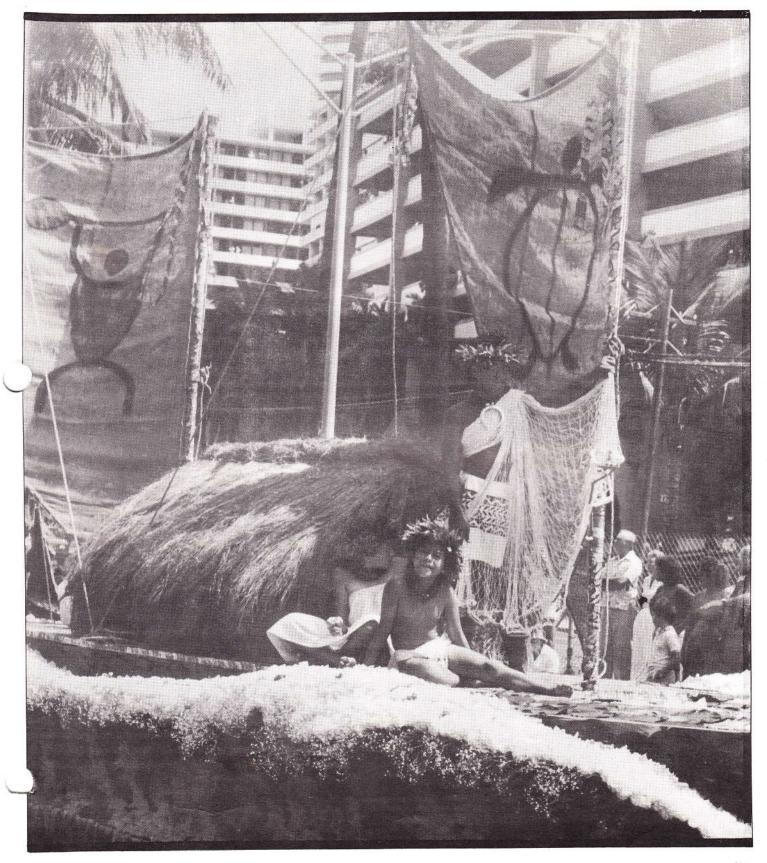




Win a Family Pass Page 4

Polynesian Cultural Center Employee Newsletter • Laie, Hawaii • Published Weekly • July 6, 1984



Parade Highlights:

## "They Came By Sea"

They came by VW van was the hidden theme of the combined PCC BYU-Hawaii float that lead the 1984 July 4 Statehood Parade in 1200 Honolulu. "They 30 ft. long float was built on a VW van chasey," says Collin Shelford who worked one month to construct the steel and wood frame. Float committee chairman B.J. 1000Fuller and committee members Raewyn Shelford, Percy Tehria, Rosemary Trani, Josephine Moeai, Joanna Thompson, and artist Ken Coffey designed the double canoe, double sail float around the theme "They came by sea." The traditional crab claw sails were constructed by Bert Soren and the petroglyphs were painted by Ken Coffey and Joel Nakila. Volunteer float builders included Greg Tata, Harold Samu, Jo Moeai, Joanna Thompson, Rosemary Trani, Loni Manning, Raewyn Shelford, Collin Shelford,, B.J. Fuller, Kika Moeai, Reg Schwenke and many

Other

included Vernice Pere, Rubina

Forrester, Pam Su'a Joe Pouha,

Tammy Au, Mele Tu'ua and more.

Riding on the flower and paper mache float were Eddie Aina, Kainoa

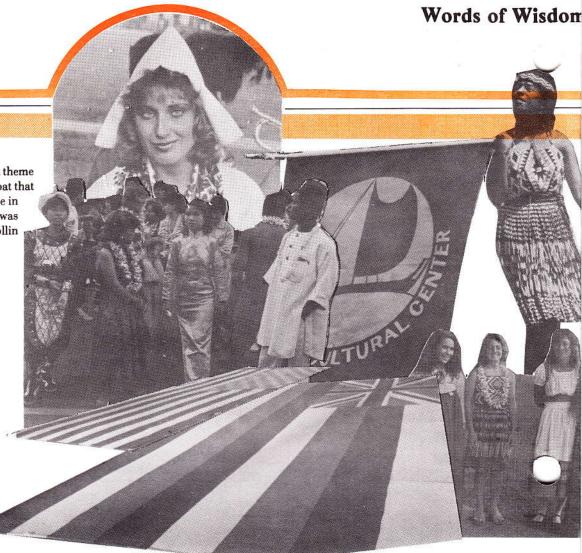
members and volunteers

parade committee

more.

Thompson, Kalani and Asher Shelford. The ten foot wide float was decorated like the waves of the sea surrounding the ti leaf covered canoe. Forming the design were 6200 white carnations, 500 red ti leaves, baby's breath, blue and purple status and 65,000 tissue poms ranging from turqoise to dark blue

and lavender. Leading the float were banners signifying the BYU & PCC logos, and the theme "They came by sea." Following the float were more than 50 marchers dressed in international costumes and carrying the large hand made 13 X 26 ft. Hawaiian and United States flags made by Rubina Forrester, Maxine Cameron and others. Flag maker Rubina Forrester captured the essence of the day in a TV interview where she stated what the 4th of July means to her, "It means that I can be all I want to be...if I want to start a business...it doesn't matter if I am brown skinned or if I am from a small village in Samoa, a town in Utah or down south."



The Samoan mothers of "This is Polynesia" were recently presented with the \$50 General Managers Award. The mothers, six regulars and one alternate, perform in the evening show each night. Their delightful and consistent performance been a highlight for guests and other evening show performers.

The group of mothers include: Suitupe Aiolupotea, Sulumala Fuaalii, Aiago Galeai, Sifea Laumatia, Tauamo Malufau, Toomalatai, Paleni Tufaga and Va Santiago.

Lokeni Lokeni of the Samoan village was twee honored by receiving the General Managers award for the second



Ralph Roders, master carver Barney Christy and apprentice carvers Jared Pere, Kyle Alo, Chad Keliiliki and David Eskaran help cut the ribbon at ceremonies celebrating the completion the new Maori gate.

66One machine can do the work of a hundred ordinary men, but no machine can do the work of one e dinary man.

es have

Gagaifo

time.

Elbert Hubbard (1856-1915) Quoted in the South Bend Tribune, August 8, 1982 66Every day, in every way, I am getting better and better.

Émile Coué (1857-1926) Maxim at the clinic at Nancy, France Yesterday is already a dream, and tomorrow is only a vision;
But today, well lived, makes every yesterday A dream of happiness, and every tomorrow a vision of hope.

Look well, therefore, to this day! Such is the salutation of the dawn.

From the Sanskrit

66 Anything will give up its secrets if you love it enough.

George Washington Carves (c.1864-1943)

## 

- Three new trams will be christened at a ceremony, Saturday, July 7, 10:00 A.M. at the orientation building. The new tan and brown trams, tapa lined and thatched, are the first of the fleet of 5 that have been ordered. Group Services Manager Raymond Mokiao says that old trams may be reconstructed and used for transporting handicapped people and special groups. Each tram has a seating capacity of 60 people and is equiped with its own P.A. system.
- The newly constructed canoe landing in the Tahitian village opened Wednesday, July 4 along with the rest and snack area. Canoe tours will now be one way and can be taken wither direction. the 25 canoe guides, 24 men and one woman, will be manning the 7 canoes, each with a capacity of 20 to 35 people.
- Tongan village supervisor Tevita Taumoepeau conducted the dedication of the new village dance platform, a sand and stone structure recently completed. The dedication took place on Wednesday, July 4 at 9:00 A.M. July 4 is a Tongan national holiday.
- The large Fijian tower, the Bure Ni Kalou or "Spirit House" was dedicated for construction Monday morning at 8:00 A.M., with a kava ceremony and a prayer. The 50 foot structure is due to be completed by the end of the month.
- July 24, will mark the celebration of Laie Day with a PCC sponsored extravaganza of entertainment and fireworks that evening, for PCC employees, their families, and all BYU and community members.

PCC has also organized a general clean up morning that day from 6:00 A.M. to 10:00 A.M. in an effort to spruce up the grounds for the day. All employees are invited and requested to join together in this special project. Meet at the old theatre at 6:00 A.M. dressed to work. Employees will be able to punch in and work 4 extra hours above their normal time. A free breakfast will be served after which employees may return home to get ready for their normal work day.

- Saturday, July 7 is "Open Saturday." Those interested in meeting with General Manager Ralph Rodgers should make an appointment with Magi Kiel at ext. 3006.
- Due to new landscaping and the installation of many very expensive plants and flowers, employees are asked not to encourage guest to pick the flowers on the grounds.







Mike Foley

## P. R. and Advertising reorganized

General Manager Ralph Rodgers announced the reorganization of the Center's public relations department earlier this week. Reg Schwenke was named the Center's new director of Public Relations and Promotions.

Schwenke will report directly to Rodgers for all public relations matters and will chair the newlyformed Public Relations Committee comprised of Ralph Rodgers, Haili Pokipala, Vernice Pere, Pam Su'a, Loni Manning and Margo Inkley.

In the area of local promotions, Schwenke will continue to report to Haili Pokipala at Waikiki Sales & Marketing.

In addition, the UPDATE, effective this issue, will be a function of the Public Relations Department with continued input from the Center's Personnel Department.

Loni Manning, who will complete a graduate degree in journalism by year's end, will remain Update editor and will assume a more visible role in the Center's public relations functions.

All requests for VIP and News Media visits should be directed to the Public Relations Dept. who will then coordinate the details with Guest Services. The Polynesian Cultural Center is going "in-house" for the first time in almost eight years.

General Manager Ralph Rodgers announced Milici-Valenti Advertising Agency will no longer handle the Center's advertising account effective September 1, 1984. Milici-Valenti has been the Center's advertsing firm since 1976.

The difficult decision to bring advertising totally "inhouse", Rodgers said, was strictly a financial consideration. He added the move will strengthen the Center's advertising effectiveness by saving more than \$200,000 in commissions usually paid to the ad agency each year.

Rodgers will spearhead the Center's future advertising campaigns and Advertising director Mike Foley will coordinate all advertising-related matters.

Foley wll remain in the Waikiki Sales & Marketing department headed by Vice President Haili Pokipala.



Here's how it works:

If you thought you read wrong, you didn't! Any PCC employee can win a family admission pass -- EACH WEEKto the popular Castle Park family attraction simply by doing his/her job.

The question will be how well you did your job. Mentioned above are the names of Center employees who went beyond the call of duty and made enough of an impression for their supervisors and managers to recommend their actions for the "Extra Mile" award consideration.

We encourage all PCC supervisors and managers to do the same. Through this new weekly UPDATE column, we want to draw deserved attention to all Cultural Center employees who demonstrate the real spirit of aloha in hosting our guest at the Center.

For that matter, anyone can qualify for consideration. You may not be in contact with PCC visitors, but your good deeds-- through the recommendation of supervisors and managers -- will get the recognition they deserve through this column.

Each week, General Manager Ralph Rodgers will determine who will win the All-day Family Pass to Castle Park. Invariably, there will be times when more than one employee may deserve the prize and two family passes will be awarded.

(The "Extra Mile" award is not a substitute for the ongoing General Manager's \$25 award. Those who are given the \$25 cash award are also eligible for consideration for the "Extra Mile" award. Employees who do not win the Castle Park prize will receive a "Extra Mile" certificate.)

\*The all-day Castle Park family pass entitles the winner to free admission to all the attractions fun activities which include Water Country, miniature golf courses, Grand Prix car circuit, Bumper Boat rides and use of the Baseball cages. For PCC winners who are single, you are entitled to bring three guests with you.



Iava Posala

Iava Posala, Supervisor of the Graphics Dept., this week recieved the General Managers \$25 award and has been chosen as one of the first recipients of the "Extra Mile" Award. A dedicated employee, Iava has spent many extra hours printing the Update and other special printing projects for the Center. Iava, a senior in Business Management and Travel Tourism is from American Samoa and will graduate this December. Iava says that he came to Hawaii to get an education. He also explained that, "My philosophy is to work hard, make sure that I do the best job I can and save money for my employer.



Heitiare Tuairau

The second recipient of the "Extra Mile" award is Heitiare Tuairau of the VIP Guides. One couple that Heitiare guided around the Center in June was so impressed with her serivce that they sent her a clock as a gift and arranged a free round trip ticket for her to visit them in Las Vegas.

When asked what special service she gave these guests, Heitare said she just treated them like she does all the "very special people" she meets at the Center. Heitiare is a BYU-Hawaii sophomore from Pirae, Tahiti and has worked at the Center 2 years.