



UPDATE '86

Employee Newsletter

Tuesday, September 22, 1986

PCC Unveils '87 Marketing Plan

Ralph G. Rodgers Jr., President and General Manager, announced the Cultural Centers 1987 marketing plans last Friday at a special luncheon in Waikiki for over 300 media representatives and travel industry officials.

Before sharing the exciting new prices, Rodgers told how he had recently been disappointed with an arranged tour in Japan. "Satisfied customers are our repeat visitors and our best advertisement," he said. "If we do not keep Hawaii as a quality, high-class destination, people will not return and will not tell their friends.

"First class means caring. The Polynesian Cultural Center is one of the finest attractions in Hawaii today," he continued, "and we are committed to offering a quality experience.

"If we were only interested in money, first, we'd open on Sunday; and second, we'd offer liquor. But that is not what we want. We're interested in providing the best Polynesian experience in the islands and providing jobs for the students at BYU-Hawaii."

Undoubtedly President Rodgers shocked some of those in the audience when he announced there are new packages and prices for next year.

"We know your costs are rising. Ours are, too; but we're so concerned that more people have the best possible experience in Hawaii...that we're actually lowering our prices next year."

New, Low Prices

He explained that starting Jan. 1, 1987, the Center will offer its complete package ticket -- which will be renamed the "Voyager Passport" and still includes village admission, buffet dinner and evening show -- at \$30 for adults.

"We're also creating a new family-oriented pricing structure. We'll sell the "Voyager" to juniors (ages 12-15) for \$15 and children (ages 5-11) for \$10. Under five will still be free." He went on to explain that because the Center operated at near capacity this past summer, "Voyager Passport" tickets will cost \$35 for adults, \$18 for juniors, and \$11 apiece for children from June through August.

To keep the keikis happy while mom and dad are enjoying the villages, President Rodgers said the Center will be adding a new Hawaiian schoolyard to the Mission Home complex. "Kids will learn the Hawaiian alphabet and play Polynesian games," he said, adding that plans call for the new addition to the Center to be in place by the beginning of next summer.

"Our marketing studies have shown that our number-one competitor is time," President Rodgers continued, noting that next year we'll be offering the "Explorer Passport" which includes village admission and all daytime activities (but no dinner or evening show) at \$20 for adults, \$10 for juniors and \$6 for children all year long.

These will be the same prices that kamaainas can buy the "Voyager Passport" for, he explained.

Special VIP Services

"And finally, we know there's a VIP market, so we're creating our new "Ambassador" service, which includes

everything in the "Voyager Passport" plus a lei greeting at the front gate, a personal guide and special handling throughout the day, front-and-center seating for "This is Polynesia," and pineapple delectables served during intermission." President Rodgers explained the "Ambassador" service will cost \$25 per person above the cost of the "Voyager Passport."

"The number of "Ambassador" guests we can handle any day is limited, so advance reservations are mandatory," he said.

The audience received these announcements enthusiastically.

Bryan Bowles, the Center's Senior Vice President of Sales and Marketing, in a separate interview described these plans for next year as "bold moves." "With these new, low prices we're definitely planning to attract more people to the Center."

Bowles and his marketing staff predict total attendance at the Center next year will surpass 1.1 million visitors. Total attendance this year is ex-

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Passports To Polynesia 1987 Tariff

	Adult	Jr.	Child
Voyager	\$30	\$15	\$10
(June-Aug)	\$35	\$18	\$11
Same as Complete Package			
Explorer	\$20	\$10	\$6
Same as Admission Only			
Ambassador — Voyager	+\$25	+\$25	+\$25
(By advance reservation only)			
Lei greeting			
Personal guide			
VIP seating			
Pineapple Delectables			
(during intermission)			

Special group activities -- luaus, moonlight canoe tours -- also available.

New Award Program

The administration is pleased to announce a new program beginning this year, with awards to be given during our anniversary celebration in October.

We would like to receive nominations from managers and vice presidents for five (5) "Exceptional Service" awards. Nominations should come from both student and non-student (part-time and full-time) areas. Nominees should reflect the standards of PCC and be chosen because of their good work record, strong performance, good attitude, lack of tardies and absences and should show evidence where possible

of being courteous and caring to our guests.

As you make nominations, would you please send us a short paragraph detailing why this employee should receive the award and what makes him/her outstanding.

Each of our five winners will receive a cash award of \$200. Nominations must be received in our Special Projects office (c/o Pam Su'a) by October 1. We look forward to receiving your nominations and to honoring some very special employees.

Employee Menu

Tuesday 22nd

Kalua Pig, BBQ Chicken, rice, peas and carrots, drink

Wednesday 23rd

Baked Meat Loaf, Chicken Stew, rice, corn, drink

Thursday 24th

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

Friday 25th

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

Saturday 26th

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

Monday 28th

Italian Spaghetti, Roast Pork w/gravy, rice, garlic bread, mixed vegetables, drink

Tuesday, 29th

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

Wednesday 30th

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

Thursday, October 1st

Roast Chicken w/gravy, Teriyaki Pork, rice, coleslaw salad, drink

Friday 2nd

Salisbury Steak, Chili Frank, potato salad, dinner roll, mixed vegetables, drink

Saturday 3rd

Pork Chop Suey, Breaded Pork w/gravy, rice, tossed salad w/1,000 dressing, drink

Medicare

Medicare starts at age 65 whether you are working or not, but you must apply for it. Your spouse also qualifies for Medicare at age 65 on your earnings record, if you are eligible for monthly benefits, even though you are under 65.

You may also qualify for Medicare before age 65 after you have been receiving disability benefits from Social Security for two years.

There are special provisions for persons with severe kidney disease.

There are two parts to Medicare:

Part A - Hospital Insurance

You pay nothing for this part after you retire. When you pay Social Security taxes on your wages or salary, part of that tax (1.45% in 1986) is for future Part A coverage.

This insurance pays for:

1. Cost of all normal hospital services: Up to 60 days, after the patient pays the first \$492 (in 1986), and up to 30 additional days for which the patient pays \$123 a day. This is for each "benefit period." A "benefit period" begins when a person is admitted to a hospital. It ends when the patient has been out of the hospital or an extended care facility for 60 days. There is a lifetime reserve of 60 additional days, but the patient pays \$246 for each of these days.
2. Extended care services in a "skilled nursing facility" (qualified nursing home) for up to 20 days after 3 days in the hospital, and up to an additional 80 days, but the patient pays charges up to \$61.50 for each of these days.
3. Home Health Services (at no cost), including:
 - Registered nurse
 - Physical, occupational or speech therapist
 - Medical social services
 - Medical supplies (not drugs or biologicals)

Part B - Supplementary Medical Insurance

In 1986, you and your eligible spouse each pay \$15.50 a month for this part. Coverage is voluntary. After the patient has paid \$75 of recognized charges in any year, this insurance pays 80% of doctor bills and bills of other health care professionals. If charges are higher than standards established by Medicare, the benefit payment will be based only on the standard.

Exclusions

The following are some of the items not paid by either Part A or B:

- Additional charge for private room (unless medically necessary)
- Private nurse
- Personal comfort items
- First 3 pints of blood
- Most drugs taken at home
- Services outside the U.S. (some exceptions for Canada)
- Routine physical exams
- Foot care and orthopedic shoes
- Eye exams and glasses
- Hearing aids
- Most immunizations
- Normal dental work and dentures
- Services covered by Workers' Compensation
- Custodial care

Age 65-Or-Over Health Insurance Coverage

If you are age 65 or over, and if your employer has 20 or more employees, you are entitled to the same employer-sponsored health care benefits offered to younger employees. Medicare is made the secondary payor in this case.

Your spouse age 65 or over has the same entitlement regardless of your age. Medicare is then the secondary payor for your spouse.

1987 Prices, Packages

pected to reach about 900,000 visitors. "We've gone over 1.1 million before," Bowles said, "and we're going to do it again next year. Of course, it means we're going to need everybody's help and best efforts.

"But I know we can do it," he continued. "The way everyone pitched in this summer with our capacity crowds and double shows nearly every night was just marvelous. Summer next year will still be very busy, but we're planning to get more people here during the months that have historically been slower."