New Center Organization

In this special bulletin of UPDATE, General Manager Ralph G. Rodgers, Jr., announces the first of organizational changes planned to implement the structure and purposes of his administration. These organizational charts supersede all others, and in fact, illustrate a new definition of the Center management and its goals. In this organization the product and guest are the two most important entities. These charts emphasize the significance of team work in filling this responsibility.

Executive Management Committee:

In the new organization the Center's Executive Management Committee consists of:

- Elder Marvin J. Ashton
- George Q. Cannon
- F. William Gay
- Ralph G. Rodgers, Jr.

This committee functions under the direction of Elder Marvin J. Ashton, President of the Polynesian Cultural Center and Chairman of the Board of Directors.

Management Team:

Under the direction of the General Manager, a Management Team will meet regularly on issues concerned with both daily activities and special projects. This team consists of:

- Ralph G. Rodgers, Jr.
- Steve Ashton
- Vernice Pere
- Cy Bridges
- Elliott Ozu
- Sharon Ishii
- John Muaina
- David Hannemann
- Josephine Moeai

Chart I

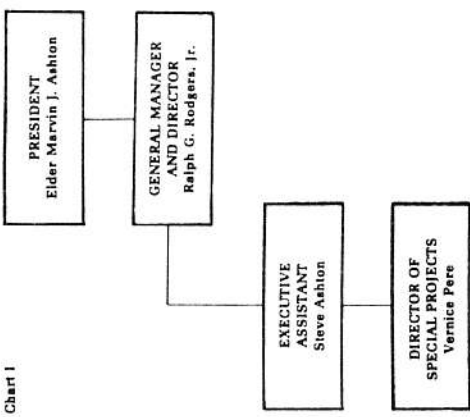
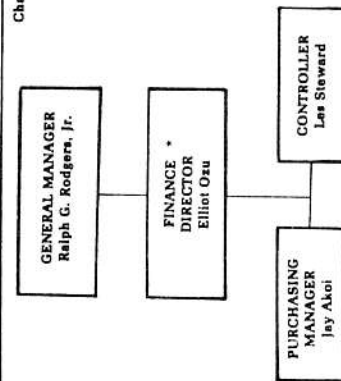


Chart I reflects the appointment of Steve Ashton as Executive Assistant to the General Manager and Vernice Pere as Director of Special Projects. Both the Executive Assistant and the Director of Special Projects function under the specific direction of the General Manager and as such have both the authority and freedom to cross organizational lines as assigned. All events or functions outside regular daily Center activities are, by assignment of the General Manager, part of the Special Projects area.

Chart IV



* Serves as Financial Advisor to Shop Polynesia

Chart IV outlines the line of authority between the General Manager and the Director of the Finance area, Elliott Ozu. It also shows the continuation of that authority from the Director of Finance to both the Manager of the Purchasing area, Jay Akoi, and the Controller, Les Steward.

It is to be noted that in this position, Elliott Ozu also functions as financial advisor to Shop Polynesia.

Chart II

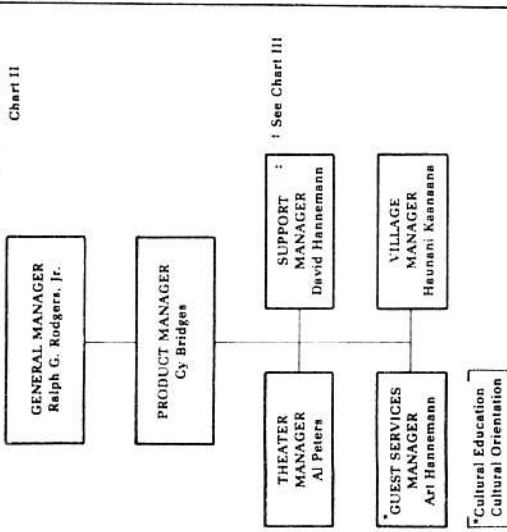


Chart II illustrates the line of authority from the General Manager to the Manager of the Product area, Cy Bridges; and from him to the Manager of the Theater area, Al Peters; Manager of the Support area, David Hannemann; Manager of the Village area, Haunani Kaanaana; and Manager of the Guest Services area, Ari Hannemann. It should be noted that this newly formed area of Guest Services comprises a combination of the former departments known as Cultural Orientation and Cultural Education.

Chart V

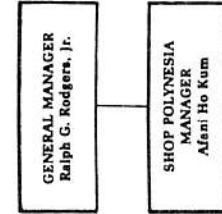


Chart V represents the line of authority from the General Manager to Alani Ho Kum, Manager of Shop Polynesia. This is a direct line.

Chart VI

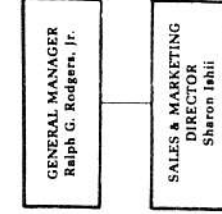


Chart VI illustrates the line of authority between the General Manager and Sharon Ishii, Director of the Sales and Marketing area. This is a direct line.

Chart VII

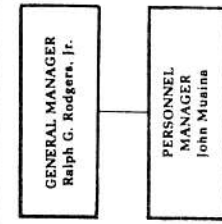


Chart VII represents the line of authority between the General Manager and John Muaina, Manager of the Personnel area. This is a direct line.

Chart III

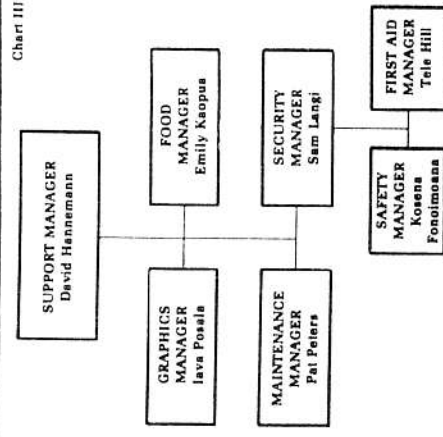


Chart III shows a continuation of the line of authority from the Manager of the Support area, David Hannemann, to the Manager of the Graphics area, Iava Posala; the Manager of the Food area, Emily Kaopua; the Manager of the Maintenance area, Pal Peters; and the Manager of the Security area, Sam Langi. In addition, the Security line of authority extends to the Manager of the Safety area, Kosena Fonotimosoa; and the Manager of the First Aid area, Tele Hill. All existing organization within the areas represented on Chart III remain the same.

Meet The New Executive Assistant To The General Manager

Executive Assistant to the General Manager, Steve Ashton, stresses his feelings that the employee is of utmost importance to the new Center administration.

"My philosophy is that the employee needs to feel good about the Center and about his job first, and then he will be better able to treat the guests as important." This philosophy is reflected in his belief that employees should have an open door to management, and in fact, his administrative style is one of accessibility and of listening to staff. Steve explains that he feels employees can give management valuable input to make the Center experience better for the customer, and he emphasizes that he welcomes this dialogue.

Commenting on the role of the Center in Polynesia, he observes, "Once the organization is running on a sound footing we can do anything the imagination conceives, -- but we need to do what we're doing *well* first." He has a clear vision of the significance of the future the Center can and will eventually fill in the Pacific, and explains that his longtime love of Polynesia was formed in his missionary days in New Zealand.

"Polynesia is inhabited by the most beautiful people in the world!" he says, "I am impressed by their warmth and generosity - by their spirit of sharing." Steve reveals that this spirit has shaped his life and that his wife Wendy and their seven children (ranging from 10 years to 2 weeks old) are as excited as he is about coming to Hawaii. The family will move to Laie at the end of June.

Both athletes, Steve and Wendy Ashton worked their way through college teaching gymnastics, and both have continued to pursue their love of sports and outdoor activities. Their team sharing is in the same spirit with which Steve approaches his new responsibilities in the Center administration.