



February 1977

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines

## WIH honors Thurston-Dupar Inspirational Award winner — Emma Babers



Chairman L. P. Himmelman presents Emma with her Award Plaque — story details page 5

## executive offices report

## on the move



**A** two-page article in this issue of Front! asks the question in its title, "Who makes the sale?"

While the story text pretty well supplies the answer — we all do — we would like to add this additional thought:

In our industry, the hotel's employees are among the prime ingredients included in the total product "purchased" by the customer.

Of course it is the hotel's rooms and such things as meals and beverages that the customer actually pays for. But for that payment the customer also expects to receive a good deal of satisfaction in return from the hotel's staff.

Satisfaction in the form of good — even exceptional — service, for instance. And good attitude satisfaction. Attitudes that convey a warm welcome, a willingness to be of assistance, a sincere concern for each guest's welfare and a friendly smile.

As the article points out, it is up to the hotel's employees to "complete the sale" initiated by the salesperson or whatever else it was that influenced the customer to "purchase" their hotel experience.

When, as a guest, the customer is indeed "sold" on that hotel experience by the hotel's staff, it is very likely that he or she will also be "pre-sold" on their next hotel experience — whether it be with that hotel or with any other member of that same hotel family.

No doubt about it, it's "people who make the difference" who really "make the sale" — the current one as well as the next one!

LYNN P. HIMMELMAN  
Chairman

HARRY MULLIKIN  
President

**FRED BASSETT** from property maintenance supervisor The Plaza to property maintenance manager Detroit Plaza.

**HANS BRULAND** from Terrace Grill manager Edmonton Plaza to director of restaurants Continental Plaza.

**MURRAY DOW** from front office manager Benson to assistant manager Detroit Plaza.

**VICTOR HOFMANN** from food & beverage director Ilikai to director of food & beverage Century Plaza.

**HOWARD MORRISON** from storeroom manager Houston Oaks to assistant purchasing agent Century Plaza.

**TYLUNG PANG** from culinary apprentice Ilikai to culinary apprentice Los Angeles Bonaventure.

**NEAL H. SNEDECOR** from laundry/valet manager Michigan Inn to laundry/valet manager Detroit Plaza.

**PAUL Y. TOMONARI** from sales manager Ilikai to sales manager Wailea Beach.

**LESLIE JONES** from food facilities planner to manager, Food Facilities Division of Western Service & Supply Company.

## Front!

A monthly publication by and  
for employees  
Western International Hotels

**GABE FONSECA** ..... Editor  
**PAT CAREY** ..... Associate Editor  
2000 Fifth Ave. Bldg., Seattle, WA 98121

LITHO IN U.S.A.

## Recipe Contest off 'n cookin'

Calling all culinarians!

Got some special secrets for fixing flounder . . . or, perhaps, some inspired ideas for a super spinach dish or cauliflower concoction?

Your winning way with an original recipe for either a fish or vegetable dish may win you top honors in the **Second Annual Western International Hotels' Recipe Contest and Chef Reinhold Keller Award Competition.**

The now underway company-wide contest is open to all food preparation personnel. It was developed by the WIH F&B Committee upon recommendation by the WIH Academy of Master Chefs to encourage and promote culinary personnel creativity and to assist our company in maintaining its leadership in quality food preparation.



Chef Reinhold Keller (Illustration courtesy of Seattle Times Artist John Gulbransen)

The competition was named for the late Reinhold Keller, Western International's first executive chef. Keller is recognized for pioneering our Western International tradition for fine food preparation and for encouraging culinary creativity and innovation, contributing to our company's quality reputation.

Each contest participant may enter only one recipe, choosing from either of this year's food classifications — a fish or vegetable dish suitable for restaurant service.

Closing date for hotel entries is April 15. Each hotel will judge and select its winning entrant. From these, a panel of industry professionals will select three finalists and the grand winner.

## WIH ads reap awards in two competitions



Pleased with the news of their ad competition wins, and displaying a few of their Award prize plaques and certificates, Cole & Weber agency staffers gather with WIH members for a joint celebration toast. From left: Peter Hatt, Martin Banke, Sharon Lee and Joan Brown of Cole & Weber, Barbara Sand and Ron LaRue of WIH, and Lee Bartlett of Cole & Weber.

Western International's corporate advertising program did it again!

It repeated its 1975 Grand Award Plaque triumph with another top-winning entry in the 1976 Annual Hotel Sales Management Association (HSMA) Advertising Awards Competition.

The prize-winning four-color ad, entered in the Complete Campaign/Print Media-Magazine category and reproduced here, appeared in both Newsweek and New Yorker magazines. It is representative of a number of similar ads which made up the 1976 shared program, funded jointly by the corporate advertising department and the individual participating properties.

Also received were three Certificates of Excellence, an Award Plaque and a Blue Ribbon Certificate for entries ranging from newspaper ads to convention brochures, aimed at both consumer and trade audiences.

WIH advertising also produced three winners in the 1976 American Advertising Federation's "Best in the West" Creative Competition.

These were: a First Place for a consumer magazine ad featuring the Benson; a Second Place for a newspaper ad featuring The Plaza; and a Runner-up Award for our "More Mexico for Less" multiple media promotion.

The prize-winning ads were produced by Corporate advertising agency, Cole & Weber, Inc.

<p><b>LOS ANGELES</b></p> <p>Creative scenery. Where business meets and the sun shines.</p> <p><b>Century Plaza</b> as low as \$47</p> <p>Mobil 5-star award winner every year since opening. Each room has private balcony, refrigerator-bar, exercise beds.</p> <p>Two restaurants, fitness-shopping, swimming pool and gardens. Meeting facilities. Grand ballroom for 1,200.</p> <p>In Century City near Beverly Hills. Across from A.P.C. Entertainment Center, day and night tennis courts.</p>	<p><b>THE PLAZA</b></p> <p>The Big Apple. A Road way musical. Big business. Shopping on Fifth Avenue.</p> <p><b>The Plaza</b></p> <p>We're spending over \$9 million to restore the glory of The Plaza for you. In 1975 we received 190 rooms and suites the rest will be completed in 1976. And work is now underway on lobby air conditioning and restoration and new high-speed elevators.</p> <p>Fifth Avenue at 59th Street overlooking Central Park.</p> <p>The Plaza is New York.</p>	<p><b>ATLANTA</b></p> <p>New music for business industry, the arts. But as always, down home southern hospitality.</p> <p><b>Peachtree Plaza</b> as low as \$37</p> <p>World's tallest hotel. 1,100 guest rooms. 30 meeting rooms and a grand ballroom for 2,500. Pool. Health club. Saunas. Even a hot-air balloon in the lobby and a revolving restaurant, up top.</p> <p>A super hotel in the heart of Peachtree Center. Designed by architect John Portman.</p>	<p><b>PORTLAND</b></p> <p>City of Roses. Friendly people. Beautiful setting where the Willamette River joins the mighty Columbia. At the foot of spectacular Mt. Hood.</p> <p><b>Benson</b> as low as \$175</p> <p>Portland's grand hotel. Old world charm. Distinctive comfort in all our guest rooms and facilities.</p> <p>High downtown. Close to business, entertainment and shopping. Five minutes from Memorial Coliseum.</p> <p>Dispersed at the Pasaubilly Inn. Easy supply during at world-famous Trader Vic's or the London Grill.</p> <p>Large choice of convertible rooms for meetings, workshops or conventions up to 500. Airport limousine.</p>	<p><b>CHICAGO</b></p> <p>Exciting, surprising city by Lake Michigan. Commerce and transportation center of the nation.</p> <p><b>Continental Plaza</b> as low as \$35</p> <p>On North Michigan Avenue at Hancock Center. The Magnificent Mile with its great shopping and entertainment is just outside the door.</p> <p>Three restaurants and lounges. Health club and sauna. Complex meeting facilities for up to 2,000.</p>	<p><b>THE WORLD</b></p> <p>UNITED STATES Albuquerque — Albuquerque Marriott and Sheraton Anchorage — Anchorage Sheraton Austin — Austin Sheraton Boston — Boston Sheraton Buffalo — Buffalo Sheraton Columbus — Columbus Sheraton Dallas — Dallas Sheraton Denver — Denver Sheraton Detroit — Detroit Sheraton Houston — Houston Sheraton Los Angeles — Century Plaza Miami — Miami Sheraton Minneapolis — Minneapolis Sheraton New York — New York Sheraton Philadelphia — Philadelphia Sheraton Portland — Benson San Francisco — San Francisco Sheraton Seattle — Seattle Sheraton St. Louis — St. Louis Sheraton Washington — Washington Sheraton</p> <p>CANADA Calgary — Calgary Sheraton Edmonton — Edmonton Sheraton Montreal — Montreal Sheraton Ottawa — Ottawa Sheraton Toronto — Toronto Sheraton Vancouver — Vancouver Sheraton</p> <p>MEXICO Cancun — Cancun Sheraton Guadalajara — Guadalajara Sheraton Mexico City — Mexico City Sheraton San Juan — San Juan Sheraton</p> <p>EUROPE London — London Sheraton Paris — Paris Sheraton Rome — Rome Sheraton Tokyo — Tokyo Sheraton</p> <p>ASIA Singapore — Singapore Sheraton Bangkok — Bangkok Sheraton Hong Kong — Hong Kong Sheraton Manila — Manila Sheraton Singapore — Singapore Sheraton</p> <p>AUSTRALIA Sydney — Sydney Sheraton Melbourne — Melbourne Sheraton Perth — Perth Sheraton Brisbane — Brisbane Sheraton Adelaide — Adelaide Sheraton Auckland — Auckland Sheraton</p> <p>AFRICA Cairo — Cairo Sheraton Nairobi — Nairobi Sheraton Lagos — Lagos Sheraton Accra — Accra Sheraton Johannesburg — Johannesburg Sheraton</p> <p>AMERICA Chicago — Chicago Sheraton New York — New York Sheraton Los Angeles — Los Angeles Sheraton San Francisco — San Francisco Sheraton Seattle — Seattle Sheraton Portland — Portland Sheraton Denver — Denver Sheraton Dallas — Dallas Sheraton Houston — Houston Sheraton Phoenix — Phoenix Sheraton San Diego — San Diego Sheraton San Jose — San Jose Sheraton San Antonio — San Antonio Sheraton San Jose — San Jose Sheraton San Jose — San Jose Sheraton</p> <p>CALL 800 228 3000 OR YOUR TRAVEL AGENT.</p> <p>WESTERN INTERNATIONAL HOTELS</p> <p>Partners in Travel with United Airlines</p>
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Great destinations. Great hotels.

# Management Conference focus on planning for 'tomorrow'



Chairman L. P. Himmelman addresses a Conference session.

The 1977 Management Conference, held at the Peachtree Plaza on January 10-14, focused on the theme, "Planning Performance."

Elaborating on the theme, the introduction in the Conference program described it as, "... a new and demanding management skill: the science of planning today for a superb performance tomorrow."

In his Conference opening remarks, President Mullikin spoke of the company's long-range planning goals and objectives and, specifically, of the three top priorities developed for the years 1977 through 1980.

Mullikin listed them: "The first: to have the financial strength necessary to insure satisfactory return to our investors, to meet ongoing cash requirements, and to produce funds essential for continuing growth. The second: to develop the skilled personnel necessary to maintain management excellence and meet our growth needs, and the third: to sustain the growth necessary to maintain leadership in the industry and responsiveness to market demands."

The corporate and hotel planning process and schedule were the thrust of most of the discussion group and general sessions that followed over the next few days. Largely responsible for the organization and presentation of these sessions was Director, Corporate Planning Byron Brady.

As a result of these sessions it was determined that hotels would annually prepare 3-year forecasts and 1-year business plans.

Agenda highlights included divi-

sion workshop presentations, a discussion on energy management conducted by Senior Vice President Joe Mogush and the senior officers' question and answer panel.

Luncheon session activities also prominently starred in the Conference agenda.

At one, the delegates heard featured speaker Architect/Developer John Portman (Peachtree Plaza, Detroit Plaza, Los Angeles Bonaventure) speak on his unique design concept philosophies. At another, attendees joined with leading



... and some "food for thought" remarks from a luncheon guest speaker, Architect/Developer John Portman.

Atlanta business executives for a Trade and Industry Reception and Luncheon. And a third highlighted the annual Thurston-Dupar Awards presentation.

Among the over 100 Conference attendees were hotel management people representing thirteen countries of Western International's world.

Chairman for the 1977 Conference was St. Francis General Manager Bob Wilhelm, assisted by Peachtree Plaza General Manager Joe Guilbault as vice chairman.

## Mogush winner of first Carlson-Himmelman Achievement Award

The announcement that climaxed President Mullikin's opening day remarks to the Management Conference attendees, offered a double surprise.

The first was his revelation of a new recognition award — the Carlson-Himmelman Achievement Award.

The second was the naming of Senior Vice President Joseph J. Mogush as that Award's first recipient.

Regarding the establishment of this new annual company award, Mullikin explained, "Whereas the Thurston-Dupar Inspirational Award is presented in recognition of an employee's contribution to his hotel and community, and service to the guest, hotel and fellow employees, the

Carlson-Himmelman Award is presented in recognition of the ultimate in achievement and service to the company."

Joe Mogush was cited, in particular, for his achievement in directing the \$10.5 million program to restore The Plaza to its "former glory."

As Award recipient, he received, for himself and his wife, a month's trip to visit the great hotels around the world.

The Carlson-Himmelman Achievement Award is named in recognition of the two men—Edward E. Carlson and Lynn P. Himmelman—who led WIH's "second generation" from a small, regional hotel management company to a company of international significance.

# Emma 'gives her all' and receives Thurston-Dupar recognition



"It is more blessed to give than to receive."

As a Sunday school teacher for her church, Houston Oaks Room Attendant Emma Babers is undoubtedly quite familiar with the Biblical teaching.

It is, in any case, a teaching that Emma has long abided by. She is an exceptionally "giving" person — of her skills, of her time and of herself.

Among Emma's many other fine attributes, it was this quality of selflessness in particular that determined her selection as the most deserving Western International employee to receive the 19th annual Thurston-Dupar Inspirational Award.

The coveted employee recognition honor was presented to Emma at the traditional Awards Luncheon held at the Peachtree Plaza in mid-January in conjunction with the Annual Management Conference.

In making the Award presentation, Chairman L.P. Himmelman recounted some of Emma's qualifications as submitted by the Houston Oaks nominating committee.

On the job, the committee noted, Emma gives her all. For one thing, she has assumed responsibility for maintaining 18 rooms rather than the standard 14. The committee's report added, "... her rooms sparkle and she sees to it that any needed repairs or maintenance work is promptly done."

And Emma's "giving of her all" also applies to guests.

She makes a special effort, for

instance, to advise her replacement of any particular guest needs or specially requested services before taking her days off. Throughout her almost six years with the Houston Oaks, the comfort of "her" guests has always been a genuine concern. This includes maintaining an ever watchful eye for their safety and for the security of their rooms.

Emma's fellow housekeeping staffers have also been touched by her giving spirit. If someone is sick or has a death in the family, it's Emma that is almost always first to make a hospital visit or contribute to a fund.

As appreciated is her cheerful disposition and positive attitude about the hotel, her job and her fellow employees that can't help but give a morale boost to her associates.

Perhaps most inspirational of all are Emma's self-giving community and family member contributions.

With three children of her own, Emma is also known as "mother" to several children in her neighborhood — a low-income area of Houston. Emma and her husband spend many of their evenings working with these children helping them with their school work and encouraging them to learn and "keep straight." If the youngsters are hungry, they feed them. If they need love, they give them that too.

The Babers household has also been a warm and welcoming haven for some unfortunate members of Emma's family.

When a sister was divorced, Emma took in all six of her children, feeding and caring for them until the mother was able to take them back one at a time.

The nominating committee's report included further arguments in favor of their candidate, but, perhaps, it was their concluding statement that said it all, "If we had more people like Emma in this world, it would be a better place."

For her win, Emma was presented with the traditional Thurston-Dupar Award plaque and a two-week, all-expense-paid visit to the WIH hotel of her choice in either North or Central America, and a cash prize.

## St. Francis is first recipient of WIH Safety Award

The St. Francis ranked highest among the WIH properties in the United States and Canada for their efforts in creating a greater safety awareness and reducing job accident injuries among its employees over the past year.

In recognition of that achievement, the hotel was presented with Western International's first Safety Award plaque along with a monetary sum to be used on behalf of the hotel's employees.

Announcement of the St. Francis' win and presentation of the Award was made just prior to the final session winding up the Annual Management Conference at the Peachtree Plaza in mid-January.

According to Corporate Insurance Manager Al Vettori, the WIH Safety Award Program was instituted early last year as an effort to encourage employee safety awareness and reduce employee accidents within our various U.S. and Canadian properties.

A key to the program is the presentation of the "traveling" Safety Award plaque and cash prize going to the hotel showing the greatest improvement in their safety efforts for the calendar year. Announcement and presentation of these Safety Awards will be made annually at the Management Conference.

Criteria for judging each year's winner is based largely on an evaluation of the monthly Occupational Injury/Illness Incident Reports as submitted by each of the participating properties.

## Corporate film applauded

The premier showing of the WIH corporate film at the Peachtree Plaza in mid-January was greeted with enthusiastic applause by the Management Conference attendee audience.

According to Director of Advertising and Public Relations Ron LaRue, film copies are being distributed to requesting properties this month for employee viewing.

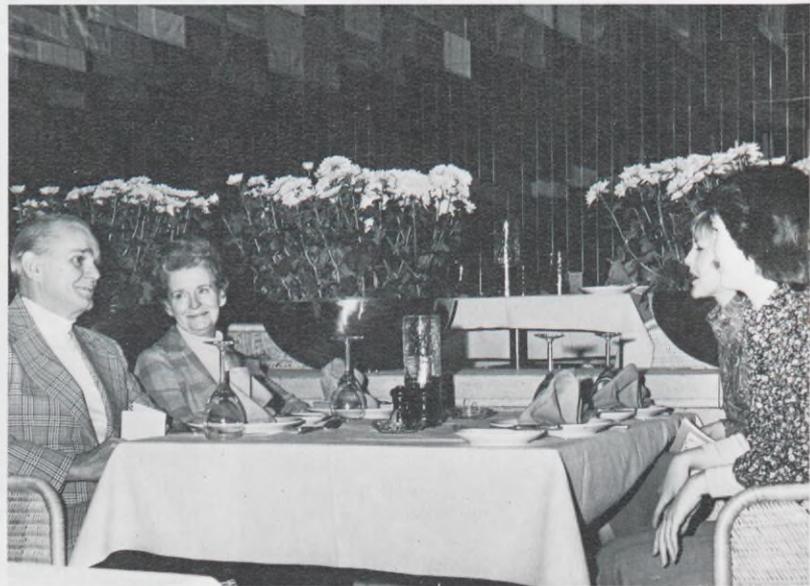
The imaginatively produced 14-minute color film creates an impressive impact in its exciting visual presentation that focuses on WIH quality and tradition. Specifically featured are five hotels — The Plaza, Bonaventure, Century Plaza, Peachtree Plaza and the Ilikai.

Watch for it!



### Captivating cookery

**Honolulu** - A table-side food preparation demonstration by ILIKAI Top of the I Room Manager Vital DeMonti (center), captivates this Kapiolani Community College audience. As a public service, Swiss born and trained DeMonti has volunteered to demonstrate the techniques and special table service "secrets" he exhibits at the hotel's restaurant to home economics classes in high schools and community colleges throughout Oahu. His young audiences have rated his appearances as a class highlight. A consistent "show stopper" is DeMonti's flaming Crepes Suzette demonstration.



### Prize winner impressed

**Atlanta** - Mr. and Mrs. R. R. Goewey (left) with their daughter Becky (right front), join their hostess, PEACHTREE PLAZA Director of Public Relations Carolyn Bryson, at the hotel's Terrace Room for one of several fine dining experiences enjoyed by the Goewey family during their hotel stay. Goewey, second place winner in the WIH Second Annual Meeting Planner Puzzle contest, was awarded an all-expense, eight-day stay at the Atlanta hotel. To his high praises for the Peachtree Plaza and its restaurants, Goewey admitted to being "well impressed with the courtesy of the staff."



### "Challenge" aftermath

**Montreal** - During the Annual WIH Food & Beverage Seminar at the Continental Plaza in November, Vice President Peter Blyth suggested that each hotel's F&B director present similar sessions within their respective properties. BONAVENTURE F&B Director Jacques Bourgeois went to work on the project immediately upon his return to his hotel and by mid-December had organized a mini-version of the Chi-

cago "Challenge of Change" program for the Bonaventure's F&B staff. Also invited to the three-day seminar were heads of the other hotel departments. The highly successful conference was climaxed by a reception hosted by General Manager Fern Roberge during which this attendee group photo was taken.



## Before Oakland

**Costa Mesa** - Tom Hosea (right), general manager of the SOUTH COAST PLAZA visits with Fran Tarkenton, quarterback for the Minnesota Vikings, prior to Super Bowl XI. The Vikings, checking into the South Coast Plaza for a week-long pre-game stay, had generated a lot of activity and upbeat excitement in the hotel. Their check-out, unfortunately, was considerably more subdued. Oh, nothing to do with their hotel stay. They loved it! It was just those fellas from Oakland had given them such a bad time . . . !



## Pink Panther strikes The Plaza

**New York** - When THE PLAZA Doorman Sam Semely opened the door of a luxurious limo that pulled up in front of the hotel recently, out popped—a pink panther! Well, it was really an actor in panther's clothing out to "stalk" a little publicity for the new Peter Sellers movie, "The Pink Panther Strikes Again." For a time "Panther" assisted Semely in his duties—opening doors, greeting guests, and generally amusing passers-by—and was last seen headed toward Bergdorf's "stalking" a rabbit-coated female shopper!

## Tourism promotion rewarded

**Seattle** - Travel and tourism to El Salvador has reached new highs with travel agents and others extolling its many attractions and such excellent accommodations as our CAMINO REAL, SAN SALVADOR. For his role in promoting tourism to that Central American country, Vice President Dave Evans was recently presented with an El Salvador flag by President Arturo Armando Molina. Sharing Dave's delight as she assists him in displaying his "reward" is Secretary Kathleen Driscoll.



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# Who makes the sale?

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**“I** do,” said the sales executive. “It is I who contact the prospect and convince him to use the hotel’s facilities. Sure, I get assistance from our advertising, promotion, public relations and other marketing people, but I actually make the sale!”

True. But getting a commitment from the prospect is really just the beginning.

What the salesperson actually sells are some very good ideas. Ideas for a successful convention, a board meeting or banquet. Accommodation ideas for single travelers to large tour groups. In total, Western International Hotels hospitality ideas are tailored to the needs of almost anyone, almost anywhere and for almost any reason.

Of course these ideas are well supported by the promises of such persuasive attractions as a hotel’s special food and beverage facilities, its location advantages, and guest amenities.

Underlying these facility attraction promises, however, the salesperson has made another, and even more important, promise.

It is the promise of a caring and professional hotel staff that will do their utmost to assure the prospec-

tive guest (or group) of a thoroughly enjoyable and totally satisfying hotel stay. The promise that the salesperson’s “good idea” planning will become a “great experience” beginning the moment the hotel prospect becomes a hotel guest.

Who, then, makes the sale?

The salesperson was right in replying “I do” to the extent of initiating the sale by selling some “good ideas.”

But it is the hotel’s employees who help complete it through their combined “great experience” selling efforts. A total effort involving the entire hotel staff from front-of-the-house guest contact people to back-of-the-house guest members who may never see the guest face-to-face.

And not only does such a total staff effort help complete the sale, but quite often it is precisely what decides the next sale! That is, in satisfying the guest’s decision to return to that particular hotel, or the decision to book with other hotel members of our WIH family.

Who makes the sale . . . and helps make the next one? We all do . . . or help! Here are just a few “I help” examples that illustrate how it’s being done:

**“I help,”  
said the  
front  
desk clerk**



“In a way, it’s like being the hotel’s host. Your contact with arriving guests gives them their first impressions. When you give ’em a friendly welcome, take care of their rooming needs quickly and efficiently, and avoid any hassles, you’ve got them off to a good start. Admit it . . . checking in for a lot of guests is a kind of bother. Maybe they have to wait in line a little. But when you give them your full attention, make them know they are important and really welcome . . . it leaves them with a good feeling.”

**“I help,”  
said the  
executive  
sous chef**



“Whether it’s a banquet, a dinner in our fine dining room, or a quick breakfast in the coffee shop, living up to — and even surpassing — a guest’s food expectations is one of the most important guest satisfaction considerations. It’s like a good recipe. You begin with top quality ingredients and blend with preparation know-how, variety, interest, attractive presentation, and consistent quality standards throughout all our food outlets. You can’t beat that recipe . . . guests are ‘sold’ on it!”

(Front! expresses its thanks and appreciation to the Washington Plaza employees pictured on these two pages for their “I helped” contributions to this article: Front Desk Clerk Connie Denson; Executive Sous Chef Hans Engler; Room Attendant Seki Rusness; PBX Operator Donna Whitlark; Bellman Hugh King; Cocktail Waitress Thelma Louie; Convention Coordinator Vickie Siegel; Front Desk Cashier Alan Swanstrom.)

**"I help,"  
said the  
convention  
coordinator**



"Much of the success of any convention — or any group meeting for that matter — depends on the hotel's performance. That is, seeing to it that every last detail has been worked out to the complete satisfaction of every member of the meeting group . . . from the handling of room reservations to banquets or other group meals. Taking care of the hundreds of details from arranging for all needed audio-visual equipment to assisting with spouse activity programs. And, of course, always being on hand to answer any need that may arise. For almost any group, these get-togethers are among their biggest events. We try to make it the best!"

**"I help,"  
said the  
bellman**



"It's all a matter of a caring attitude. Not treating guests like just another body to be roomed, but as an individual who is made to feel welcome, to answer their questions about the hotel or the city, or whatever, and help them get comfortably settled. Being friendly, addressing them by name . . . it's all part of your caring attitude. It leaves guests with a good feeling after you've closed their room door behind you."

**"I help,"  
said the  
room  
attendant**



"While I have nothing to do with the room design or furnishings, even the fanciest room can turn a guest off if it's not really clean and neat . . . everything in order. Or if the bathrooms aren't sparkling, or if there are not enough fresh towels, or soap, or whatever the guests need. I think how guests feel about their room makes the biggest impression. After all, that's basically what they're paying for."

**"I help,"  
said the  
cocktail  
waitress**



"People come in here to relax, enjoy themselves, perhaps with some friends. The room's atmosphere and the quality and preparation of their beverages is important, but good service means a lot too. Not pushy, but not having to wait either . . . knowing I'd be attending to them after they're seated and when they want to re-order. With their service they also want a friendly face . . . some casual chit-chat sometimes, but not intruding or really visiting. Really, it's just making it pleasant for them while they are here."

**"I help,"  
said the  
PBX  
operator**

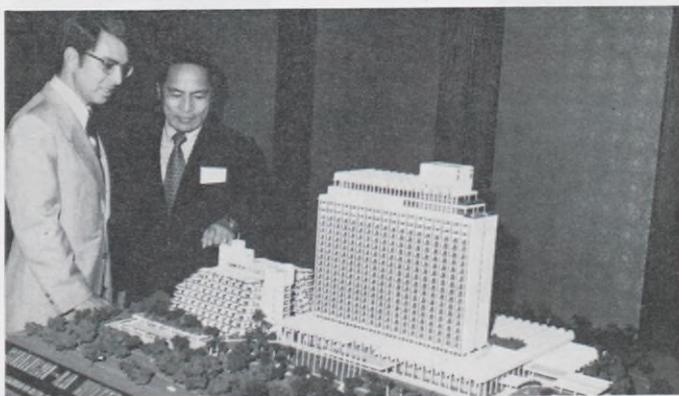


"Though I may not ever see most guests face to face, I do have voice contact with lots of them. Having a friendly 'voice with a smile' is important, of course, but guests also look to us for efficiency and reliability . . . like relying on us for their wake-up calls, helping them with their long-distance calls, or with a lot of their information assistance needs. Being friendly and helpful . . . people like that."

**"I help,"  
said the  
front desk  
cashier**



"Paying the room bill is one of the last, and not necessarily the most fun, things a guest does before departing. Sometimes, a check-out guest is in a rush to catch a flight. There may be a lineup during a heavy check-out. Sometimes guests will question or protest some bill charges, requiring a detailed explanation. Whatever the situation, a last impression, like the first, should be at least a satisfying one for the guest. That means being cordial but also businesslike. Efficient but understanding. And if I can't leave 'em laughing, I can, at least, have them return my smile as they leave."



## The Shangri-La signs a contract

**Singapore** - In December, the SHANGRI-LA signed a contract with Paul Y. Construction (S) Pte. Ltd. for construction completion of the 170-room Garden Wing extension. (Foundation and piling work was completed in November.) Larry Magnan (left), general manager of Shangri-La, with Haom Chen, director/manager of Paul Y. Construction, view the model of the Garden Wing following the signing ceremony.



## The Princess makes an appearance

**Oslo** - Crown Princess Sonja of Norway received a warm welcome from HOTEL SCANDINAVIA, OSLO Director of Catering Peder Moen during her recent hotel visit. The royal visitor was honored guest at a hotel banquet hosted by the Norway Housewives Association, which gathered folk-costumed attendees from throughout the country. The Princess, herself, appeared in a costume representing the Ost-Telemarks District of Norway.

## Carlton features game reserve guest attraction

The Carlton has joined with two of South Africa's finest hotels in a unique marketing package to encourage visitors to tour that country.

The program, promoted as "Tale of Three Cities," (the three cities in which the hotels are located), features a package tour to Mala Mala, a 50,000-acre luxury game reserve located in the Eastern Transvaal.

According to Carlton Director of Marketing Greg Smith, Mala Mala is one of the African continent's most spectacular reserves inhabited by a great abundance of game of many species. A special tour attraction for guests is visiting a hide to watch the lions feeding.

Mala Mala visitors are accommodated in fully air-conditioned luxury units on the bank of the reserve's Sand River. Flights from Johannesburg to the reserve are scheduled twice daily.



## The President attends a first

**Mexico City** - John Berthelot (left), vice president and managing director of CAMINO REAL, MEXICO CITY, welcomes the new President of Mexico (center) and Mrs. Jose Lopez Portillo (right) upon their arrival at the hotel to attend their first official banquet which was given in their honor by the 103 foreign delegations invited to the presidential inauguration festivities.



## The Chairman pays a visit

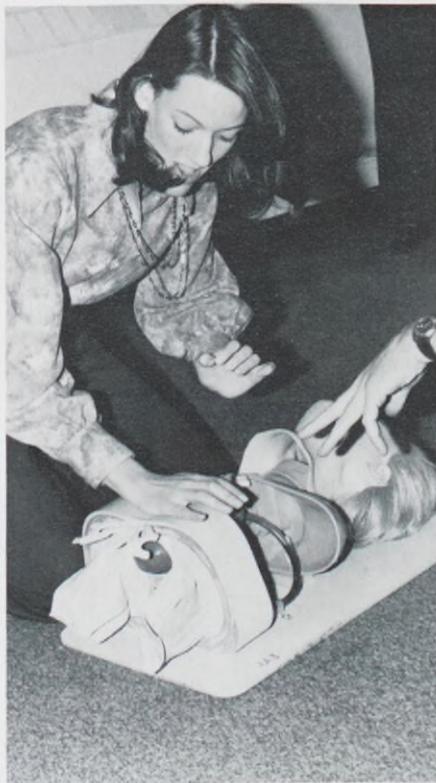
**Johannesburg** - On their visit to the CARLTON (last November), Chairman L. P. Himmelman (left) and Mrs. Himmelman (not pictured) were overwhelmed by the "red carpet" welcome received from the hotel's staff. Upon their arrival, staff from all hotel departments formed a uniformed "guard of honor" for the couple that led from the portecochere to the lobby escalators. Then whisked to the restaurant level, the visitors were further surprised by a musical welcome vocalized by the Carlton staff choir.



**Anchorage** — Voted as the ANCHORAGE-WESTWARD's "Employee of the Year" is George Mitchell (right), the hotel's maintenance engineer. Announcement of George's recognition honor was made during the employees' Christmas dinner-dance in late December by General Manager Tom Gurtner (left). George was chosen by his fellow employees for this annual title from among the 12 "Employee of the Month" contenders.



**San Francisco** — A ST. FRANCIS golfing foursome has cause for feeling pretty high these days. The guest services quartet — Art Price (left), George Cross (second from right), Henry Antonius (right) and Bill Dikeman (not shown) — took low net in the 1976 Annual Hotel/Motel Greeters Invitational Golf Tournament in San Francisco. Presenting the group with the Sixth Perpetual Trophy is Greeters executive, Dave Rose (second from left).



**Seattle** — Bonnie Lambers of the WIH GROUP BENEFITS office practices her cardiopulmonary resuscitation technique on a mechanical dummy following a method demonstration by a member of the Seattle fire department. A three-hour course on this new lifesaving process was recently offered for the benefit of interested corporate office employees.



**Seattle** — The response to the WIH Financial Services Division's recently organized bowling league has also scored with other corporate office members. Participating with such Division teams as Michele Holter's "Holter Tops" and the "X-Rated & PG," are the Space Needle's "Spaced Noodles" and the credit department's Bob Graves captained "Graves Diggers." Pictured are the members of the Division's "Sundowners" team (from left): Mary Burke, Doug Humphries and Marilyn Wasner.



"I goofed . . . the order called for SCRAMBLED eggs!"

**STAY ALERT. BAD SAFETY HABITS CAN "SCRAMBLE" MORE THAN EGGS.**



Front! correspondent for the South Coast Plaza is Pat Milner. Call Pat on extension 249 and give her your input for Front! (All other WIH people: submit Front! items to your hotel correspondent listed below.)

Alameda, **Gina de Zalce**. Anchorage-Westward, **Becky Gottschalk**. Bayshore Inn, **Pat Wyman**. Benson, **Anne Shawcross**. Bonaventure, **Antoine Khoury**. Calgary Inn, **Kay Artinian**. Camino Real, Cancun, **Gloria Nunez**. Camino Real, Guadalajara, **Gloria Sagastegui**. Camino Real, Mazatlan, **Rodolfo Negrete**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Jessica Melgoza**. Camino Real, Saltillo, **Roberto Flores**. Camino Real, San Salvador, **Ana Maria Vides**. Camino Real, Tampico, **Enrique Meyer**. Carlton House, **Arlene Pobicki**. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Detroit Plaza, **Ken Thomas Kitchen**. Dusit Thani, **Duangphorn Thanasathitaya**. Edmonton Plaza, **Debbie Duffy**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Kristi Brekke**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Linda Hancock**. Los Angeles Bonaventure, **Sharyn Cole**. Ilikai, **Valery Satin**. Las Brisas, **Derek Gore**. Mayflower, **Martha Sheppard**. Michigan Inn, **Anita Ste. Marie**. Miramar, **Clement Au**. Miyako, S.F., **Fusako Ide**. Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chiqui Ang**. Prince Hotels, **Vickie Llantada**. South Coast Plaza, **Pat Milner**. St. Francis, **John Poquette**. Shangri-La, **Yap Cheng Tong**. Space Needle Restaurant, **Jack Woolley**. The Plaza, **Gina Henry**. Washington Plaza, **Sandy Novak**. Winnipeg Inn, **Maggie Clark**. WIH hotels in Guatemala, **Mary Lina Ruiz-Ciani**. WIH Reservations Center, **Denise Nilius**. WIH Executive Office, **Dorothy Stauffer**. WIH Financial Services, **Bob Graves**.

**TRACKIN' THE TRADES** — The cover of the November issue of MEETINGS & CONVENTIONS highlighted a feature article entitled, "How a Deluxe Hotel Chain Looks at Meetings." The follow-up inside — a lengthy interview with Senior Vice President/Marketing Bruce McKibbin. The article offered some wide-ranging insights into our company's marketing — and operations — philosophies as revealed in McKibbin's answer and commentaries. Well worth reading — even for non-sales staffers.

- Watch for the Philippines to become the new "in-place" for travelers within the next five years. This prediction from a travel writer reporting in a recent issue of CANADIAN TRAVEL COURIER. Among the writer's supporting reasons are: beaches as fine as those in the Caribbean, unusual scenic attractions, comparatively low prices, and cleanliness — "Manila is one of the cleanest cities in the world." Added was this clincher, "... a tremendous attitude of hospitality unmatched anywhere in the world." (The writer MUST have stayed at the Philippine Plaza!)

- The December issue of MEDICAL MEETINGS takes a nostalgic look back at some of its earlier group get-togethers and heaves a "good-old-days" sigh for their 1919 affair at the St. Francis. The article lovingly lingered over the hotel's menu offering a complete gourmet meal — a multi-course offering from Blue Point oyster starters to a tarte frangipane dessert — all for the unbelievable tab of \$2!

\* \* \*

### JACK'S BEANSTALK LIVES AGAIN

— Only this time "Jack" is Michele Holter of Western Service & Supply design staff, and the "beanstalk" is an over-active Amaryllis. "Everybody laughed when I brought this scrawny-looking bulb in its tiny pot to the office one morning," said Michele. "I had some doubts myself, but within a week it began taking off — and there was no stopping it! You could almost see it grow ... up to 4 or 5 inches a day!" By bloom-time the eager Amaryllis topped-off at slightly under 3 feet! Michele's secret ... good lighting conditions, a little water, and every now and then, a "friendly little chat."



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**BELATED BOUQUETS** — To the Bonaventure for winning the "Most Beautiful Gardens in the City" Award from the city of Montreal — its second such recognition won two years in a row! (And that ain't bad when you consider that the Bonaventure's gardens, like the hotel itself, is located on top of the 17th floor of the Place Bonaventure Building) ... To the St. Francis for a second-place tie in the AH&MA Gold Key Public Relations Achievement Awards competition, with the special kudos going to Donald L. Blum, Public Relations ... And to the Miyako for their third-place win in the same competition for their Consumer or Guest Relations entry.