

UPDATE '87

Board Meeting A Feast For Employees

The July '87 Board Meeting proved to be a feast for those employees who served in the various detailed capacities to make it a success. Of significant value to all of us were comments made by individual Board members in the management motivational meeting held last Saturday.

The agenda, headed "PCC, A Gourmet Feast", assigned various topics to the members:

Fred Baker began with "The Setting - What You See Is What You Get" and related it to the maintenance areas of a company. He observed how, at any major construction project, the fence that protects the public always has a hole in it to allow the "sidewalk supervisors" to watch the progress of the job. "People love to see something being created" he observed, "and the beautiful setting creates the ambience of the Center."

J.W. Marriott, speaking on the topic of "The Waitress - She 'aint going to get no tip" used the example of last summer's hit movie "Back to the Future" in which a young man is astonished to watch cars pull into a gas station and receive full personal service such as window-cleaning, tires checked, etc. Asking "Where has service in America gone?", Brother Marriott suggested that "It starts at the top where we create the environment of caring about our staff as well as our customers."

President Arthur Haycock talked to the theme of "The Main Course - One Man's Meat is Another Man's Poison." Explaining that for most people Penicillin is a life-saver while he, himself, becomes deathly ill if he takes the medication, President Haycock cited several examples of this conflict in music, books, dance, T.V., etc. He further pointed out

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Elder Marvin J. Ashton, Chairman of the PCC Board of Directors, awaits start of meeting with Elder Dallin Oaks and President Arthur Haycock.

President Jeff Holland's subject was "Dessert: Only If You Ate Your Vegetables", and he perceived that this is also a true gospel warning against appetite - which must be controlled. Noting that "Dessert almost never needs defending but vegetables almost always do," he referred to the Jews of the Old Testament looking beyond the mark" or desiring what they should not have. Relating the lesson to our Center organization, President Holland quoted the poet who said, "Our grand business is not to do what lies dimly in the distance - our grand business is to do what lies near and here."

Brother William Gay addressed the subject of "Gaining Weight - Knowing When To Expand" by revealing that studies have shown that Anorexia victims were bright, well-to-do, young professionals in whom the changes taking place within them were imperceptible so that they perceived all to be well. This makes such victims difficult to help, for as he observed, the temporal and spiritual are blended and one cannot carry out the work without the other. He reminded us that the Lord does surely "...direct our uncertain flight."

Under the heading, "The Bus Boy - Somebody Has To Do It", Brother George Cannon referred to the story of "Somebody, Nobody, and Everybody" and related it to PCC. He related a Horatio Alger-type story of a young man who started in his dairy years ago scrubbing out milk cans, who, by working hard and earning promotions through the company, worked his way up through Delivery, Sales, then Manager of Sales, Plant Manager, then Hawaii Company President.

He told how the employee then went on to a Vice Presidency on the board of General Foods before joining the Rockefeller firm as President. "The day I hired him no job was too low for him," Brother Cannon said, "...and he always did more than required and did a good job."

President Rodgers' topic was "Toothpicks - Getting That Raspberry Seed Out Of The Tooth" and explained that "We all have to know what to do with raspberry seeds, and recognized that sometimes there are difficult decisions to make and the seed has to go for the good of the company."

Training

This issue we wanted to focus our attention on Customer Relations. Hopefully, we are all mindful of the customer in our various roles here at the Center by conducting ourselves accordingly. The following is an excerpt from a book by Frank Cooper entitled, **The Customer Signs Your Pay Check:**

Ten Commandments For Customer Relations

- 1. The customer is never an interruption to your work.** The customer is your real reason for being in business. Chores can wait!
- 2. Greet every customer with a friendly smile.** Customers are people, and they like friendly contact. They usually return it.
- 3. Call customers by name.** Make a game of learning customers' names. See how many you can remember. This is a valuable habit.
- 4. Remember - You are the company!** In the customer's eyes, you are as important as the president of your company...probably even more so.
- 5. Never argue with a customer.** The customer is always right (in his own eyes). Be a good listener, agree with him where you can, and then do what you can to make him happy.
- 6. Never say, "I don't know."** If you don't know the answer to a customer's question, say, "That's a good question. Let me find out for you."
- 7. Remember that the customer pays your wages.** Every dollar you earn comes from the customer's pocket. Treat him like the boss. He signs your pay check.
- 8. State things in a positive way.** Choose positive words when speaking to a customer. It takes practice, but it is a valuable habit that will help you become an effective communicator.
- 9. Brighten every customer's day!** Make it a point to do something that brings a little sunshine into each customer's life, and soon you'll discover that your own life is happier and brighter!
- 10. Go the extra mile!** Always do just a little more than the customer expects you to do. You will be richly rewarded for this habit.

We can all learn something from these business commandments in keeping our customers satisfied and returning to the Polynesian Cultural Center. The Training department challenges you to try practicing some of these good habits.



Do You Compute?

If you are a computer user you are invited to the PCC Computer Users' Group Meeting:

July 15, 1987
9:00 a.m.

Corporate Admin. Bldg.

Come and get the latest info on the Pacilon System installation.

Church Leaders Visit With Us

Catering for a group of 250 people, Center departments recently responded to President Rodgers' request for an evening of aloha to be extended to Church leaders from the islands of Hawaii.

The group was given free admission to the Villages and activities and hosted in the Lanai for a special dinner. President Rodgers presented Elder John Carmac, with a Maori taiaha and his wife with a Tongan basket as he greeted the couple on behalf of the Board of Directors and employees of PCC.

President Perry of the Hawaii Mission was also presented with similar gifts as an Aloha and farewell upon his release from the mission.

The large group of Church leaders was presented with the future goals of the Center as President Rodgers addressed them the next day, and Board member President Arthur Haycock hosted them at a special session in the Hawaii Temple.

Comments from the group reflected their delight at the "first-class way" they were treated by PCC personnel in their visit.

fan mail

Dear Scholarship Coordinators,

I was a finalist in the inaugural year of this program. Although I did not win any money, I feel that I got more than I deserved when I made it to Honolulu and was treated first class all the way. I want to express my heart-felt thanks for all your hard work and stress to produce such a 'classy' and eventful weekend. It seems that I cannot get away from the word 'CLASS' because that was what this whole experience has been to me; I will never forget it.

I would personally like to thank Mr. Rodgers for his inspirational words to us on the Friday evening program and banquet in the Samoan hut. Especially for bringing this program to Hawaii -- I am grateful for the chance that I had to experience such a well planned event.

Mahalo nui loa,
Sandee MP Aina

Employee Children In Spotlight

Every so often children of PCC employees succeed in achievements that deserve attention. We are proud to highlight these students and congratulate their parents. The first of our "Hats Off To You" articles honors Salamasina Sagapolutele, daughter of Darlene and Junior Asuega.

Sa has helped out in office jobs and others at the Center and carried a full load of classes and extra-curricular activities at Kahuku High School.

A Senior this next year, she was also elected Student Body President but it is her name in the newspaper that caught our eye as we noted she is part of a Summer Program for the Enhancement of basic Education which gives her a unique experience.

As part of her summer studies, Sa must learn Mandarin and visit Beijing, China. She applied for the Chinese studies program because she wanted to learn "how the Chinese people think." The Star-Bulletin quoted her as observing: "By learning language and culture, I get to know attitudes."

Sa's observation holds true for guest experiences at PCC also. Congratulations Sa!



Board of Directors' members F. William Gay, D. Arthur Haycock, and George Q. Cannon confer.

Beauty Has Its Own Reward

Sixty-seven homes were entered in the first annual Laie Beautification Awards project this year and the whole community won as Laie looked just a little better for the efforts of these homeowners.

PCC President Ralph Rodgers presented six families with \$250 each as runners-up in the contest. These included the Ron Safstens, Katsuhiko Kajiyamas, David Almadovas, Ozamu Okiyamas, Robert Moeais, and the Amamiyas.

First Place winners in the competition for their beautifully landscaped garden and manicured lawns with native trees and shrubs surrounding them was the family of Joe Ah Quin of Naniloa Loop.

President Rodgers commented on the many hours of work these families put into their yards and the community pride they felt in making their homes beautiful. The contest, fully funded and sponsored by the PCC was open to all residents, and the Center donated \$3,500 to the Laie Beautification Committee for the project.

In all, it is a small sum to be paid for results that present the community at its very best. The PCC sends congratulations to all who participated in the project.

(25)

25th In Planning

A committee of management is planning several events in celebration of the Center's 25th birthday next year that will impact on our PR image and help advertise us as it focuses on our anniversary.

Some of the ideas being considered as to costs and appropriateness include: Give-aways as incentives to sales, a Polynesian Olympics (in 1988 - an Olympic year), a Kamaaina Day in which the admission price for locals is rolled back to the original 1983 price, Opening and Closing ceremonies to the year's activities which will include an anniversary fireworks display, a PR night in which we say "mahalo" to our accounts, vendors, civic and government leaders industry people, etc., and a Silver Holoku Ball at which employees are thanked for their 25 years of work which have made us what we are today.

Other special events associated with the year include the Tabernacle Choir visit, the visit of many General Authorities, six cultural weeks rather than days for the year, an Update Silver Edition tracing some of the history of PCC to the present, and a Calendar of Events which can be gifted to our local accounts and sold in retail outlets.



Sister Norma Ashton visits with Sisters Mary Gay and Eileen Cannon at Board Meeting.

BOARD...

Continued from page 1

that such choices we must make in management as elsewhere can have far-reaching consequences as in the recent Supreme Court decision in favor of the Church which grew out of a suit "...brought by a lazy worker."

Observing that the Center is fortunate to have good workers, he concluded by reminding us that we all have to make the choice.

Elder Dallin Oaks addressed the subject of "Paying the Bill - Is It Worth It?" by reminding us that whether it is worth it or not depends on what our expectations were at the beginning of the meal. Citing the example of the PCC Board of Directors, he said "Out of an abundance of difference of opinions and approaches we come to unanimity."

"The Lord uses a lot of different kinds of people to accomplish his purposes," he said, "...but we must agree that it's worth it when the bill comes due. He suggested that if we know what value is we will have the capacity to have peace of mind when it comes to paying our bill."

In a delightful play on words, Elder Ashton addressed the subject of "The Doggy Bag - What You Take Home With You." He explained how he did "extensive research" in two restaurants for his subject, first, by asking a waitress in a

Smiles All Around As Board Visits

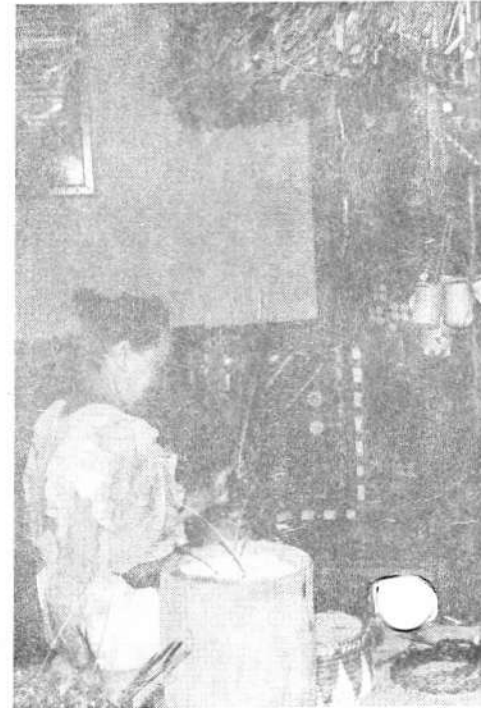
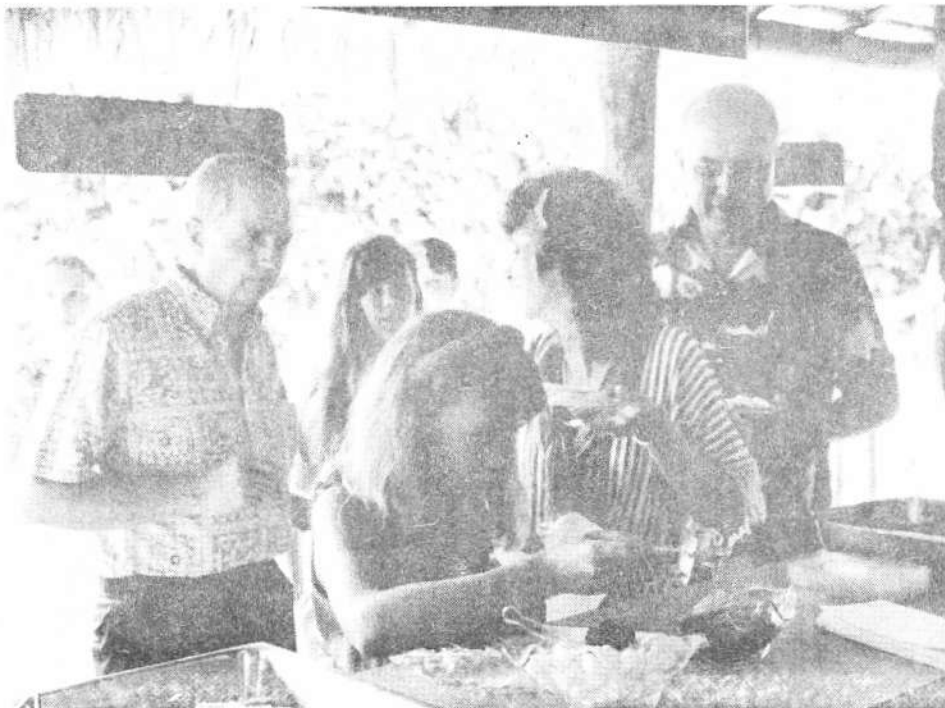
fine dining restaurant how she feels when someone asks for a doggy bag. She replied that they are always honored at such a request because it means that their food is so good that people want to take some home with them. She observed, "When people ask for a doggy bag it doesn't necessarily mean they have a dog at home."

Elder Ashton perceived that "No one wants to take home garbage. They want to take home what they have enjoyed." Relating this to its wider meaning he reminded the management that "I'm proud of you" is something that we'd all like to take home."

The meeting ended with the audience encouraged in all areas of management responsibility and impressed again with the wise advice members of the Board leave each time they visit.



Clockwise from top: President and Sister Berardy, Special Projects Manager; T. President Rodgers and Brother J. Wi. Elder and Sister Ashton; Faleola weaving his turn to sample Mission Home for



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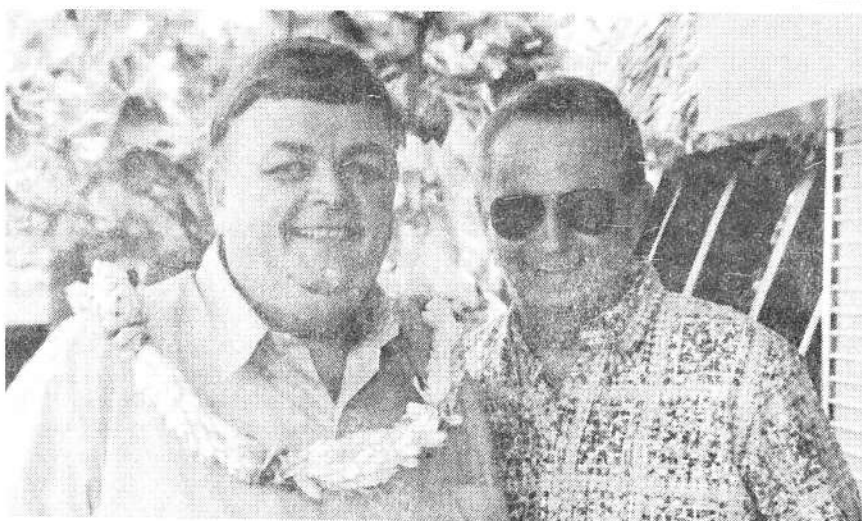


Clockwise from top: President and Sister Jeff Holland enjoy some shade with Joe Berardy, Special Projects Manager; The Gateway Gang served breakfast each day; President Rodgers and Brother J. Willard Marriott; the Hawaiian Village welcomes Elder and Sister Ashton; Faleola weaves in the Marketplace; Elder Dallin Oaks awaits his turn to sample Mission Home food.





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Announcing

(UPDATE ANNOUNCES REGULAR DEPARTMENT COLUMNS
COMING SOON.....IS YOURS HERE?)

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DRAWER**

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\$peaks

SONG &
DANCE

CONFESSIONS

Under the Rug

THIS
SPACE
RESERVED

Coney Island We Aint!

Our birthday is coming up! Actually, next year is our 25th birthday but the Anniversary Committee is already planning all the activities and events to mark the milestone.

The group recently looked over old newspaper clippings from 1963. The following is quoted from the October 28 Honolulu Star-Bulletin of that year. Commenting on what the construction of the Center might mean to Laie and its surroundings, the editor wrote:

"There is a danger that growth of establishments catering to throngs of people may not be well controlled.

There could develop, on the outer periphery of the Laie area, a Coney Island-type fringe of hamburger stands, drive-ins, souvenir stands and the like."

Twenty-five years later we have a very attractive Laniloa Lodge, recently refurbished, repainted, and landscaped by PCC, and a McDonalds that keeps just as attractive as it re-roofs and landscapes its facility and grounds.

We can appreciate the editor's concerns as we watch the steady growth of "Coney Island-type" businesses at beach sites, roadsides, and other visitor attractions on the Windward coast. But luckily, Laie has not developed into one of them.

Immigration Reminder

Any employees hired November 1986 through January 1987 are required by the new immigration control act to submit specific documents to verify employment eligibility and identification. These documents should be submitted to personnel. There are many documents which can be used for this purpose such as:

1. U.S. Passport
2. Certificate of U.S. Citizenship, INS Form N-560 or N-561
3. Certificate of Naturalization, INS Form N-550 or N-570
4. Unexpired foreign passport.
5. Alien Registration Receipt Card, INS Form I-151 or Resident Alien, INS Form I-551 - with bearer's photograph.
6. Temporary Resident Card, INS Form I-688.
7. Employment Authorization Card, INS Form I-688A.

Those employees affected by this law have until September 1, 1987 to submit their documentation to personnel. Non-compliance could put your employment with the Polynesian Cultural Center in jeopardy. We appreciate your cooperation with this project. If you have any questions, please feel free to contact personnel.

Schoolhouse Adds "Playground"

If you haven't checked out the schoolhouse lately you're in for a surprise!

The "house of learning", formerly nestled behind a hibiscus hedge and hala tree has suddenly become the handsome focus of attention in an expansion that has opened up a beautiful new malae.

The new area stretches from the coconut grove to the water's edge at Coconut Island and from the schoolhouse to the carvers' hut. Two shade trees at the lagoon edge have had rock seating walls built around them and a "beach" of sand added along the water's edge.

Center management sees the new area as appropriate for the hosting of large convention groups and for special events. It will now allow for such events without disrupting village activities. Coconut Island may become a stage area for entertainment at such activities, and once the malae is lit with torches, the area will be a beautiful location for hosting our special guests.

Alien Resident At MIS

Looking for all the world like a piece of equipment out of a Sci-Fi movie, a new resident now occupies a fancy new office in the MIS department.

Unnamed at present, the new employee is said to be able to work harder and faster than any other employee in the company while requiring little pay or attention.

The unglamorous individual is a brand-new computer housed in a specially designed office sealed against salt-spray and dust which can be monitored by the MIS staff through large viewing windows.

MIS Manager, Alan Decker, is glad to have the new employee on board, observing that he expects him/her to keep track of a multitude of details crucial to the Center operation ranging from theater ticket sales to the price of fish in the Snack Bar.

In case you are worried that the era of Big Brother has invaded PCC, you are informed that the only language the new employee does not speak is Pidgin. "Whew, we stay safe!"



Bryan Bowles, Les Steward, and General Manager Ralph Rodgers in the Schoolhouse area recently.

VIEWPOINT

Ensuring A Quality Hawaii Experience

It seems to me that everything these days centers around marketing. Sometimes I think marketing is beginning to rule our society and our lives. I can't turn on my TV without being told by Crocodile Dundee that I desperately need an Australian vacation or Lee Iacocca telling me how much happier my life would be if I had one of his new cars. My mail box is never free of letters telling me about the latest way to cool my home or save money.

• However, just as often I find myself on the other side of the coin. I am forever planning, researching, segmenting and targeting. Instead of counting sheep in my sleep, I count tourists. But what's encouraging is knowing I'm not alone.

I went to the Hawaii Visitors Bureau Annual Research Seminar recently and found so many people there engrossed in finding out what the final tallies were.

Yet somewhere in all of this marketing, something is missing. We praise and award those who have the most successful and creative ads and yet there is little talk regarding what it is the visitors are getting for their money.

There is nothing wrong with marketing, and it's even fun to laugh at how much advertising has become a part of our lives, but our success in the tourism industry is extremely fragile. We look at the history of tourism growth in Hawaii and think how wonderful it would be ten years from now if we doubled the number of visitors to the state. This is possible now that we have more money for advertising and the state is showing real interest in a convention center.

But the reality is that ten years from now we could be looking at half that number of visitors, not double! It depends on whether those who visit Hawaii today feel strongly enough about their experience to come again or recommend it to family and friends.

How do visitors perceive their overall experience to Hawaii? I look at the Hawaii Visitors Bureau's visitor satisfaction ratings and see a lot of "3's" based on a scale of one to five. To me, I would use a "3" to rate how satisfied I am with my trash pick up or the Boston Celtic's performance in this years NBA playoffs. But a vacation to Hawaii? Threes don't make for a very bright future.

If we want our tourism industry to continue in the direction it has been going, we must be successful in our marketing. All the great ads in the world won't save us if those who buy us walk away thinking "3."

At the Polynesian Cultural Center we don't really care much for "3's." After 25 years of excellent ratings from our guests, media and the travel industry, we find that we much prefer "5's."

We feel that in striving for "5's", we have to understand and cater to the needs of the Hawaii visitor. We have tried to refine the concept of giving our guests more than they expected and are in the process of building upon this foundation so that no one leaves the Center saying "3."

Everyone in Hawaii's visitor industry needs to spend more time focusing on "5's." Whatever is done, the guests who visit our islands need to feel good about more than the sun, the beaches and the surf. They need to feel that Hawaii's hotels, attractions, restaurants, shopping centers and products provide quality and service beyond their expectations. They need to feel that for every dollar they spend, they are getting a much greater value in return.

It is vital we make this concept the heart of our planning and strategies. If we give all Hawaii visitors quality experiences today, they will return tomorrow.

EAT AT MAX'S

July 20 - 25

Monday 20

Breaded Pork, Beef Pot Pie w/biscuits, rice, coleslaw salad, drink

Tuesday 21

Beef Tomato, Teriyaki wings or drumsticks, steamed rice, seasoned corn, drink

Wednesday 22

Sweet and Sour Meatballs, Chicken Ala King, rice, mixed vegetables, drink

Thursday 23

Pot Roast Beef w/gravy, baked mahi w/tartar sauce, steamed rice, tossed salad w/dressing, drink

Friday 24

Laulau, Lomilomi salmon, Chicken Long Rice, poi, steamed rice, drink, pineapple salad

Saturday 25

Chili Franks, Swiss Beef, steamed rice, seasoned green peas, drink

Try A Volcano

If you've never eaten a volcano you are in for a treat! The Concessions department is now serving a fabulous new product that should be the summer hit with guests and employees alike.

Fresh island fruits; Banana, pineapple, and others as available, are put into a tall glass, topped with creamy vanilla ice cream, a generous serving of Shave Ice, tropical fruit flavors, and a sweet cherry.

It's a new experience created right here at the Polynesian Cultural Center. You'll love it. You'll want your daily volcano through the summer. Available at Yoshimura's store.

This article appears in the Honolulu Star-Bulletin and Advertiser's Special Tourist Industry publication July 19, 1987.

