



February, 1967

Washington Plaza Plans Revealed

At a press conference given at the Olympic Hotel in late December, plans for Western's new Washington Plaza Hotel to be built in downtown Seattle were revealed.

W.I.H. President, Edward Carlson, announced that construction of the 39-story circular tower, to be built on the site adjacent to the Benjamin Franklin Hotel, will begin this spring. The project involves the construction of new public and guest facilities to connect with the existing Benjamin Franklin Hotel providing a combined total of 728 guest rooms. When completed, the entire complex (including the Ben Franklin) will be known as the Washington Plaza.

Long on the planning stages, the final design, particularly in guest rooms, will feature the best elements of the recently opened Century Plaza Hotel and the Bayshore Inn blended with its own unique characteristics.

"As a result," Carlson said, "We have come up with an exciting new concept in hotel design. Highlighted at night by dramatic exterior lighting, the Washington Plaza will dominate Seattle's skyline and promises to become a well recognized city landmark."

The circular tower will contain 442 guest floors served by three high-speed passenger elevators. An adjoining seven-level parking garage will accommodate 415 cars.

PUBLIC FACILITIES

Forming the base of the tower will be three levels with public facilities. The first level will feature the hotel motor entrance and entertainment room, and connect with the basement of the existing Benjamin Franklin Hotel. Located on the second level will be the main lobby, hotel restaurant and cocktail lounge and Trader Vic's cocktail lounge. This floor will connect with the existing (Benjamin Franklin) hotel lobby, Trader Vic's restaurant, and the hotel parking garage. The third level will house the ballroom and banquet meeting rooms and will be at the same level as the mezzanine of the existing hotel. The ground floor will be connected with the existing Benjamin Franklin Hotel with a common registration desk and other related services.

Substantial upgrading of the Benjamin Franklin Hotel will continue during the planning and construction period of the Washington Plaza to complement the newer facilities being created.

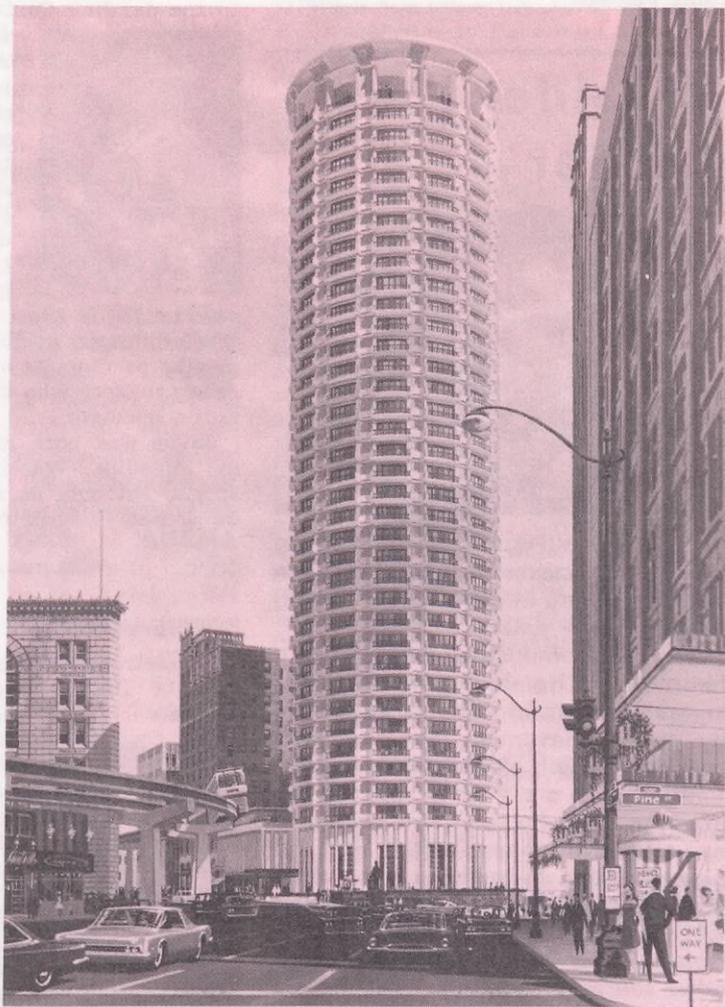
Carlson further announced that Ralph Van Noy, general manager of the Benjamin Franklin, will become the general manager of the Washing-

ton Plaza.

The new hotel is expected to be open in the spring of 1969. Interior design and furnishings will be handled by Western Service and Supply, the Seattle based WIH subsidiary company.

Foreign Language Skills? Step Forward!

Parlez vous Francais? Habla usted Espanol? Have a yen to travel? You could have this exciting opportunity to travel and use your foreign language skills as WIH continues to expand, especially into international areas. Trained personnel with a complete command of the language spoken



Artist's rendering of the impressive Washington Plaza circular tower hotel. Directly behind, to left, is portion of present Benjamin Franklin hotel and Monorail.

in these areas are often needed to fill key positions in the various hotel departments. Many of these positions would be of a training or supervisory nature, acquainting the department staff with WIH operation methods.

If this prospect interests you, contact your hotel manager and let him know of your foreign language speaking talents. He will then have your name on file and immediately available if your language specialty and job skills are required elsewhere in Western's expanding world.

For more news on using and acquiring job skills, turn to page 8 for the second part in the current Front! series, "Opportunities in the Western World."

front!

A monthly publication for the employees of

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The Olympic, Seattle, Washington 98111

Gabe FonsecaEditor

LITHO IN U.S.A.

President's Corner



"Opportunities In The Western World," the current series of articles now appearing in the pages of Front!, is particularly timely.

The hotel industry, and Western International Hotels in particular, has entered an exciting era of opportunity and achievement for the well trained and job skilled individual.

Western has long realized the growing need for qualified people to assume new responsibilities and fill new positions. It has been our policy, whenever possible, to make position advancements and appointments from within. We have also tapped other sources, especially from among young people coming out of colleges and universities who have specialized training in areas applying to hotel operations.

But it is YOU . . . the qualified person from within the organization that will continue to be the natural selection for position vacancies as they arise. A college education is helpful but not necessary. What is necessary is the knowledge and the "desire" to move ahead. We need and want well qualified people at every level of management.

Now, more than ever, your property manager and your department head are prepared to help you in helping yourself make the most of your "Opportunities in the Western World."

Edward E. Carlson
President
Western International Hotels

Meet Your Correspondent . . .

Each month in this section Front! will feature a few of those hard-working people behind the news . . . your hotel or property news correspondent. Space permits us to feature only a few of these people with each issue. However, if you are in doubt as to your property correspondent, check the correspondent list at the bottom of this page.

JAYNE KEAR - Century Plaza

The vivacious charm of Front! correspondent, Jayne Kear, has added sparkle to the dazzling Century Plaza even before its completion. A year and a half before its opening, she was already working at the Century Plaza site as secretary to Jack Borg, Century Plaza director of food and beverage. Openings, however, are not new to Jayne since her first job with Western began at the Space Needle six months prior to its opening also as secretary to Borg who was then the restaurant's manager.

Jayne was born and went to school in Puyallup, Washington. She loves sports, but only as a spectator, and is an ardent baseball fan.



JANE MILLER - Carefree Inn

Jane Miller, a striking blond with a delightful sense of humor, is Front! correspondent for the Carefree Inn. Jane was born in Goose Creek, Texas and "named Robert Moores Miller III until six weeks after birth when they finally got me down off the chandelier and found out it wasn't Robert after all!"

A newcomer to the hotel family, Jane joined WIH in September, 1966, as Director of Public Relations of Carefree Inn.

She is a music buff and for social relaxation, Jane enjoys giving dinner parties at home and delighting her guests with her specialty cooking.



BOBBIE WATSON - The Ilikai

Attractive and highly enthusiastic Roberta "Bobbie" Watson is Front! correspondent for the Ilikai Hotel. Bobbie was born in Las Vegas, Nevada where her original experience was with the Desert Inn-Star-dust complex.

She has lived in Honolulu for the past seven years and loves it, especially the Ilikai property.

Bobbie's current responsibilities are as public relations and advertising director for the hotel. She is also responsible for the production of the hotel house publication, "Inside Ilikai," handles a weekly activities sheet for the guests, and does the publicity on all entertainment and features in the hotel.



JACK GAINES - The Cosmopolitan

The youthful and personable Front! correspondent from Denver's Cosmopolitan hotel, Jack Gaines, was once the coach of a girls' swim team in Seattle. He was also a wrestling coach (men) and a P. E. instructor in college before he changed to Business Administration that led him to the equally active if less physical hotel business.

Jack was born in Blackwell, Oklahoma in 1941. In 1963 he joined WIH as a desk clerk at Seattle's Benjamin Franklin Hotel. In September, 1965, he was transferred to the Cosmopolitan as assistant food and beverage manager and in August, 1966, Jack was promoted to Executive Assistant Manager.



Correspondents

This is the list of Front! correspondents. Please get in touch with your correspondent if you have any news for your paper:

Alameda, Michel Sauve; Anchorage-Westward, Bill Mueller; Avila, Mrs. S. Guzman Blanco; Bannock, Sandra C. Brown; Baranof, Don Ketchen; Bayshore Inn, Mike Bowes; Benjamin Franklin, John Corey; Benson, Ruth Turner; Calgary Inn, (unlisted); Camino Real (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Elena Calderon; Caravan Inn, Daphne Dicino; Carefree Inn, Jane Miller; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Cosmopolitan, Jack Gaines; Davenport, Gayle Jewell; Fairbanks Inn, (unlisted); Finlen, Terry Neils; Georgia, Frank Starnes; Guatemala-Biltmore, William Jauregui, Jr.; The Ilikai, Roberta Watson; Imperial Inn, Audrey Crawford; Leopold, Analee Brethour; The Miramar, Robert Yue; Northern, Con Carter; Oasis, Willow Martin; Olympic, Jo Braarud; Owyhee, Clyde White; Palace, Norhiko Yahata; Rainbow, Esther De Vault; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Frances Vitulli; Western Service, Rose Shaffer; WIH Credit and Accounting, Dusty Borden and Sharon Coyne; HCA Executive Office, Martha Raho.

Western News Notes

Staffers Win Awards

Thirty-three hotel/motel employees from the United States, Canada, the United Kingdom, and the British Virgin Islands have been chosen to receive National Accounting Awards for scholastic achievement. These winners are the top ranking students in the Hotel-Motel accounting course offered by the educational institute of the American Hotel and Motel Association.

Five of these winners for 1966 were WIH staffers.



Arcele Schiermeyer, reservations manager of the Cosmopolitan Hotel, receives Scholastic Achievement Award for accounting course from Mr. Jules Silber, President of the Association of Hotel and Motor Hotel Accountants.

A co-winner for the highest honor of the National Accounting Award of Distinction went to Arcele L. Shiermeyer, Reservations Manager of the Cosmopolitan Hotel in Denver. She was presented with a \$100 United States Series "E" Savings Bond and a plaque.

George Fleming of the Ilikai Hotel won an honor award and a \$50 Series "E" Bond. Jeanette Walker of the Anchorage Westward, James Cowgill of the Cosmopolitan and Joy C. Sullivan of the St. Francis Hotel were each Merit Award winners and received a \$25 Series "E" Bond.

J. William Conner, Director, Educational Institute of the AH & MA, said in acknowledging the awards, "The trustees of the educational institute of AH&MA are grateful indeed to the hotel/motel accountants for encouraging professionalism in the lodging industry by their support of the Institute's continuing education program."

P.O.M. and GUEST Feature WIH Expansion, Credit Card

GUEST magazine backed by promotion-of-the-month materials for January and February are keeping WIH customers informed on two worthy items of interest.

The January emphasis is on the expansion of Western's world with the theme, "Take a look at the new cities of the Western World." The feature story in GUEST was an illustrated review of the new properties now being built by Western and our recent association with the Venezuelan hotels. The in-hotel promotion pieces [counter cards, elevator cards and mail insert leaflets] picked up the eye-catching GUEST cover illustration [the world globe] and theme.

The WIH credit card was the subject of the second half of the promotion now being displayed throughout the company properties during the month of February. A brief story inside GUEST promotes the credit card and it is again featured in a full-color illustration on the back cover. This same GUEST back cover has been reproduced on all promotion materials as a tie-in.

For full impact on both these promotions, you are reminded of these three points:

1. Fresh copies of GUEST magazines should be kept in guest rooms at all times and replenished when necessary.
2. Counter and elevator cards should be kept mounted, clean and prominently displayed for maximum effectiveness.
3. All promotion of the month materials should be displayed during the month they are being featured for greatest company-wide impact.

Save and Check Winner Announced This Month

On Friday, February 3rd, the lucky grand prize winner of Western's Save and Check contest was announced.

While the details were not available by the time Front! went to press, a complete report on the grand prize winner and the winning entry will appear in the March issue!

It was hoped that the announcement and presentation could have been made at an earlier date, but, according to WIH Vice-President R. W. Dupar, due to the volume of response and the mechanics involved in evaluating all the ideas submitted, a delay was necessitated.

COMINGS AND GOINGS

Former trainee, **Alan Saari**, of the Davenport Hotel has been appointed manager of the Olympic Hotel's new specialty restaurant, the Piccadilly Corner . . . **Tom Beykovsky** recently assigned to the Space Needle restaurant as captain has been re-appointed as assistant food and beverage manager of the Guatamala-Biltmore . . . Auditor, **Norman Uhlenburg**, has been transferred from the Rainbow Hotel in Detroit now under construction . . . **Mrs. Billie Kraft**, executive housekeeper for the Northern Hotel has transferred as executive housekeeper to the Antlers Plaza . . . Assuming the new duties of executive housekeeper at the Northern is **Mrs. Katherine David**, formerly the assistant housekeeper . . . Replacing Mrs. David is **Mrs. Yvonne Marks** as the new assistant housekeeper at the Northern . . . **Miss Lona G. Wong**, formerly reservations supervisor of the Calgary Inn has been promoted to the position of hostess in the Owl's Nest Lounge and has been replaced in her former position by **Miss Ruth T. McDonald** . . . **Dave Poulon** has been appointed restaurant supervisor of the Olympic Hotel for the Grill, Coffee Shop and Piccadilly Corner . . . **Ron Jeffrey** has left his position as catering manager of the Ilikai Hotel and has been promoted to the position of Food and Beverage Manager of the St. Francis in San Francisco . . . Replacing Jeffrey at the Ilikai as new Catering Manager is **Serge Battistetti**, formerly Maitre-d of that hotel's Beau Rivage restaurant . . . **Gene Erickson** has been appointed assistant manager in charge of food and beverage at the Rainbow Hotel . . . **Charles Shockey** has been promoted from Manager of Drake's Tavern of the Sir Francis Drake to Assistant Manager, Front desk . . .

O'Leary Manages Bannock

Charles [Chuck] O'Leary has been appointed Manager of the Bannock Hotel and Motor Inn in Pocatello, Idaho, as announced by Edward E. Carlson, WIH President early in January. O'Leary replaces Everett Jordan, who has accepted a position outside the company.

Previous to this newest appointment, O'Leary had been manager of the Boise Hotel until the sale of that property in December, 1966. A long-time member of the WIH family, Chuck O'Leary has held earlier management positions at the Benjamin Franklin, Davenport, Finlen and Sir Francis Drake Hotels.

Chamberlain Appointed

Marvin Chamberlain has recently been appointed Budget Director of Western International Hotels at the Executive Offices to work directly with Gordon Bass, Executive Vice President of the Operations Division. Chamberlain's long and distinguished career with Western began at the Multnomah Hotel in Portland.



Front! Pictorial



U.S. VICE PRESIDENT Hubert Humphrey headquartered at the Cosmopolitan Hotel while visiting in Denver recently and was hosted by Robert Wilhelm [left] hotel manager.



THE WALK-IN FREEZER at the Davenport gets a new remodeling job with the help of [from left] Carl Larson, carpenter, Claire Farrell, painter and Bill Wells, purchasing agent.



ROBERT ACOBA of the Ilikai is rewarded by general manager Jim Durham for discovering and returning a large sum of money belonging to the hotel while Lee Jenks, resident manager [left] and Gordon Boeder, F & B manager [right] smile their appreciation.



WIH VICE PRESIDENT Bob Lindquist poses with Anchorage-Westward maid, Tollese Condell after she received her 20 year service award pin. Linquist had originally hired Miss Condell in 1946 when he was manager of the hotel.



EXECUTIVE CHEF, Clovis Soubrand of the St. Francis receives greetings on the occasion of his recent birthday from friends, Susan Furbush of the Anchorage-Westward Hotel [left] Mrs. Max Schnallinger, wife of the assistant director of Food and Beverage for WIH and Mike Hartnett of the St. Francis Business Development office.



OLYMPIC HOTEL Bellman, Harry Eakins, checks in three pretty sizeable basketball players from Utah's Brigham Young University in town for a session with Seattle University.

CELEBRITIES AMONG US



A RED FLANNEL nightshirt embroidered with the names of his Reservations Office girl staff was presented to Lou Martinelli by his secretary, Marianne Moore, on the occasion of his transfer from the Century Plaza to the Antlers Plaza.



NOEL HARRISON, star of the "Girl From UNCLE" TV show is shown with "The Girl From Sales" at the Georgia Hotel, Faye Debenham.



PAMELA DRIVER, "California Maid of Cotton," enters the Cafe Medallion of the St. Francis accompanied by hotel general manager, Bill Quinn.



DOORMAN Curzon "Jonesy" Jones of the Calgary Inn proudly models his brand new Coachman's uniform.



THE CANDID CAMERA of the Century Plaza was on hand when "Candid Camera" TV star Durward Kirby [right] with his son, Randy, registered with rooms department manager, George Williams.



SALES MANAGER Norman Lee of the Ilikai poses with Linda Vaughn, "Miss Golden Shifter" who is promoting a unique racing car, the "Hurst Aemi Special" for the Hurst Performance Company at the hotel.



GRACIOUS Eve Arden, playing in "Hello Dolly" in Chicago, lunches with her son, Douglas West, at the Continental Plaza.



TV NEWSCASTER, Chet Huntley discusses world problems with Brent McDonald, Manager of the Northern, during his stay at the hotel.

WIH PERSONALITY PROFILES

It has been said of Westerns hotels that, "people make the difference." From time to time in this section, *Front!* will introduce some of these people who, because of their unusual occupations, interesting outside activities, special achievements, colorful personalities or for other reasons, have helped make this "difference" in our wonderful Western world family. If you know of someone you would like to see featured here, please contact your property correspondent.

"Silver John" Rinses Out a Few Coins



Silver haired "Silver John" Ungari of the Davenport Hotel probably has the most unique job in all our WIH world. He's in charge of restoring all the silver coins used by the hotel to shiny mint condition — the famous "clean money" for which the Davenport is world renowned.

The formula John uses in the cleaning and polishing solution is classified top secret [though rumor has it he owns a suit of armor and rides a white horse!] and known only to him.

John has been with the Davenport ever since it opened over 50 years ago and, although he has been polishing up to \$10,000 worth of coins a day, he has never lost a single cent. Not limited to just polishing coins, John also puts a new gleam on the hotel flatware and other silver pieces, including the tall candle holders used in the banquets.

Calgary Houseman Has "Tall Tale" Talent



Calgary Inn's oldest employee is chipper, active houseman Alex McCaul who recently celebrated his seventy-second birthday. Still a keen hunter and fisherman, Alex believes working with young people has helped him keep young. And like many an outdoor sportsman, he had developed his story-telling talent which over the years he has polished to a fine art.

A favorite anecdote, which he solemnly relates with a bare hint of a twin-

kle in his eyes, has to do with a hunting trip in Kentucky with an old muzzle loader. He happened to run into 13 wild turkeys perched on a tree limb over a creek. Wanting to get as many as possible he opened a jack knife and shoved the blade down the barrel, and taking an angle shot, he neatly sliced the legs of all of them. The birds immediately overturned and fell into the creek. He dove in to retrieve them and his pants got so full of trout that they popped a button which flew off discharging the trigger of his musket and shot a rabbit on the opposite bank. (*Calgary Inn kitchens, please note!*)

Banquet Manager Provides Interim Child Care



Gentle, soft spoken and hard working Duane Swecker, banquet manager of the Northern Hotel in Billings is a "baby" collector.

He and his lovely wife, Diane, accept children from the Public Welfare Service and provide them with a home until they are adopted. These are usually very special children with mental or physical problems as the Swecker home is considered a special one with particular capabilities and facilities necessary to provide the extra care.

Some of these children have severe difficulties and others only slight disturbances. Race, color or creed, make no difference . . . the only thing considered is the need of the child. The care, training and love provided to these children give them the needed chance for a new and normal life upon permanent adoption.

Taking care of unfortunate children is a family tradition with the Sweckers. Diane has had good training in this worthy endeavor from her father, Chef Earl Holt of the Owyhee Hotel, for he too, has provided many children with the same necessary home for many years.

Besides these ever-changing family additions, the Sweckers have two daughters of their own, Shawna and Jodi. Currently, the "adopted" members of the Swecker family includes 3 1/2 year old Jeff who is physically handicapped with just part of a kidney and 2 1/2 year old Brenda Lee who had been badly burnt and now is receiving skin grafts.

New Two For HCA

Two resort-type hotels, one in the snowy French Alps and the other on the sandy beaches of Hawaii's Maui island, were recently added to the Hotel Corporation of American roster.

The lavish Le Mont d'Arbois hotel is the new French addition, located in Megeve, a popular jet-set ski resort area in the French Alps.

The main hotel is connected with a chalet-style clubhouse by a glass-enclosed gallery. The hotel and chalet combined provide 110 rooms. The hotel contains three attractive restaurants, a night club, discotheque and indoor pool and sauna. A cable car takes guests further up the mountain where there are two additional restaurants enhanced by spectacular views of the surrounding area.

For outdoor activity, there is an 18-hole golf course, tennis courts, a riding stable, and of course, the incomparable island of Maui is the romantic parable skiing.

The magnificent Kaanapali beach on the island of Maui is the romantic tropical setting for HCA's Kaanapali Beach Hotel. Located near the charming century-old Polynesian town of Lahaina, the Kaanapali Beach Hotel has 160 rooms, each with a lanai and a view of what is called "the most beautiful stretch of beach in the world."

The Plantation Dining Room of the Kaanapali Beach Hotel features favorite island dishes, entertainment and dancing. There is also a Sugar Mill Bar and unusual Shipwreck Bar, moored near the pool.

Western Joins ESQUIRE To Cook Up a Fabulous Feast

Two WIH restaurants, the Space Needle and the Benson Hotel's London Grill, were selected with 22 other distinguished American restaurants to serve ESQUIRE Magazine's "Diamond Jim Brady Gourmet Dinner" during the pre-Christmas holiday season. For the London Grill this will be the second consecutive year in which the resataurant has presented these dinners.

These multi-course feasts, as described in the December issue of ESQUIRE, are an attempt to recreate the magnificent and grandiose dining typical of that offered by famous cosmopolitan restaurants at the turn of the century. Not for the calorie counter or the finicky nibbler, these dinners, running to eight full courses and accompanied by appropriate wines and liqueurs, are from an age when dining in a grand scale consumed the major part of an evening.

Front! International

A cocktail reception honoring the occasion of the signing of the contract with CONAHOTU permitting International Western to manage ten Venezuelan hotels was given at the Salon Caracas of the Hotel Avila in late November. Shown greeting guests at the receiving line are from left: Mr. Ken Mallory, Executive Vice President, International Western Hotels, Mr. Alfred Freudenthaler, General Manager, Western Hotels de Venezuela, Sr. Calixto Landaeta, Director of CONAHOTU, Dr. Jose Maldonado, Director of CONAHOTU, Sra. Graciella Puyana M., wife of the President of CONAHOTU, and Dr. Alfredo Puyana M., President of CONAHOTU.



Enjoying a quiet talk during the CONAHOTU reception above are from the left: Mr. Willard Abel, President International Western Hotels, Mr. Edward Carlson, President WIH, and Mr. Reinoldo Herrera, President Hotel Avila S.A.



(Above) Western International Hotels de Mexico boasts some very active sportsminded employees as witness this group from the Hotel Ritz football (soccer) team. While no statistics were supplied by the Ritz correspondent, an accompanying photograph received by your editor of the Ritz teams' trophy room awards indicated some mighty impressive wins!



(Left) The professionalism of the cast and the elaborately designed costumes are two of the big factors that continue to "pack 'em in" at the Cantonese Opera performances presented at the Hotel Miramar's Mandrin Theatre Restaurant in Hong Kong.

Miyako Staffers Win Service Awards

Three staff members of the Miyako Hotel in Kyoto were honored recently with the presentation of 20-year service merit awards. The award ceremony presentation was made by the president of the chamber of Commerce and industry of Kyoto on Cultural Day, November 3rd, 1966.



The honored staff members, shown in the photo above, are from left: Shiei Kabayama, Chieko Nashikawa and Jutaro Okuyama.

Kabayama, who works in the general secretary department, is also active as a manager of the Miyako baseball team. Miss Nishikawa is the chief secretary of the executive offices. Okuyama is the deputy superintendent of the Government Railway train dining car service.

Front! Special Feature

Opportunities in the Western World

Last month we discussed the opportunities and recruitment program for bringing new people into the company. In this last article in the series, **Front!** investigates the training program and other aids to advancement for present Western employees in the various job levels and categories.

Much of the operational success of Western International Hotels can be directly attributed to Western's policy of advancement-from-within.

The recognition of ability with subsequent promotion to positions of greater responsibility sums up the career history of most Western staffers in every department.

While much of this advancement is within the individual's specialized field, many others have selected new challenges for achievement in other areas of the hotel business sometimes quite unrelated to their original jobs. (An example of this is the recent appointment of Miss Lona Wong, formerly Reservations Supervisor at the Calgary Inn, to Hostess of that hotel's Owls Nest Lounge.)

Western's advancement-from-within formula does make a lot of sense. For after all, what better choice is there to fill a position vacancy than from among our own well-qualified "Western style" employees. These qualified persons, besides having a familiar background in Western's operations, have acquired a thorough knowledge of their jobs with the pleasant side effect of personal pride that comes with a professional performance.

The key to this formula, then, is in the training this person receives along the way to meet these qualifications.

Now, more than ever, as Western continues to expand, as higher professional standards are expected by the more sophisticated guest and as hotel operations become more complex, the need as well as opportunities for this "better qualified" individual increases.

Continued supplemental training as an aid to better qualify staff members for their jobs has long been an important factor in Western's operations.

This has included various on the job training programs, workshops, seminars, and other training aids for employees in all departments and job levels.

At the Annual Manager's Meeting held in Los Angeles in early January, additional ideas and programs to further supplement employee training were discussed and some of these will go into effect soon.

* * *

Here is a rundown on the present training assistance, both from within and outside the company, available to Western peoples

IN-HOTEL TRAINING

Subordinate training in many departments is stressed in every property operation. The alert and interested individual is given instruction, usually by the department head, in the handling of that department's entire operation. This practical on the job training will not only eventually qualify him for advancement but expose him to the related operations of other departments.

In some properties part of the training of the front office staff, for instance, actually includes short assignments with these other departments such as housekeeping and engineering to help better qualify them for their job on the desk.

COMPANY WIDE TRAINING

Western promotes annual workshop and seminar programs for Front Office, Food and Beverage and Accounting people. The highly instructive yearly sessions help bring these individual groups together for an exchange of ideas, the presentation of new ideas and policies and encourages participation in panel discussions, workshop sessions and the assignment of specific individual training projects. It is also an opportunity to offer recognition for personal achievement through award presentations.

OUTSIDE ASSISTANCE

The American Hotel and Motel Association Educational Institute offers many excellent correspondence courses relating to various hotel positions (sponsored through Michigan State) that are available to employees. Anyone who applies for and satisfac-

torily completes such a course is fully reimbursed by the company.

Of course all employees are encouraged to continue their formal education or adding to it by taking courses offered by adult education, university extension and technical school classes that will help broaden their job horizons.

MANAGEMENT PROGRAMS

To the fully developed individual, learning is a never ending process. And so it is in all levels of responsibility with Western. Individuals in hotel management positions and potential management positions regularly attend meetings and seminars to broaden the knowledge of their scope of operations. In addition, managers work with their area vice presidents and area supervisors for continual training assistance.

Even at the top management and administrative levels the learning process continues with helpful "think" retreats, American Management Association briefing sessions and enrollment by some members in advanced management courses as offered by some of the leading universities in the country.

WHAT ABOUT YOU?

What are YOUR particular opportunities in this Western world? How do you fit in Western's exciting and expanding picture as the well qualified" individual.

Essentially, of course, these decisions are up to you. Your own ability and desire is the key. This includes proving yourself in your present position and learning all you can about your job, your department, your property operation and your company. It means perfecting and applying your skills to prepare yourself for advanced training assistance. It also includes letting your department head know of your desire to advance yourself on the job or in other areas.

This is the last on the two-part series on "Opportunities in the Western World."

Perhaps you might have some constructive ideas that could be feasibly applied to Western's current training programs. Or, you may be taking advantage of other training assistance that we have not mentioned here.

Front! will be happy to receive these suggestions from you. Further, as space permits, we will share some of these responses of interest to other readers in upcoming editions. Send your letters to: Front! Editor, Western International Hotels, The Olympic, Seattle, Washington, 98111.

Front! Features

RECIPES I LIKE BEST

Joseph Heudorf, Executive Chef of the Sir Francis Drake in San Francisco, offers this month's recipe contribution.

Now in his third year as executive chef of the Sir Francis Drake, Heudorf began his career in the ski resort hotels of St. Moritz, Switzerland.

After completing his schooling in the culinary arts at Lausanne, Chef Heudorf worked in the major hotels of St. Moritz, traveling during the off seasons to Paris, Madrid and Florence to grace the kitchens of the



CHEF HUEDORF

finer hotels with the products of his mastered art.

Before coming to the Drake in 1964, he spent three months in Mexico as an instructor in continental cuisine at the Alameda in Mexico City and at the Caleta in Acapulco. In 1962 he traveled to Seattle to serve as executive chef at the Olympic. Chef Heudorf is a man of many interests, with skiing, swimming and camping topping the list of his favorite pastimes.

Chef Heudorf lists his most unique cooking experience as an order for "Rattlesnake a la Heudorf" by a party of African hunters. He has had the pleasure of serving as chef to such notables as Prince Ranier and Princess Grace of Monaco and Greek shipping magnate Nearhos Onassis.

GRENADINE OF BEEF HUNTER STYLE (CHASSEUR)

Ingredients

- 2 Medallions of Beef Tenderloin (3 oz. each)
- 1 oz. sliced Mushrooms
- 1/2 small Tomato, peeled and diced
- 1 tablespoon red wine
- 1/3 cup brown gravy (demi Glace)
- Chopped green onions
- Salt and pepper to taste

Preparation

Saute medallions in hot frying pan, quickly, until medium rare. Place on Serving plate. Saute mushrooms and green onion in same frying pan, lightly and add wine. Reduce wine and brown gravy. To obtain a real smooth sauce, mix in fresh butter patty. Pour over medallions. Chopped parsley on top.

Can be served with potato, noodles, or rice and one green vegetable.

(Serves two.)

Lobby QUIZ

WIH has six new hotels under construction and scheduled for completion during 1967 or early 1968. We'll give you the cities . . . can you name these hotels and approximate completion dates?

QUESTIONS

1. Detroit
2. Tapachula, Mexico
3. Montreal
4. Colorado Springs
5. San Francisco
6. Mexico City

ANSWERS

1. Metropolitan Airport Hotel (Spring 1967)
2. Camino Real (April, 1967)
3. Hotel Bonaventure (May, 1967)
4. Antlers Plaza (April, 1967)
5. Miyako (Fall, 1967)
6. Camino Real (Spring, 1968)



The banquet manager, discouraged with the way his secretary continually confused periods with commas, finally blew his stack.

"But please, Sir," she objected tearfully, "I DO appreciate the importance of punctuation . . . I'm ALWAYS on time for work!"

* * *

At a shipyard launching the woman who was to christen the boat was nervous.

Shipyard manager: "Do you have any questions, lady?"

Woman: "Yes, how hard do I have to hit it to knock it into the water?"

BOOKS YOU MIGHT ENJOY

[The country, the community and the people who live in the surrounding areas where Western's world of fine hotels are located have all contributed to each hotel's individual personality. Popular literature has always been a great chronicler in revealing an insight into these areas. Beginning with this issue, Front; will review books of enjoyable reading that will help acquaint you with the fascinating locales surrounding our sister properties.]

Hawaii

by James Michener

Random House, New York

HAWAII is a brilliant panoramic sweep of history in fast paced novel form that chronicles the discovery of the Islands by South Pacific natives in the ninth century up to Hawaiian U.S. statehood.

Actually, this rather long book is a four-part affair detailing the foremost influential (but overlapping periods of Hawaiian history.

One story traces the original settlers of Hawaii who arrived from Polynesia in an incredible journey on a raft over eleven centuries ago. A second story follows a group of American missionaries in a powerful sea saga which makes its way from the U. S. East Coast and around South America toward the island of Maui. (This portion, incidentally, is the principle story told in the recently released motion

picture, HAWAII, spectacular starring Julie Andrews, Richard Harris and Max Von Sydow.)

The third and fourth stories trace the migrants of Chinese and Japanese settlers who ultimately integrated in the Islands. Around all this, Michner adds historical vignettes which dwell on disease (leprosy) as well as empire building by pineapple, sugar and shipping interests.

Mitchner's emphasis is on the characters, their personal triumphs and tragedies, loves and hatreds; but their compelling dramas are acted in front of an accurate and informative background of history.

HAWAII is truly one of the most enlightening books ever written, either in fact or fiction, about these colorful and exciting Pacific islands.

Front! Special Feature

BEHIND THE SCENES AT WIH

(Laundry and Drycleaning)

The guest checking into any WIH hotel room is surrounded in a private world of impressive cleanliness.

From the newly laundered bed linens to the fresh and fluffed bath towels, he finds satisfying evidence of the care taken to assure his personal comfort.

The responsibility for the inviting condition of his room belongs to the busy behind-the-scene activities of the Housekeeping Department supplemented by its unfailing "right arm," the hotel laundry and drycleaning service.

Many of our hotels have their own laundry and drycleaning operations—others use the facilities of an outside source. Probably typical of a WIH in-hotel operation is the laundry and drycleaning department of Seattle's Olympic Hotel.

Expertly and efficiently managed by a veteran husband and wife team, Vi and Harry Price, this Olympic department has been in operation since the hotel was built. Because of its secluded location in the basement level, few people, except for the hotel personnel, are aware of its existence, yet this facility produces a daily volume of business to make it the fourth largest operation of its kind in the whole city of Seattle!

From seven in the morning to six p.m. each working day, a continuous flow of soiled linens from the hotel's guest rooms, bath rooms, kitchens, dining rooms, and banquet rooms wind through the various processes of washing, drying, ironing, folding and stacking before they are returned anew to their various departments a few hours later. On an average week,

the Prices can count on some 15,000 sheets, 10,000 pillow slips, 5,000 bath towels and 30,000 napkins for processing.

But maintaining the hotel linen supplies are only a part of the laundry operation. Guest and hotel employee private laundry is also handled here. While the normal service is 8 hours, a hotel guest can have his soiled shirts laundered and returned neatly packaged in a plastic wrapper in just 3 hours!

DRY CLEANING SERVICE

An equally active operation is the complete drycleaning or valet service. From the hotel employees marches a daily column of uniforms from tired bellmen's suits to wilted waitress costumes for cleaning, pressing, spotting and general rejuvenation. Messenger girls, covering each floor of the hotel, are kept busy in their delivery and return of guests drycleaning. And employees stop by on their way to work with cleaning orders to be picked up on their way home.

Special equipment and cleaning machinery handles such outside items as hotel drapes and bedspreads.

Vi and Harry Price are justly proud of their operation and of the efficient and hard working crew that works with them. They are equally delighted with the Olympic personnel.

"Because of the completely cooperative spirit and friendly attitude of those departments we come in contact with such as Housekeeping and Engineering," says Harry, "our job is made a lot easier and smoother operating." "We are grateful to them as well as to Mr. Schilling (Olympic General Manager) for their helpful attitude of

trying to make things as easy as possible for everyone else."

The Prices have been in charge of the Olympic laundry and drycleaning operation for the past two years. Previously they had been with Western's Multnomah Hotel in Portland (Vi for 26 years and Harry for 19) until it was converted into an office building.

WIH management has called upon the Prices' know-how and wide experience to consult with them on other WIH laundry and drycleaning operations. Their advice and suggestions, for instance, were instrumental in the designing and operation of the laundry and drycleaning facilities of the new Century Plaza hotel.



Harry Price [left] manager of the Olympic Hotel laundry with his assistant Vi Price [right] who is also his wife, handle the many details of the operation.



Loren Lloyd [right] supervisor of the washroom department with assistants Evangelos Angelinas and Zachery Bouey.



In the valet department are Eva Hodkinson, supervisor, Mary Brownlee, Florence Smith, bookkeeper, and Carolyn Farrai.



Folders in flat-work department are left, Mercedes Pretz and Fetalaiga Amitoelau and in front, Angeliki Angetinas and Pearl Beckstead.



Feeders in flat-work department are from left Helen Clark and Cecilia Gatsos while supervisor Hattie Nixon looks on from behind stack of damp sheets.

Front! Photo Album



WIH Vice President Joe Callihan gallantly bestows Lupe Hernandez of the Northern with her 5-year pin.



Fred Sarbach, WIH Assist. Sec. confers with special assistant, Paul Matteucci of the Accounting Center.



Ruth McFarland, hostess at the Space Needle Restaurant, poses in employee dining area.



The housekeeping department of the Anchorage-Westward compares notes at the annual A/W Service Awards Banquet. From left, housekeepers Josephine Butkovich and Yolanda Voyset, houseman, Raymond Cruz, housekeepers Thordis Loznovsky and Brita Borg.



Maury Galloway, sales director of the Benson, gives work instructions to his new secretary, Barbara Zankich.



John Luvisotto, F & B manager of the Calgary Inn discusses work problems with his secretary, Marlene Kadatz.



Perusing the latest issue of Front! at the WIH Accounting Center offices are from left: Louise Sommers, payroll clerk; Sharon Coyne, accounts payable clerk, and Janet Bruce, machine operator.



"Yes Sir;" man at the Ben Franklin front desk is senior clerk, Don Berger.



Busy Pat Fedro is sales rep for the Cosmopolitan sales department.

Hotel Profile

CARAVAN INN

Basking in Phoenix, Arizona's famous "Valley of the Sun" and at the point where all major North, South and East highways converge, lies Arizona's largest luxury motor hotel, the Caravan Inn.

Because of its ideal location — six minutes from downtown Phoenix, three minutes from Sky Harbor airport and ten minutes from the popular Scottsdale resort areas — the Caravan Inn is uniquely situated to serve the tourist, the resort and the commercial guests.

Caravan Inn was built just seven years ago and has been a prominent member of the WIH family since 1963. The hotel consists of eight major units built in two quadrangles around two attractive garden and pool areas. This compact layout houses 350 large-sized guest rental units in addition to several shops, restaurants, cocktail lounges and banquet and meeting rooms. In addition, the east pool can be used for private "poolside parties" for groups up to 400 and is even equipped with its own barbeque pit for outdoor dining "Western Bar-B-Q" style. Poolside afternoon lunches and fashion

shows under the warm Arizona sun are popular events at the Caravan Inn.

Indoors, the dining room attraction is the recently completed Golden Chalice specialty restaurant. The theme is "olde English" with an inviting atmosphere of warm wood tones and the intimate lighting of brass lanterns. Wall decorations of family crests and armor and a life-sized "knight in shining armor" dramatizes the robust spirit of this period theme.

The menu features flaming entrees served on swords or prepared in gleaming chafing dishes at the table. The Golden Chalice dining room and lounge offers sophisticated dining at its finest in a continental atmosphere. An intimate adjoining sideroom for special parties is similarly decorated.

The Coffee House is open 24 hours a day, serving breakfast, lunch and dinner and features a variety of favorites including four special items from the chef's collection each day.

CARAVAN INN PEOPLE

The warmth of the Arizona sun is matched by the friendly warmth of the Caravan Inn staffers . . . some of whom are shown here.



From left: breakfast chef, Erwin Paul, chef, Tom Armiger and Pantry chef, Allen Smith "cook up" some cheerful smiles for the Front! camera.



Caravan Inn office staff [L. to R.] Vivian Jacobozzi, controller, Carla Babel, office manager, Waneta Russell, accounting assistant, Daphne Dicino, director of sales, Marianne Wing, receptionist and Pat Varner, secretary to managing director, Norman Cankle.



Busboys [L. to R.] Sammy Bejarano, Charlie Romo and Johnny Nunez of the Golden Chalice restaurant share the spotlight with the room's "Knight in Shining Armor."



Giving the finishing touch to a guest room bed are from left: housekeeping supervisor, Emma Gene Jefferson, Glennie Winston and Isabelle Cota.

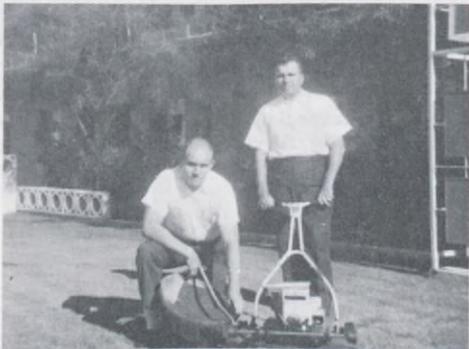
caravan inn



Recently promoted front desk clerk, Basil Bourassa, with cashier, Betty Fowler.



Coffee Shop waitress, Karen Wilson, room service waiter, Bob Hawksley and Coffee Shop cashier, Evelyn Diling.



Two members of the Maintenance Department, Bob Schlensig and Alex Zytymsky.



Lounge waiter, Bill Baca, discusses a wine with bar manager, George LeCuyer.