



In Atlanta... WIH To Manage World's Tallest Hotel



ARTIST'S rendering shows how the 70-story Peachtree Center Plaza hotel (left), will dramatically change the Atlanta city skyline. The new hotel, towering 700 feet above famous Peachtree Street, will be the world's tallest and the tallest building in the South. Shown to the right of the hotel is the new 31-story Peachtree Center Cain Tower and other buildings of the Peachtree Center development.

Construction Plans Announced For Peachtree Center Plaza

PLANS for the immediate construction of the world's tallest hotel to be located in Atlanta, Georgia, were announced on October 10 by architect/developer John Portman.

On that same date, WIH Chief Executive Officer L. P. Himmelman announced that Western International Hotels would assume management of the proposed property.

The site for the 70-story, 1,200-room hotel is downtown Atlanta's Peachtree Center and it will be known as the Peachtree Center Plaza.

Designer for the project is internationally famed architect, John Portman. Portman is also the principal of the real estate and development Portman Properties firm, the hotel's builders and owners. According to Portman, construction costs of the tower building will be in excess of \$50 million.

Its height, at 720 feet above Spring Street and 700 feet above Peachtree Street, puts it above Moscow's Ukraine Hotel (650 ft.), presently the world's tallest, and New York's Waldorf-Astoria (625 ft.). It will also be the tallest building in the South.

DESIGN plans call for a soaring bronze reflective glass cylindrical tower rising out of a seven-story, concrete base structure with a massive open court, or atrium at its center.

Features of the Peachtree Center Plaza will include two glass-enclosed exterior elevators for express service to the three-level revolving rooftop restaurant and lounge. The ride to the top will take little over a minute.

At the bottom of the atrium in the base structure will be an indoor lake with peninsular seating areas jutting into it. Beverage service and entertainment will

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front!

A monthly publication for the employees of

Western International Hotels

Editorial, Offices

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Gabe Fonseca.....Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

In-Hotel

At the Antlers Plaza these promotions: **Jim Yates** to Assistant Manager; **Gregg Hannon** to Front Office Manager; **Rosemary MacIntyre** from assistant Cafe Plaza manager to Cafe Plaza Manager; **Cathy Hillyer** from reservationist to Catering Secretary; **Leroy Morrison** to Assistant Purchasing Agent; and **Robert Laskaris** moves from the banquet department to Night Supervisor . . . at the Bayshore Inn **Doreen Wall** transfers from accounting to the position of Director of Personnel . . . at the Continental Plaza, **Jane O'Brien** is named to the position of Accounts Manager.

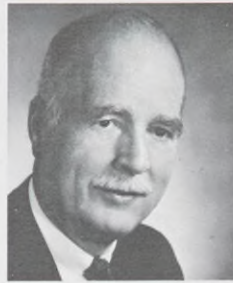
Transfers

Transferring from the Antlers Plaza as front office manager to Front Office Manager of the Houston Oaks is **Thomas Stanfield** . . . former accounts receivable clerk at the Washington Plaza, **Susan Shouse** moves to the Olympic as Accounting Clerk . . . **Orvin Olson** joins the WIH Corporate Accounting offices as Administrative Assistant from controller at the Mayflower . . . former assistant manager of the Bayshore Inn, **Thomas Gurtner** is named Assistant Manager of the Hotel St. Francis . . . named Building Superintendent for the Crown Center is **Marvin Glenn** formerly property maintenance manager at the Century Plaza . . . **Donald J. MacLean, Jr.** is Catering Manager at the Anchorage-Westward from F&B cost controller at the Hotel St. Francis . . . **Richard Boustead**, formerly of the Calgary Inn, has been appointed Assistant Manager at the Bayshore Inn.

New

Ben Popelka rejoins the Antlers Plaza staff as Purchasing Agent . . . joining the Bonaventure staff as Corporate Sales and Public Relations Manager is **Danielle Benedetti** . . .

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Executive Offices Report:

Public announcement of new hotel properties, whether new construction or acquisitions, are always exciting events.

They are definite and distinct manifestations of our company's growth success.

One of the most visible of these will be the Peachtree Center Plaza in Atlanta, Georgia. As the Front! story on the first page of this issue reports, the hotel will be the tallest in the world.

It's size, however, presents but an envelope that contains the human aspect—the people element.

Vital is how the guest will view the hotel from his personal eye level of its interior . . . his visibility of its decor, facilities and services. And, more intimately, the person-to-person visibility as experienced between the hotel guest and its employees.

With all of our hotels it is this interior visibility and our guest reaction to it that determines our ultimate success and on which our reputation is based.

We take a great deal of pride in our interior visibility. We are especially proud of the professionalism of our people who have continually demonstrated that they can more than match these "manifestations" of Western International Hotel's successful growth.

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

Correspondents

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

Anchorage-Westward, Don Perry; Antlers Plaza, Marilyn Crawford; Bayshore Inn, Barbara Danuke; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Jo Anne Revell; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Pam Kirstein; Century Plaza, Charlene Chabin and Jean Klappert; Crown Center, Marge Irminger; Continental Plaza, Audri Adams; Cosmopolitan, Dee Evans; Houston Oaks, Becky Black; The Mayflower, Grace Morisi; The Miramar, Edward Y. Hsu; Miyako S.F., Kristina Templeman; Olympic, Fran Vitulli; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Harry Crabb; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Nancy Wendler; Winnipeg Inn, Al Rennie; WIH de Guatemala, MaryLina Ruiz-Ciani; WIH de Mexico, Carolina Mijares; WIH Executive Office, Brenda Coburn; Western Service, Rose Shaffer; WIH Credit and Accounting, Ken Williams.

Atlanta Hotel Announced

(Continued from Page 1)

be offered from gondolas gliding among the peninsulas.

Natural light will enter the atrium through a giant skylight at the base of the tower structure and through strip windows on the north side. Pedestrian bridges will provide access through and around the central core where guest room and service elevators will be located.

In addition to the lavish use of space and a variety of light sources, the atrium will feature fountains, plantings, sculpture, and other design elements.

"The purpose of these is to create variety amidst order and let people feel that they are part of nature even though they are inside the building," Mr. Portman said. "We are trying to create the atmosphere of a piazza in Venice, with retail shops above the lake. A number of pedestrian bridges will provide dramatic crossovers," he added.

THE new hotel will have Atlanta's largest capacity ballroom seating 3,500 for a meeting or 2,500 for a banquet. A year-round, climate-controlled rooftop swimming pool will be topped by a plexi-glass cover. One level below the pool deck will be a health club, featuring sauna, exercise room and other facilities.

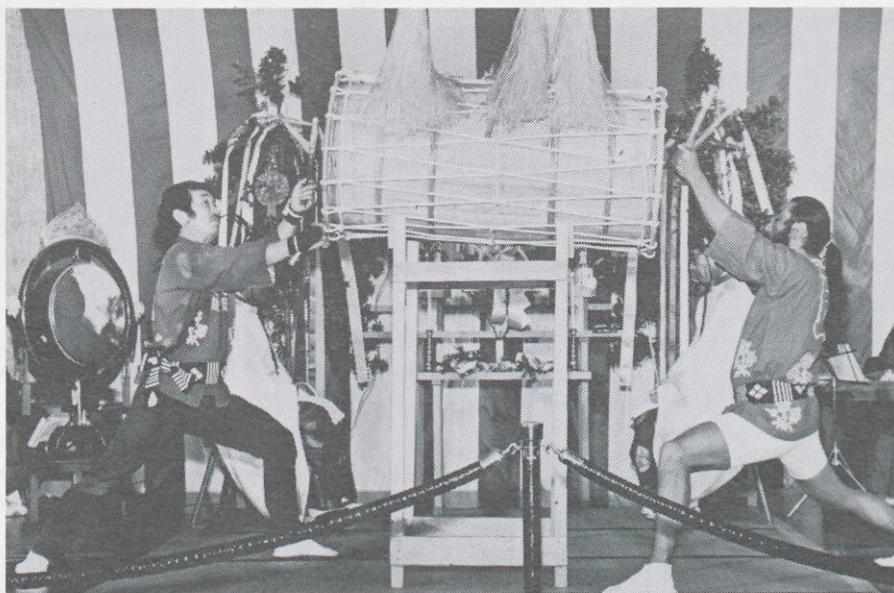
On the lobby level will be the specialty restaurant, a "sidewalk cafe", a coffee shop, and a bar and cocktail area around the core surrounded by the lake.

Each of the 56 guest room floors will have trapezoidal guest rooms offering magnificent views through the exterior glass walls. Guest room areas can be combined to provide more than 50 suites of various sizes.

Himmelman, and Edward E. Carlson, President and Chief Executive Officer of UAL, Inc. and United Air Lines, praised Portman for his dramatic design. Both were extremely enthusiastic about the new hotel, which will be Western International's first in the Southeast, and predicted the Peachtree Center Plaza will be a world showplace.

THE Peachtree Plaza, with its expected completion scheduled for the fall of 1975, will be the eighth building in the Peachtree Center development . . . an area encompassing 10 acres in the heart of downtown Atlanta.

Miyako Introduces 'The Japanese Banquet'



ONE of the unique entertainment acts performed for attending guests of a Miyako "Japanese Banquet" is the traditional drum ceremony as demonstrated in the photo above.

THERE'S nothing like it this side of Tokyo . . . and, perhaps, it could only happen at the San Francisco Miyako.

The innovative hotel property has come up with a delightful new approach to standard banquet fare, "The Japanese Banquet".

Designed for visiting business firms and conventions, the unusual entertainment-banquet package features authentic Japanese entertainment and menus for groups ranging from 50 to 100 guests, and in various price ranges.

The menu offers three basic dinner selections, one of these being a feast of seven courses. Each of the three menus may also include a one-hour pre-banquet cocktail party in the package price. Each dinner features authentic, expertly prepared Japanese food and delicacies.

Other authentic Japanese touches include happi coats (which the guests get to keep), hot sake (rice wine) service throughout the dinner, and the Oshibori presentation (hot towels presented to each guest after the starter course, the entree and dessert).

BANQUET seating is on tatami mats at low tables with table service performed by kimono-clad waitresses. For the less adventurous, however, traditional Western style tables and chairs are also available.

Even the entertainment program is Japanese oriented. The variety of authentic Japanese acts may include traditional drum ceremonies, Judo and Karate demonstrations, or performances of exotic Japanese dances.

Though just recently launched, the unique banquet concept is generating a great deal of interest, particularly among corporate groups, according to Gerald Wolsborn, Miyako Executive Assistant Manager. It offers its most popular appeal to jaded banquet goers as a fresh and innovative change of pace.

Dave Sacco Joins WIH As Asst. Personnel Director

DAVID SACCO has joined WIH Seattle offices as Assistant Personnel Director as of September 19.

His major responsibilities at the outset will be in the area of personnel recruiting and in working with WIH corporate offices and hotels on the functioning of the Company's Salary Administration Program.

Sacco was formerly associated with the U. S. Financial Corporation of San Diego where he was in charge of management recruiting. Prior to this he held the position of personnel manager for American Mail Line in Seattle.

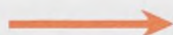
Dave replaces former Assistant Personnel Director Larry Morris, who has recently been promoted to the position of Director of Rooms Division for WIH. Dave's office is located at Corporate Headquarters on the 12th floor of the Olympic Hotel. He will report directly to WIH Director of Personnel, Gordon Schneider.



INN BASKET

GOLDEN AGER — For the most part, bartenders are a pretty imaginative lot when it comes to creating new drink concoctions with appeal to varying age groups. For the non-alcoholic young set there is the classic “Shirley Temple” as an example. Now, according to an item in the September issue of **HOTEL & MOTEL MANAGEMENT**, a drink has been concocted aimed specifically for those who have reached their golden years. The drink, appropriately called the “Golden Ager”, is made with one and a half ounces of vodka and a similar amount of prune juice shaken together with ice. Recommended accompaniment . . . a lightly salted one-a-day vitamin pill! The “Golden Ager” is currently featured at a retirement community lounge in Arizona and is promoted as “tasty, nutritious . . . and wonderful for occasional irregularity.”

HOTEL CAT — From false teeth to falsies, items turned in to a Housekeeping’s lost and found inventory of guests “left behinds” staggers the imagination. While most items are inanimate objects, there will be an occasional “live one”. For instance: entering a Tower guest room following a check-out one recent morning, Washington Plaza Room Maid, Seki Rusness, was startled by the presence of a still-remaining occupant . . . a large and hungry-looking honey-colored cat. Gaining the cat’s confidence with appropriate assuring noises, Seki scooped up the tabby and carted it off to lost and found. There, **Stephanie Panesko**, Director of Housekeeping took charge, and after feeding it some milk and goodies she had wheedled from the Hotel’s kitchens, she did her best to try and track down the cat’s owners. Her efforts were unsuccessful, however, and it appeared as though Housekeeping had acquired a permanent mascot. Fortunately, a sympathetic Hotel employee had heard about the orphaned pussy’s plight and volunteered its adoption. Reports the new owner of former Hotel Cat, “She likes her new role as a house cat, but I think she still misses room service.”



FROM LEFT: Director of Housekeeping Stephanie Panesko, “Hotel Cat”, Room Maid Seki Rusness.

Alice And The King of The Yoruba

ALICE is Alice Akinnagbe, until recently a hotel maid at the Houston Oaks.



The Yoruba is one of the major African tribes of the country of Nigeria.

And the king—well, that’s still to be determined, but the choice is between Alice’s husband, Oladipo, and his twin brother, Alice’s brother-in-law. That choice will be made this December when the Yoruba high chiefs meet in council to name their new ruler. Both Oladipo and his brother are heirs to the Yoruba throne upon the death of their father, the former king, in August.

If Alice’s husband is chosen as the new king, she and her family will live in a palace, where their children will attend a school exclusively for the children of the king. Alice would not be permitted to work. As the queen she should have to assume the not-too-hard-to-take role of being waited upon and cared for in the most luxurious surroundings.

HOWEVER, should Alice’s brother-in-law be chosen, she will probably teach sociology in Nigeria. She has earned her degree in sociology from Texas State University.

In any case, as Alice returns to her homeland to take up a new role either as queen or commoner, she takes with her the warm affection of the Houston Oaks staff. Though with the hotel for just one year, her cheerful, friendly personality accompanied by a bright smile had earned her a tremendous popularity with her fellow employees and with Hotel guests.



Guest Letters Show “Difference” Appreciated

EDITOR’S NOTE: From time to time, copies of letters from hotel guests are forwarded to Front! for publication. But due to space limitations, not all are published. Recently, however, we received copies of two guest letters that we felt we had to make space for. More than being merely complimentary, they illustrate convincing testimony in support of an important WIH operating concept . . . where “people make the difference,” it often makes ALL the difference to our hotel guests.

THE first letter, received by **Vic Cameron**, Catering Manager of the Bayshore Inn, was written by the secretary of a convention group that had met at the hotel: “I just wanted to send a note of appreciation for the superb job your catering department did for our recent convention. Your staff made my meetings and social functions easy. Your day and night managers and their staffs were truly excellent. I couldn’t have asked for more prompt or cheerful support from anyone. I do hope that you will relay our feelings to these very key people. Also, a special thanks to **Anne Tresidder** who was so thorough in outlining, understanding and organizing our initial program.

“Really, your catering staff deserves an award. I would stack them up against any staff I have worked with in any hotel around the country and call them number one.”

THE second letter, addressed to General Manager **Larry May** of the Houston Oaks, was written by an obviously well-traveled hotel guest:

“In our travels over the years, we have stayed in many hotels from coast to coast. In Europe from Edinburgh to Vienna, from Oslo to Naples - and in the Orient - but we have found in your hotel the very finest of all in all ways.

“We have been especially pleased with the uniform courtesies of your employees and their politeness and helpfulness - from room service to the desk . . . All in all, you have a splendid hotel.”

CORRECTION

A Comings and Goings announcement in the October Front! should have read, “**Bodo Lemke**, formerly Director of Catering and Convention Services at the Century Plaza, has been named Director of Food & Beverage”.



WIH — Chief Executive Officer Lynn P. Himmelman's distinguished career was further recognized recently when he was presented with a "Distinguished Alumnus Award" from the Broadway High School Alumni Association at its 23rd Annual Reunion. Making the award presentation (right) was another Broadway High alumnus, Dan London, now retired managing director of the Hotel St. Francis.



BAYSHORE INN — While attending his company's national convention at the Bayshore Inn recently, Kentucky Fried Chicken king, Col. Sanders (center) visited with the hotel's culinary staff. His intent was not to "talk chicken" however, but to extend his compliments to Executive Chef Everett Miller (left) and Catering Manager Vic Cameron on the banquet served his group.



SAN FRANCISCO REGIONAL OFFICES — George Marquez (center) San Francisco Regional Office Sales Manager, participates in the "Family Night" festivities recently staged by the San Francisco Mainliner Club for United and WIH employees. Highlights of the affair included a presentation of WIH facilities and door prize drawings for trips and accommodations at various U. S. and Mexico WIH hotels. With Marquez are United Air Line employees, from left: Zan Boreen, Francie Ford, Jim Sheahan and Hazel Halderman.



THE MAYFLOWER — Edward E. Carlson (left), President of UAL, Inc. and United Air Lines, and Mrs Carlson, toast newlyweds, daughter-in-law, Margaret Mary and son, Gene Carlson. The Gene Carlsons were married in Washington D. C. in early September and held their reception at the Mayflower's La Chatelaine.

NEWS-PICTORIAL



OLYMPIC — "For he's a jolly good fellow . . ." When former F&B Manager, Norm Lavin, (second from left, front row) retired last September, he was honored by a right royal sendoff. Staff members of the Olympic and from WIH Executive Offices marked the occasion with a gala farewell and appreciation party at the hotel. Lavin, who began his Olympic career some 41 years ago as a busboy, had become a well-recognized and popular figure throughout the company, especially noted for his outgoing personality and keen sense of humor. Over the years he had assisted in setting up food and beverage operations in a number of hotels. In spite of his "official" retirement, however, Norm continues to serve WIH on a consultant basis. Most recently he had been in South Africa to assist in the opening of the Carlton Hotel.



WASHINGTON PLAZA PBX OPERATORS (Front to back) Faye Keithan, Margaret Kreis and Thurley Olson keep the Hotel's busy communications traffic flowing.

The Many "Voices" of Our PBX Operators

THEY GET THE MESSAGE THROUGH...

JENNIE TALLENT, Chief PBX Operator at the Olympic Hotel, smiled as she recalled the incident.

"It happened just the other morning when the night shift operator was making her routine wake-up calls. This somewhat irate guest responded to his call by demanding an explanation as to why his alarm clock went off at 6:30 a.m. when he had specifically left a wake-up call for 7:00!

"It took some tactful explaining," Jennie continued, "but the operator was able to pacify the guest and relieve him of his suspicions that she somehow had control over his room's alarm clock."

The incident was related to illustrate the point that maintaining a presence of mind to cope with the unexpected is basic switchboard operations procedure. But even more important, it illustrates the WIH operator's "golden rule" that every call should be treated with full consideration for the caller and handled with utmost courtesy, tact and efficiency.

"It takes a special kind of person to handle an operator's job," says Lee Smith, Chief Operator at the Washington Plaza. "Having a pleasant voice is a good start, but so is a friendly personality, a sense of discretion and a willingness to help people. Above all, she must be able to remain calm, collected and courteous even while working under moments of extreme pressure. As the communications nerve center of a hotel, the department often reflects the pace of the hotel's current activity . . . and sometimes this can be pretty hectic. The operator must also be

thoroughly familiar with a hotel's operations," Lee added, "and she must be receptive and flexible . . . you never know what the next call might demand of you."

MANY 'VOICES'

Both Chief Operators stressed that hotel operators represent much more than just the popular concept as "the voice with a smile". Operators are also the hotel's public image "voice"; the "voice" that answers guest needs from waking him up to taking his messages; and the hotel's "voice" of emergency ready to handle any crisis.

THOUGH the phone operations of both hotels differ somewhat in their mechanical equipment, their daily office routine is very similar and typical of most WIH hotel procedures.

Each is equipped with a series of fully-contained directory boards (4 at the Olympic and 3 at the Washington Plaza) with terminal connections for every phone

in the hotel. This includes guest and public room phones, hotel staff phones, and to some extent, connections with the hotel's independently managed services and shops.

Because direct dialing eliminates the need to handle most outgoing calls, the phone traffic handled by the operators is largely incoming. Of course, an operator is always available to assist guests or hotel staff members with their outgoing calls if requested.

The system is a 24-hour operation, and the shift schedule is so organized that the greatest number of operators are on duty during peak periods. The slowest period is during the 11 p.m. to 7 a.m. shift which is handled for the most part by a single operator. A major responsibility of the operator on this shift is in handling "wake-up" calls. Lee Smith ranks this activity as one of the department's most crucial. "A slip-up" she says, "could



OLYMPIC PBX OPERATORS (Front to back) Bebean McGowan, Addie Lamb and Maryanne Bailey represent much more than the popular "voice with a smile" concept.

mean the difference of whether or not a guest makes his plane flight or a business appointment."

All wake-up calls phoned in are listed on a call sheet sectioned for 15 minute intervals. A special timer alarm unit is pre-set by the operator to go off at these 15 minute intervals reminding the operator to make her calls as scheduled for these intervals.

"Depending on how long it takes for the guest to respond," says Miss Tallent, "an operator can make more than 40 wake-up calls in a matter of five or six minutes!" This is particularly remarkable when one considers that the operator not

only greets the guest with a "good morning" but also provides the guest with a brief temperature and weather report for the day!

Chances of a mis-directed wake-up call are surprisingly rare. Any operator taking such a call will double check the guest name and room number with the guest registration rack file.

GUEST RECORD

ALL HOTEL phone departments are provided with duplicate registration information from the Front Desk almost immediately after the guest registers into the hotel. This is received on a typewriter system operated from the Front Desk at the Washington Plaza and by tube de-

livery at the Olympic. These duplicate registration cards are placed on a revolving rack according to alphabetical name listing and within easy access of all operators.

When the guest checks out, that information is also transmitted from the Front Desk. The operator draws a line across the card signifying a check-out and the card remains on the rack for some hours after the guest has left. This is for the operators information in case any late calls are received for the checked-out guest.

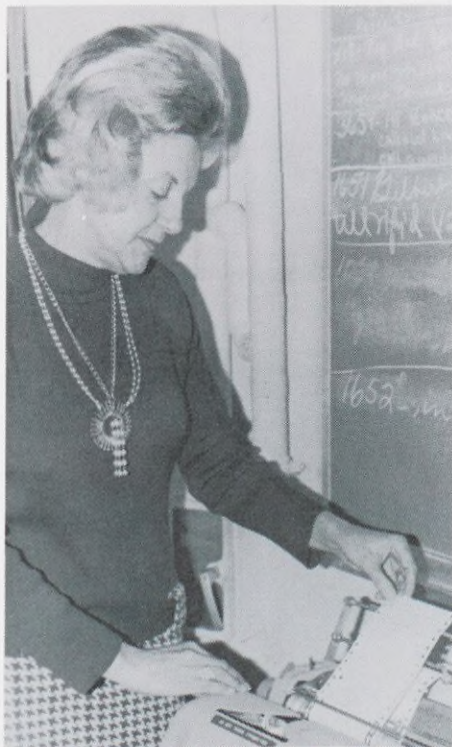
Pertinent information requiring "special handling" phone activity is posted each day on the Department's blackboard. It may be that guest "A" does not wish to take any phone calls or guest "B" will want to have his incoming calls taken in another guest room, the dining room or lounge. In such instances, plugs are inserted into these guest terminals as a reminder to the operator of a particular procedure to follow.

Every attempt is made by the department to service the guest and, above all, to get the message through. If a caller wants to reach someone in the hotel who is not reachable by phone, he can request the operator to page the individual through the hotel's paging system. In other instances -- and this is a common daily occurrence -- the caller will want to leave a message for the guest. Via an office teletype line, the operator will transmit the message to the Front Desk.

The Desk clerk then puts the message copy in the guest's mail and key box, and either delivers a second copy to the room or switches on the message light inside the guest's room.

One of the department's most vital functions is that of the hotel's "voice of emergency." Whether it is a report of a fire or other crisis situation, operators are trained to follow certain exacting procedures for summoning such outside aid (fire department, aid car, etc.) as necessary. This includes, particularly in the case of a fire report, alerting the hotel's management and the various department heads with the emergency details. It may also be necessary, on the advice of the fire department or management, to make call contacts with specified guest rooms. Sometimes, of course, these alarms will turn out to be false and the aid source called will have to be so notified.

CHIEF OPERATOR for the Olympic Jennie Tallent posts a reminder message for operators on the department's blackboard.



DUPLICATE guest registration data is received on the teletype at the Washington Plaza by Chief Operator Lee Smith.



WASHINGTON PLAZA Chief Operator Lee Smith pages a guest call.



(Right) **OPERATOR** Thurley Olson of the Washington Plaza checks a guest room number on the revolving guest registration rack to place an incoming call.

(Continued from Page 7)

COMPLAINTS, INFORMATION

THE long run test of an operator's temperament and professionalism is not limited to emergency situations, but is reflected in the daily routine of guest and public contact.

Many of the incoming calls are directed to the phone department operator. These may range from a guest complaint (. . . "why hasn't my Bellman shown up yet?"), to an outsider's request for information, such as someone wanting to know about showtimes or the name of the current act appearing in the hotel's lounge.

"While we don't encourage our operators to become involved in lengthy conversations with callers," says Lee Smith, "operators are expected to handle these calls in a pleasant but business-like manner offering what information is available to the operator or directing the caller to the proper information source." Sometimes the nature of a call may require the assistance of the Chief Operator for handling.

As the head of the department, the Chief Operator is entirely responsible for its operations and the performance of the staff. Her responsibilities include the hiring and training of operators, and where necessary, their termination. She schedules working shifts, attends hotel staff meetings, and arranges for such phone installations as private lines for guests and for the convenience of meeting groups . . . and, in fact, is responsible for the working order of the hotel's entire phone system.

CONTROL ON CHARGES

As mentioned earlier, all local outgoing guest calls are dialed direct. The times and charges on these calls are metered for guest billing on telephone company equipment at the Front Desk. Long distance guest calls, on the other hand, are metered at the local telephone company offices, which provide the Front Desk with the time and charge billing information. Duplicates of these long distance call records are provided to the hotel's phone department. When the department receives its month-end billing from the phone company (and this also includes the charges on all incoming collect calls) the Chief Operator checks her records with the billing for accuracy. If there are any discrepancies, it is the Chief Operator's responsibility to negotiate with the phone company for their settlement. Since a hotel's monthly phone bill may run into the thousands of dollars, it is

absolutely essential that the department maintain a tight control on all outgoing and incoming collect calls whether made by guests or hotel staff members.

ONE other guest service provided by some hotel phone departments is acting as the liaison between arriving guests calling from a travel terminal and the hotel's limo service. When such calls are received at the Washington Plaza, for instance, the limo driver is "beeped." He in turn calls the switchboard for guest pick-up information.

In spite of its moments of pressure and some frustration and the necessity for being constantly alert and pleasant at all times, the rate of operator turnover, at least for the Olympic and Washington Plaza, is surprisingly low. Perhaps this is because the hotel operator's role as a central figure of the hotel's communications system "where it is all happening" can be a very satisfying one. Or perhaps, as Chief Operator Lee Smith pointed out, it does take a very special person to handle the position.

WHATEVER, the excellent job being done by our telephone operators throughout WIH serves to reflect yet another "voice" to our guests and the public. It is the voice of people who do "make the difference" in getting the message through.

COMINGS AND GOINGS

(Continued from Page 2)

INTERNATIONAL

Hector Uribe is promoted from Controller of the Camino Real Mexico City to General Manager of the Alameda, following the resignation of Pablo Maes . . . **Pedro Beltran**, formerly assistant to Uribe has been named Controller for the Camino Real Mexico City . . . Other Controller appointments include: **Alfred Hidalgo** for the Acapulco Malibu; **Francisco Chavez** for the Camino Real Tres Rios; **Jose Vazquez** for the Hotel Ritz; **Angel Trejo Martinez** for the Hotel Francis . . . **Eduardo Islas**, former Front Office Manager for the Alameda is named Director of Sales for the Camino Real Guadalajara and Chapala. **Mario Davila** moves from assistant floor manager to Rooms Division Manager of the Camino Real Mexico City.

People Make Difference . . .

(Continued from Page 12)

in fact, it has been our top regional office producer of reservations business."

WITH the opening of reservations facilities in the London Regional Sales offices next January, Sylvia anticipates another reservations market expansion milestone. She indicated that this office could be of particular benefit to the Hotel Scandinavia, opening this spring in Copenhagen, Denmark.

In addition to her training responsibilities, Sylvia is charged with keeping all WIH reservations offices up-dated on all changes in policies and procedures, hotel rate changes and any other information needed to "help them do a better job."

Sylvia also acts as liaison between WIH and American Express Space Bank offices, through which Hotelectron operates, for this same purpose.

On a more personal basis, Sylvia will periodically visit various hotel and regional reservations offices (including the Mexico City offices) to lend her assistance as needed.

More recently she has been working with representatives of United Air Lines on a couple of experimental reservations programs. These programs were inaugurated through WIH Marketing Division offices to which the Reservations department reports.

IN ONE of these, a direct phone line connects the Central Reservations Offices with United's Seattle reservation office. The concept, briefly stated, is that United's reservationists are to ask their airline customers if they need assistance in making hotel reservations at their destination city. If they do, the call is transferred to the WIH reservations office for handling. Even though the airlines customer may not be destined for a WIH hotel city, the reservationist will attempt to secure a reservation at a suitable hotel in that city through Space Bank.

In another program, this hotel reservations assistance is offered to passengers aboard "Friendship" flights flying to WIH cities. In such a flight going from Chicago to Los Angeles, for instance, the in-flight Service Director would be prepared to arrange for an established number of room reservations at the Century Plaza. Landing at the Los Angeles air terminal, the "Friendship" Service Director places a call to the hotel confirming those reservations he has made while the guest is en route to the Century Plaza.

FRONT! INTERNATIONAL



WENTWORTH — "Please don't eat the Supervisors." Visiting comedian, Bill Cosby, could be excused for thinking charming Coffee Shop Supervisor Jo Fish was a "tasty dish." While on tour of Australia, Cosby was a Wentworth guest . . . and a great favorite of the hotel's staff.



CAMINO REAL JUAREZ — "... then, how about a friendly handshake?" Ernesto Barberi, Jr., General Manager of the Camino Real Juarez, welcomes Lynda Carter, Miss World USA, during her visit to the hotel as part of a joint promotion between the cities of Phoenix, Arizona and Juarez, Mexico.



MIYAKO — "Welcome to Seattle." During his visit to the U. S. in September, Souroku Suzuki (right), Assistant Manager of the Miyako Hotel in Kyoto, stopped off at WIH Marketing Division offices for talk with Bruce McKibbin—Vice President Marketing (left). Suzuki visited a number of WIH properties in the United States and Canada in the course of his business tour.



Shangri-La... Take A Bow!

UNDER a picture of the hotel, the caption read, "The Shangri-La Hotel, one of the very few success stories."

The photo and caption were part of an in-depth article appearing in the August issue of *ASIAN HOTEL & TOURISM Magazine*, evaluating the current hotel situation in Singapore.

Because of overbuilding, the general situation looked rather bleak for most hotels. But listed was one outstanding exception . . . the Shangri-La!

Here's how the article glowingly reported on the singular success story of the Shangri-La:

"A textbook success story is the Shangri-La Hotel, a member of the Western International chain, which is reporting genuine occupancy rates of over 90 per cent. It is an unashamedly luxurious first-class hotel with some of the highest room rates in Singapore. 'And we are not giving discounts,' said public relations manager Harry Crabb. The Shangri-La, as conceived, calculated and put into action, is achieving its aim.

Mr. Crabb attributes the success to the hard work of a highly professional management team, to intense marketing efforts designed to create new sales rather than divert existing traffic, to the hotel's ability to cater for the businessman with big convention facilities, to useful chain affiliations, to tremendous emphasis on staff training, and above all, to a clear-cut determination to cater for a specific market. In other words, the Shangri-La knows what it is doing. Through the rather forbidding marbled magnificence of the vast lobby, and the lavishly appointed public rooms, sharp-eyed assistant managers and senior staff prowl, as vigilant as coasting sharks, with the result that service is bright and efficient. You get the feeling that a justified complaint would produce an orgy of backstairs soul-searching."

FRONT! congratulates the management and staff of the Shangri-La for their outstandingly successful efforts in "making the difference" in Singapore.

CAMINO REAL, GUATEMALA — "Now, here's the plan." Actor Cameron Mitchell (left) discusses the possibility of organizing a film festival in Guatemala with Edward H. Carette, Jr., president of WIH de Guatemala (center) and Jorge Senn, Director of the Guatemala Tourist Commission. Mitchell was a recent guest of the Camino Real while filming a movie in Guatemala.



FRONT FAMILY FEATURES

COPIED and CONTRIBUTED

CONTRIBUTED — by Kerry-Jane Ogilvy, Press & Public Relations Officer for London's Grosvenor House Hotel (Trust Houses-Forte), this set of definitions:

ADVERTISING—is when I tell you I'm brilliant and beautiful.

SALES PROMOTION—is when my friends tell you I'm brilliant and beautiful.

PUBLIC RELATIONS—is when you tell me I'm brilliant and beautiful.

As an example of the latter, Ms. Ogilvy passes on the following:

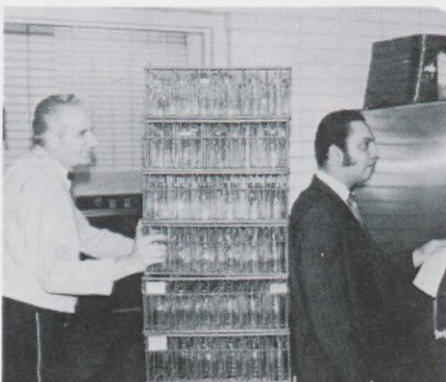
"At a recent cocktail party I was engaged in a conversation with the BOAC Manager for North America, who commented to me that in a dull and dreary world of business travelling, Western International Hotels are outstandingly good and head and shoulders above the rest." (Now, how about that, you 'brilliant and beautiful' WIH'ers?)

COPIED — From a note tacked on the coffee room bulletin board. "If I save up 320 coffee breaks, could I use them for a two-week vacation?"

PUZZLE CORNER ANSWERS

These people are hotel SALESMEN.
 1. Services 2. Accounts 3. Leads 4. Either 5. Specifically 6. May 7. Efforts 8. Noted

SAFETY-FRONT



PLAY IT SAFE! Don't try to move a load you can't see over.

(Photo courtesy Continental Plaza's BACK. Models—Max Gerogianis and Luis Rodriguez of Room Service)

COPIED — from THE WINNIPEG INN-FORMER, employee publication for the Winnipeg Inn, this poem submitted by S. Loewen of the Hotel's Banquet Department:

If Suddenly We Knew . . .

If suddenly we knew today
 was going to be our last,
 I'm sure we'd do a lot of things
 Neglected in the past.

Like rising very early
 So we wouldn't miss the dawn,
 Or running barefoot down a hill
 Before the dew was gone.

I think we'd greet our neighbors
 With a very special smile
 And visit friends we hadn't seen
 In quite a little while.

I'm certain we'd be careful
 Not to tread on any toes.
 And listen with a kinder ear
 To other people's woes.

We'd find much greater magic
 In a sunset or a star
 And wish we'd noticed sooner
 Just how beautiful they are.

And finally, I think we'd ask
 For extra time to do
 Those things we didn't do before
 And lots of others, too.

For all at once we'd realize
 That our spiritual worth
 Depends upon the way we live
 While we are here on earth.

— by Alice E. Chase

YOUNG PEOPLE'S PUZZLE CORNER

A hotel is made up of all kinds of people doing special things for our hotel guests. Each one of these people has a job name that tells what kind of work he does.

Fill in the missing words in the puzzle below. If you've filled in the right words, the first letter of each of the eight words will spell out who this person is. When you have finished the puzzle, check your answer elsewhere on this page.

1. They persuade people to use our hotel's _____ and facilities for such group activities as conventions, tours, meetings, etc., as well as for their personal requirements.
2. They are assigned a number of customer _____ which they regularly call on for this hotel business.
3. They also follow new _____ in search of additional customer business.
4. These staff people work _____ for a particular hotel or in a regional office.
5. The hotel people are _____ interested in booking business for their hotel.
6. The regional office people _____ book business for any WIH hotel.
7. Almost all of a hotel's convention, banquet, meeting and tour business is a result of their _____.
8. These people are usually _____ for their enthusiasm, friendly personality and ability to get along with people.

FRONT! HORA-SCOOPS SCORPIO

OCTOBER 24 — NOVEMBER 22 The symbol of the Scorpio is the scorpion, and the old saying that "a Scorpio's bark is worse than its sting" is not true. So don't say you haven't been forewarned. Their ruling Planet is Pluto, which is another strike against Scorpions. (Pluto is the god of the lower world in classical mythology). On the plus side, Scorpions are usually highly talented, are usually financial geniuses and are ruled by extreme emotions. You'll find most of your Scorpions have switched to the right kind of anti-perspirant, which helps them camouflage their emotional problems. Once they learn something, it is never forgotten. Scorpions are blessed with excellent health except when they're not feeling great, which usually happens on Monday mornings.

The gem of the Scorpio is the diamond (some say the flashier, the better). Their favorite colors are black and orange. They're big on Halloween. Their lucky number is usually any number followed by several zeroes.



WIH — What's It All About: Newcomers to the WIH Accounting Center, Cindy De Brock, Accounts Payable Clerk for the Space Needle (left) and Payroll Clerk Eileen Mitchell study the employee booklet on what Western International Hotels is all about.



BAYSHORE INN — Star Attraction: Movie Star Rory Calhoun enjoyed the attractions of the hotel during his recent visit, including those of staff members Doreen Young, Reservationist (left) and Information Clerk Ginger Chang.



COSMOPOLITAN — Racking 'em Up: A busy day at the Cosmopolitan finds Front Desk Clerk Pat Keller searching the room rack file to fill a drop-in guest request, while Clerk Darlene Di Manna handles the registration.

PHOTO ALBUM



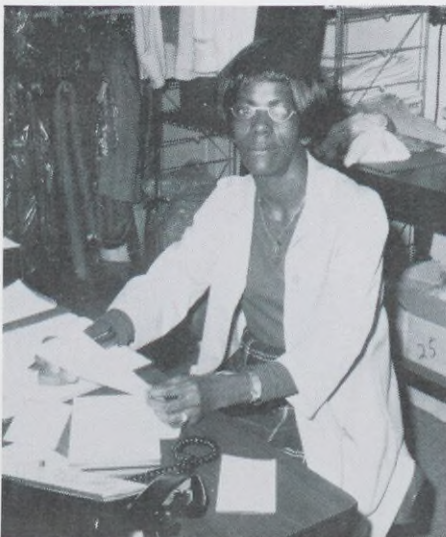
OLYMPIC — Cold Creation: Pastry Chef Fritz Schlatter demonstrates his ice carving technique on what is beginning to shape up as a dolphin planned for a banquet centerpiece.



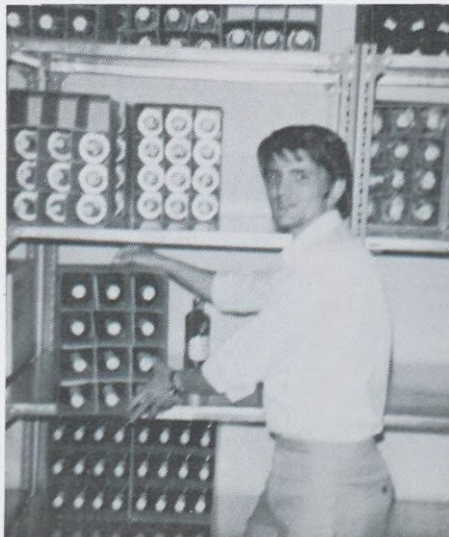
THE MAYFLOWER — High Scorers: Tim Miller, Night Audit Supervisor, and Vicki Hinshaw, Sales Secretary, are awarded certificates and bonus checks for successfully completing a "Communications" course sponsored by the American Hotel & Motel Assn. by Hotel General Manager, Michael Lambert. Both Vicki and Tom received the highest test scores.



CALGARY INN — Dish-appearing Act: Calgary Inn Grill Waitress, Susan Hilderman, tries to make off with a dish from the kitchen and gets caught in the act by the Front! camera.



HOTEL ST. FRANCIS — Linen Lady: Barbara Wheaton, a familiar face in the hotel's House-keeping Department since 1970, was recently appointed to the position of Linen Room Attendant.



WINNIPEG INN — Winter Inventory: As Winnipeg enters into the wintery months, Beverage Room Clerk Herb Sonnentag looks ahead to the holiday season and checks his liquor supplies.

PEOPLE Make The Difference... In The Service Of Our Hotel Operations

JOE CHAPMAN — Head Busboy, The Mayflower

SINCE 1960, and up to the time of his death last spring, former F. B. I. Director, J. Edgar Hoover had been an almost daily luncheon patron of the Mayflower's Carvery Restaurant.

It was also in 1960 that Joe Chapman joined the Restaurant staff as Head Busboy and it was inevitable that both men should meet.

When they did, it was to begin a relationship of mutual respect, warmth and friendship that was to continue to develop over the years. It was an easy-going relationship that was often expressed in a bantering exchange between the two men. "He would tease me about my golf game," Joe recalls, "and I'd kid him a lot about his tennis."

Gradually Joe began to take personal charge of serving Hoover and his luncheon companions. He even made the grilled toast that Hoover ate with almost every meal, preparing it exactly as he liked it . . . buttered and sugared on both sides. Whenever Hoover had to leave town, he

would invariably drop Chapman a postcard letting him know when he would be expected back.

In a Washington D.C. newspaper story reporting on the Mayflower's staff reaction to Hoover's death, Chapman was quoted as saying, "You wouldn't want a nicer man to wait on."

Undoubtedly, Hoover had held the same high regard for Joe Chapman and had recognized the qualities that have contributed to Joe's tremendous popularity with Carvery patrons as well as his fellow employees.

THESE qualities, as summed up by one co-worker, describe Joe as ". . . a very likeable guy, friendly, courteous and always willing to be of help . . . very outgoing."

Regular luncheon guests are aware of Joe's deep interest in sports and politics. He keeps a close ear on what's happening in Washington and is frequently asked to express his political opinion on current issues. In a city where everyone is a self-



appointed political expert, this is quite an accolade.

Joe's interest in sports ranges the field, and he is recognized as the man to ask for the latest on almost any sports score. More than just a spectator, Joe is an avid participant, and in addition to golf, he enjoys playing basketball and baseball.

JOE and his wife, Mary, live in the city with their twin children, Joyce and Joseph. Someday, he said, he would like to move out into the country and operate his own chicken farm. But for right now, he enjoys his work at the Carvery and the people he serves and works with. Nor does he mind living the city life as long as he can spend some time outdoors . . . preferably on the golf course.

PEOPLE Make The Difference... In The Service Of Our WIH Operations

SYLVIA BERG — WIH Reservations Supervisor

IT'S all taken care of within a matter of moments.

By simply dialing a phone number, prospective guests throughout our Western International world can arrange for room reservations with any WIH or WIH affiliated hotel and receive immediate confirmation.

It is the marvel of electronics — Western International's Hoteletron Reservations System service — that makes this possible, of course. But that's only half the story.

The real key behind the efficiency of Hoteletron's operation lies in "people" service — the expertise of the reservation staff who operate the system. And probably no single WIH individual is more aware or knowledgeable of a reservationist's contribution towards this efficient operation of the Hoteletron system than is WIH Reservations Supervisor, Sylvia Berg.

To Sylvia goes much of the credit for the qualified training of a large number of

our Hoteletron reservationists. She has initiated important contributions in the development of company-wide reservations operations procedures. She has assisted in establishing reservations centers in a number of new hotels and in regional sales offices. And reservations representatives from affiliated overseas properties in Japan, Hong Kong, Australia and London (Trust Houses Forte) have been "tutored" on reservations procedures by Sylvia at the Central Reservations offices in Seattle.

To Sylvia, the word "service" is one of the most important in a reservationist's vocabulary.

THIS stress on service was ingrained into Sylvia's vocabulary dating back to when she joined Western Hotels Central Reservations Offices as a reservationist in 1955. Her appointment as Reservations Supervisor on a continuing permanent basis officially dates from 1961.

"During this early period," Sylvia recalls, "we used a teletype system working



through Western Union facilities. Most of our hotels were in the Western United States and in Vancouver, Canada. It wasn't until the early 60's before we established our first separately operated regional reservations offices in San Francisco and Los Angeles."

Sylvia considers the establishment of our regional offices in New York as one of the major milestones in WIH reservations history. She and Jim Wilson (formerly with WIH Rooms Division offices) were largely responsible for setting up the reservations system and the hiring and training of the office reservations personnel.

"It opened up a service for the East Coast market that has since proven a tremendous success," she comments, "and,

(Continued on Page 8)