

Front!

December, 1979

WESTERN INTERNATIONAL HOTELS



Season's Greetings



Christmas scene created by pastry chef,
Erwin Dorsch, Los Angeles Bonaventure.

Holiday greetings—and a look ahead

As 1979 draws to a close, we look forward, not only to a new year, but to a new decade.

For us, the new decade begins with a major occasion in our company's history. Next year, 1980, is Western International's 50th birthday.

The event is more than just a celebration of years. It is also one of proud achievement that has seen a small, regional hotel company of the 30's become today's internationally-recognized hospitality industry pacesetter.

As we begin our next 50 years we expect more pacesetting achievements—in our company's physical growth, in the professional growth of each one of us, and, most importantly, in the ways we care for our guests.

We look to these achievement challenges of the 80's with enthusiasm and anticipation. We hope you will, too. Working together we have a great team going. Preparing for and meeting the challenges of these exciting years ahead is sure to be a rewarding experience in many ways for all of us.

But before we leave 1979, I would like to extend to you and your families my best wishes for the happiest of holidays.

HARRY MULLIKIN
President and Chief Executive Officer



ROBERT KARCH from front office manager, The Olympic, to front office manager, Houston Oaks.

PETER MULLER from executive sous chef, Los Angeles Bonaventure, to banquet sous chef, Crown Center Hotel.

LAURA KEMPT from catering sales manager, Washington Plaza, to sales manager, The Space Needle Restaurant.

LONA WONG from sales manager, Los Angeles Bonaventure, to regional director of sales, Houston Regional Sales Office.

DENNIS LANGLEY from restaurant manager, The Space Needle Restaurant, to administrative assistant to general manager, Washington Plaza.

JANE SAUVE from assistant housekeeper, Washington Plaza, to assistant housekeeper, Crown Center Hotel.

DEBORAH DINTLEMAN from assistant housekeeper, Miyako Hotel, to assistant director of housekeeping, Michigan Inn.

JACOB STEEN ANDERSEN from director of food & beverage, Hotel Scandinavia, Copenhagen, to director of food & beverage, Carlton Hotel.

PATRICIA REINHART from sales manager, Chicago Regional Sales Office, to sales manager/tour & travel, Los Angeles Bonaventure.

ANDRE FIRMIGNAC from sous chef, Century Plaza, to sous chef/Top of the Crown, Crown Center Hotel.

COVER: A child's fantasy of Christmas may well include a gingerbread house large enough to step into and a Santa Claus small enough not to have to look way, way up to. Creator of the Christmas scene was Erwin Dorsch, Los Angeles Bonaventure pastry chef. The children are Brian and Brittany Wheeler, whose daddy, Pat Wheeler, is the hotel's front office manager. (Related story, page 11).

Front!

A monthly publication by and for employees of
Western International Hotels

GABE FONSECAEditor

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Staff displays sharing, caring spirit



The worldly wizard (storeroom agent, Larry Edwards) and the wicked witch (banquet cashier, Rose Hyre) stir up a bubbling brew for party guests.

The spirit of Christmas caring and sharing came early to the employees of the **Michigan Inn**—about two months early.

In fact, it started when the hotel's Employees Council members decided they wanted to do something special on Halloween for the disabled people in the area who were unable to go out trick-or-treating on their own.

Their plan—to stage a "Halloween Happiness" party at the hotel for the mentally and physically handicapped members of the community. The Michigan Inn's executive committee readily accepted the idea and approved the use of the hotel's ballroom to host the event.

To develop the guest list for the affair, Council members contacted Southfield's Parks and Recreation Department for assistance.

Committees were formed among the employees to plan the party, make decorations, and contact local businesses for donations to fill trick-or-treat bags.

On Halloween eve, the ballroom had been transformed into a magical witches and goblins wonderland. Multi-colored streamers and balloons were everywhere. The worldly wizard and the wicked witch hunched over their smok-

ing, bubbling brew. Employees in costumes, ranging from Frankenstein's monster to Yogi Bear, treated the arriving guests with bags of goodies as they walked down Fantasy Lane.

But not all could make the walk by themselves. Some propelled themselves in wheelchairs or were guided by equally excited parents.

The 150 trick-or-treater guests, ranging in age from 2 to 52, came from all over the metropolitan area to join in on the fun.

Employees, dressed as clowns, put make-up on smiling faces. The partygoers tried their hand at decorating pumpkins and picking apples from a make-believe apple orchard.

Those who were able, took to the dance floor to the accompaniment of clapping hands and stamping feet from the sidelines.

Though most of the Michigan Inn staff had little or no experience with the physically or mentally handicapped, one would never have known it by the way they interacted with the group. The warm bond that developed between hosts and guests was evident in the mutual fun and laughter that filled the evening.

For the 150 handicapped guests, the



Wheelchair confinement did not stop this scout and Indian pair from having a "monstrous" good time.

Halloween party was probably the best, and happiest, they had ever had. A lot of the participating hotel staff felt that way about it, too.

Eric Wurmlinger, program coordinator for the Parks and Recreation Department, who worked with the hotel employee council in planning the event, was extremely impressed with the hotel's effort.

Wurmlinger said, "This party can serve as an example for the business community to become more involved in helping the handicapped." He added, "I don't think enough can be said about the great people at the Michigan Inn. Their tremendous effort and concern for others is to be congratulated by the people in the community."

New Singapore hotels

On November 26, Western International announced agreements to manage two hotels of the Raffles City complex in Singapore. The hotels comprise a 27-story, twin-core tower with more than 800 rooms, and a 71-story tower property with 1,200 rooms. Further details will be reported in the January issue of FRONT!

Courtesy recognized

Singapore—The SHANGRI-LA HOTEL was the third prize winner in the Singapore Tourist Promotion Boards' Courtesy Campaign competition. The Singapore hotel competition organized in conjunction with the National Courtesy Campaign held this summer, was based on staff courtesy standards and supporting hotel courtesy programs. With Michael Kalyk (second from left), general manager of the Shangri-La Hotel, are (from left): Mohamad Iam, Oliver Chan and Mary Teo, all recipients of individual courtesy awards in conjunction with the hotel's "We Care" courtesy campaign. (1)

(1)



Their seventh

San Salvador—When the CAMINO REAL, San Salvador celebrated its seventh anniversary recently, the staff dressed for the occasion in costume party get-ups that ranged from mummies to mariachis. Gathered at the table for the cake-cutting are (from left): Fernando Platero, bell captain; Lucio Bustillo, front office clerk; Christie Pacheco, accounting secretary; Alfredo Lievano, director of marketing; Carman Vasquez, coffee shop hostess; Nick van der Kaaij, general manager. (2)

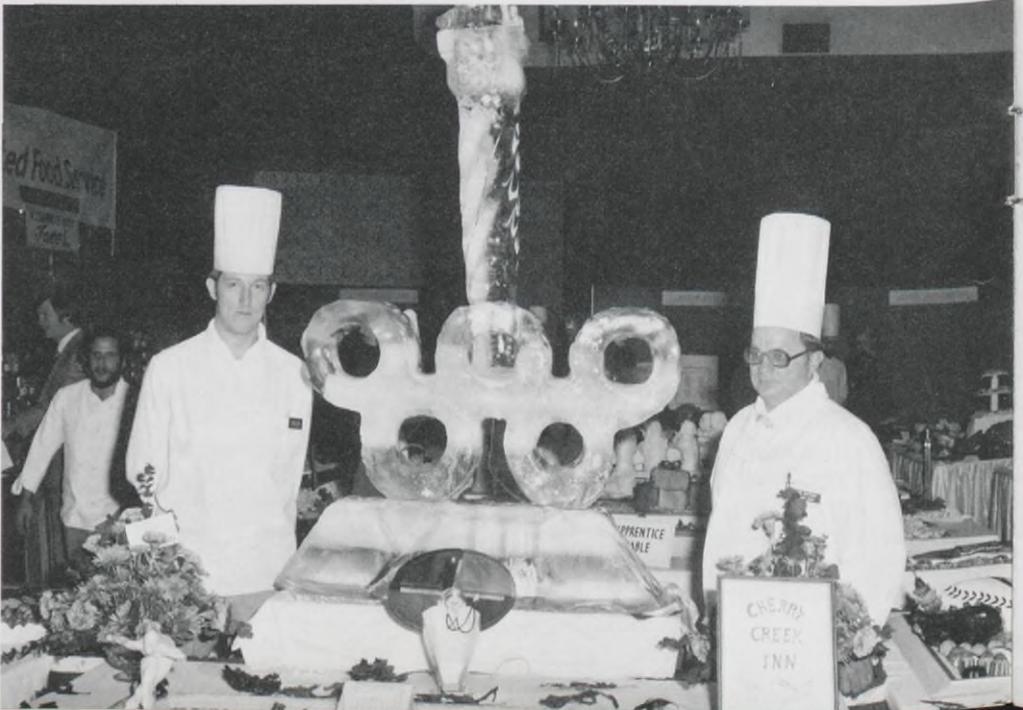
(2)



Culinary artists

Denver—An ice carving of the Olympics symbol—that included an actual flaming torch—was among the entries that won two first-place and three second-place awards for executive chef, David Allin (left), and executive sous chef, Bob Buttner (right), of CHERRY CREEK TOWNHOUSE at the recent Rocky Mountain Culinary Arts Show in Denver. The pair was also awarded a first-place prize for a salmon platter entry and second places for the "fancy cakes," "cold hors d'oeuvres" and "decorated turkey platter" categories. The CHERRY CREEK TOWNHOUSE, essentially a housing facility for United Airlines pilot training personnel but with a public restaurant and lounge, has been under WIH management since March, 1979. (3)

(3)





(4)

High kicks

San Francisco—Members of the famed Radio City Rockettes high-kicking chorus line, were joined by Bob Wilhelm, managing director of the HOTEL ST. FRANCIS, during their recent appearance at OZ, the hotel's popular tower-topping entertainment club. The Rockettes' appearance coincided with the room's first anniversary. (4)

Travelin' Awards banquet

Costa Mesa—This year's Service Awards Banquet for employees of the SOUTH COAST PLAZA might well have been accompanied by a little travelin' music. The gala evening began with the awards presentations at a hotel function room, followed by a cocktail and hors d'oeuvres reception on a yacht cruising down Newport Bay, followed by a dinner at the Balboa Bay Yacht Club. Among the attendees enjoying the shipboard reception (from left): Suzanne Bloch, Susie Lansang, Winona Barnhill, Debbie Acosta, Ethel Johnson, Jessie Dole and Joan Luxemburger. (5)

(5)



(6)

Travel writers hosted

Hawaii—One of the more outstanding social events scheduled for the Society of American Travel Writers (SATW) during their convention in Hawaii in October, was a gala dinner in their honor at the MAUNA KEA BEACH HOTEL. The affair was jointly sponsored by WIH, United Airlines and the hotel. During the event, Mauna Kea Beach Hotel general manager, Robert Butterfield (second from left) and Mrs. Butterfield (left) visit with Bobbye Hughes McDermott (center), 1979 SATW convention chairperson George Bryant, president, SATW, and Mrs. Bryant (right). (6)

Computer-age first

Copenhagen—The HOTEL SCANDINAVIA has gained the distinction of being the first hotel in Denmark to enter the computer age with the recent installation of a Philips IHS 2000 computer system. Fredrik Bonde, front office-manager (center), instructs assistant managers Raja Magssom (left) and Christer Larsson (right) on the equipment's operations. (7)



*Our WIH world
celebrates the Holiday Season*

In Chicago and Copenhagen, Mexico City and Manila—in fact, throughout our WIH world—celebrations of the Holiday Season take on their own unique and individual expression in each location. A few of these “individual expressions” from last year’s holiday celebrations are depicted here in these photo flashbacks:

At the HOTEL TORONTO, the Christmas season is very much a staff affair with everyone getting involved in activities ranging from fund raising events for the Hospital for Sick Children Foundation to stringing popcorn to decorate the lobby Christmas tree. Among last year’s popcorn “stringers” from left (standing): Brian Hornyak and Angela Barbara. (Seated): Randi Sue Lester, Katherine McLellan, Francesco Reis and Kris Cummins.



At the DETROIT PLAZA HOTEL a towering and brightly lit Christmas tree sparkled with cheery holiday warmth in the hotel’s lobby.



At the SHANGRI-LA, the authenticity of Santa’s beard is a topic of some serious discussion among the children attending the staff Christmas party.

At the HOTEL BONAVENTURE, this whimsical lobby display of fabric and greenery-topped Christmas trees was the focus for the hotel’s “outerspace” Christmas theme.



At THE ILIKAI, a visit from Santa Claus (David Smith) and his helper, (Jack Beattie), during the staff Christmas party included a “what-I-want-for-Christmas” chat with Diane McClung of the hotel’s apartment rental office.

At the CARLTON HOTEL, caroling in the restaurants and lobby by the hotel’s African staff choir during the Christmas period has become an annual tradition.

At the CAMINO REAL, Guadalajara, Christmas Day began with religious services celebrated in the hotel’s gardens for the benefit of the working hotel employees and their families as well as for any guests who wished to attend.



Students find selecting the best 'ain't easy'

HOTMAMA plays to rave reviews

On November 5th, the HOTMAMA "roadshow" came to the **Washington Plaza**. The two-and-one-half day performance played to rave reviews—all from the cast.

HOTMAMA is the acronym for Hotel Marketing and Management, a learning exercise in largely role-playing form developed by Eric B. Orkin, associate professor of hotel administration, at the University of New Hampshire.

Comprising the Seattle presentation "cast" were 16 WIH members as well as 12 students from Washington State University's School of Hotel and Restaurant Administration of both the Pullman and Seattle campuses.

The WIH people were selected from U.S. and Canadian hotels and the corporate offices. Included were four members each from the areas of sales, food and beverage, rooms and hotel and corporate management.

Focus of the action-filled plot was the fictitious town of Orcanville, Illinois, and its four major hotels. While the hotels differed in several respects, they are very much in competition with each other.

The management of each of the four hotels was made up of a seven-member executive committee selected from both the WIH and student participants.

The action began with the assignment of each hotel's executive committee to the challenge of developing a management strategy for the operation of their hotels over a simulated year's period of time.

Crucial to the exercise was the amount of resources and emphasis to be given to advertising, sales, reservations policies and room rates, food and beverage service, lounge entertainment and group sales.

At certain points throughout the program, these and other decision factors were fed into a computer. Computer print-outs representing a specific period of time within the simulated year, were furnished each team for its further decision making.

Participant role-playing, a key factor of HOTMAMA, added a touch of realism to the proceedings.

Team members acted variously as sales people, food and beverage people, rooms people and front desk people.

A series of situations had members of each hotel team, singly or in groups, make sales calls on community prospects (played by WSU students) to negotiate for their business. These pro-



PLU student, Joe Bass (right), presents arguments for his menu "best" choice to fellow judges (from left): Darcy Berube, Pat McManus, Suzanne Westland, Steve Krippaehne, Dave Wiermerslage, Mercedes Nibler, Brad Larson, Carol Robinson and William O. Rieke.

How do you select the "best" from a field of 250 menu entries submitted by WIH hotels from around the world for competition in the 1979 Silver Spoon award?

The students of Pacific Lutheran University's School of Business Administration charged with the judging task agreed, "It ain't easy."

As one of the students half-seriously remarked after the long, hard day of decision making, "With all the creativity and effort that's gone into designing these menus, and with only one winner to be selected for each of the 14 categories, I don't know if I'd want my name known to those hotel food and beverage departments that lost out. Making that single choice was really tough, and some cases took a lot of discussion and analyzing among the whole group to make the final decision."

As to the appetite-stimulating power of menu listings, another student observed, "After reading about all those

exotic and tempting dishes, it's going to be sheer torture to look at another taco or hamburger!"

On the more serious side, the students gained some insight into what makes a menu "work." Not only for its impact on the diner but, ultimately, on the bottom line of a hotel's profit and loss statement.

The student menu-judging event was coordinated by PLU president, William O. Rieke and associate professor, Thomas Sepic, with criteria direction from Eric Erlandsen, WIH assistant F&B director.

Silver Spoon Awards are presented to the hotel winners of the most outstanding food menus, as judged in various categories, during the annual Food & Beverage Conference. A report of this year's conference, which was held November 25-29 at the **Hotel St. Francis**, will be featured in the January issue of **FRONT!**

vided for some of the most intense, ingenious and often hilarious moments of the exercise as each hotel team hotly vied for the same piece of business.

The amount of transient business each hotel booked for the year depended almost entirely upon the executive committee's marketing strategy. Their early decisions on such factors as room rates, advertising, restaurant menus and lounge appeal that had been fed into the computer determined their share of transient business.

A prime objective of the HOTMAMA presentation, at least for hotel people, is to take participants beyond their actual hotel roles to experience the total picture of integrated management decision-making.

According to critiques from the WIH participants that objective had been successfully achieved.

As for the students, Bernard Booms, associate professor at WSU and a coordinator for the exercise, reported that they, too, were very favorably impressed with the HOTMAMA learning experience.

Steve Throckmorton, WIH manager of salary administration, was coordinator of the program for the WIH participants.

Charles O'Leary

Charles F. (Chuck) O'Leary, general manager of the Cherry Creek Townhouse in Denver, died at his home on November 10, after an apparent heart attack.

O'Leary, a 27-year veteran of Western International, joined the company in 1952 as purchasing agent and F&B controller at the Winthrop hotel in Tacoma, Washington.

Subsequently, O'Leary served at a number of properties in the Pacific Northwest, largely in the food and beverage areas. His WIH career also included the management of the Alderbrook Inn in Union, Washington, and the Boise Hotel in Boise, Idaho. He was also F&B director for the Calgary Inn and The Olympic.

Prior to his appointment to Cherry Creek in April, 1979, O'Leary was manager of The Space Needle Restaurant for approximately five years.

O'Leary is survived by his wife, Ann, and children, Mathew and Mark.

Computer hook-up 'turns-on' Division Staff

"Some of our best friends are computers."

Or so it would seem judging by the enthusiastic response from **Development Division** staff members following the recent computer terminal installation in their offices.

The installation included CRT terminals—much like those used by reservations agents—placed in the offices of Tom Ohrbeck, director of development; Jon Ballard, development manager and market analysts Chuck Brown and Dean Tinker. The office terminals are hooked up with the corporate data processing center DECsystem 20 computer "Grogan" via direct-dial phone lines. A hard-copy printer for general staff use was also installed.

Though the staff is still in the process of learning the operating capabilities of their equipment under the instruction of systems and programming manager, John Cornman, the computers have proven to be very good "friends" indeed.

As Brown noted, "I'm not up to speed yet, but jobs that would have taken me hours to complete before the installation, I can now do in a matter of minutes—and with assured accuracy."

Information processing is a major key to the division's operation. When researching locations for new hotel construction or the acquisition of an existing property, a number of essential studies need to be made.

Prior to the terminal installation, information for computer processing was transmitted to the data processing center either by phone or inter-office mail.

"There were definite disadvantages to that process," noted Fred Krauss, data processing manager. "There were

chances of error, for instance, when phoned information was not clearly stated or was inaccurately interpreted at either end. Mailed communications could contain typing errors, or be lacking in some information that would require a phone-back call. And, of course, there was the delayed-time factor in trafficking back and forth between the two operations."

In addition to the speed and accuracy of the new system, Development Division staffers are discovering other benefits to get excited about.

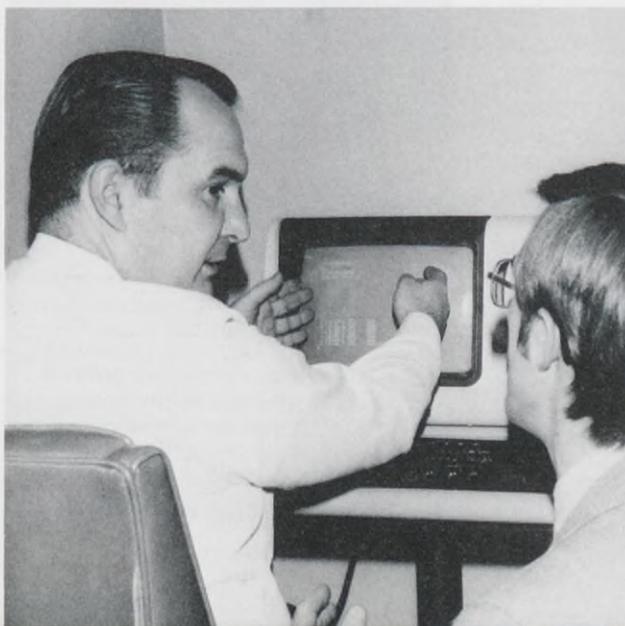
Brown pointed to one of them—his desk-side CRT unit. "It gives us the flexibility that we've really needed," he said. "For instance, I can bring up certain information on the screen, study it, and make changes or add variables to get exactly the information I want in a matter of minutes. Then in a few more minutes, I can translate that information into a hard-copy print-out."

Ohrbeck took that flexibility benefit a step further with what he called the system's "what if" capabilities.

He explains, "Often when analyzing a particular project, a lot of 'what if' questions arise. What if we add this, delete that, or whatever; how would such changes affect the operation of the project, or our projections or revenues. By feeding the 'what if' information into the computer, we can get immediate answers that would help us make the decision whether or not to proceed in these directions."

With this new capability for providing quick answers to complex questions, it's no wonder that the Development Division staff and their new computers are becoming fast friends—in more ways than one.

(Left photo) Chuck Brown (left) gets CRT operation instruction from Fred Kraus. (Right photo) Jon Ballard (front) and Tom Ohrbeck at the hard-copy printer.



The 'edible art' of Erwin Dorsch



Erwin Dorsch, Los Angeles Bonaventure pastry chef, likes to work big.

Last year, for example, when he was working at the Detroit Plaza Hotel, Dorsch created the world's largest edible valentine. The chocolate-covered and floral-decorated heart, which was displayed in the hotel's lobby in celebration of Valentine's Day, was over 16 feet tall.

His gingerbread house creation, pictured on the cover of *FRONT!*, though no world record-breaker for size, does stand a pretty impressive five feet in height. It is also, except for its wooden frame, deliciously edible.

Attached to the frame construction are dozens of cookies of all kinds including lepkuchen, a traditional Christmas gingerbread cookie from his native Germany. Chocolate and sugar icing add the finishing touches.

Dorsch was born and raised in Schweinfurt, West Germany. There he was schooled and apprenticed in the bakery and confectionary trade.

Emigrating to South Africa, Dorsch operated a bakery shop in Johannesburg. He then joined the staff of the Carlton Hotel working in the hotel's bakery department.

While at the Carlton, Dorsch began to develop his very imaginative talent for creating pastry art—especially holiday display pieces. As a member of the hotel's culinary team, his efforts contributed to the many awards won by the hotel at various culinary art shows.

Award recognition continued, both personally and in team exhibits, while he was at the Detroit Plaza Hotel, and now, at the Los Angeles Bonaventure. But as far as staffers and guests of hotels where he has worked are concerned, it's the special treat of Dorsch's holiday displays that they like best.



Thurston-Dupar winner

Johannesburg—It was a moment of total surprise and pleased delight for Elizabeth Getliffe, CARLTON HOTEL print shop manager, when during the course of the hotel's Awards Banquet ceremonies, her name was announced as winner of the coveted Thurston-Dupar Inspiration Award. The hotel's 1979 winner was recognized for such personal attributes as her enthusiasm, imagination, patience and friendly cooperation as well as for the high quality of her work. With Getliffe (left) is William H. Ellis, WIH vice president, and Patrick Burton, (right), Carlton Hotel general manager.



Headin' West

Toronto—A ten-speed bike and a ten-gallon hat were presented to Andrew Jones, former senior assistant manager of the HOTEL TORONTO, upon his recent promotion to executive assistant manager of the CALGARY INN. Among those bidding goodbye as Jones got set to head west, were (from left): Sue Silver and Janice Maguire, holding a farewell card, and (seated) Pat Arsenault and Pamela Mercado.



The 20-year mark

Seattle—The presentation of 20-year service pins was made to (from left): Frances O'Neal, Mary Hirata and Wilma Raatz at THE SPACE NEEDLE RESTAURANT's annual Service Awards Banquet in mid-October. Both O'Neal and Hirata were transferred to the restaurant when it opened in 1962. Raatz was transferred to the Needle staff a year later, and in 1976 was named the restaurant's Thurston-Dupar Inspirational Award Winner.

'Varoom...there goes Grandpa'



First steward

Atlanta—Meet Marie Wagner—the PEACHTREE PLAZA's first woman steward. In her recently appointed position, Wagner supervises the stewarding staff for all of the restaurants of the hotel. Wagner has been with the hotel since opening, and in 1978 she was selected by her fellow employees as the Peachtree Plaza's "Employee of the Year."



Clay Sweeney... "easy-rider" grandfather.

The traditional easy-chair role might be one that appeals to a lot of grandparents. But it's not for Clay Sweeney, **South Coast Plaza** building superintendent, and his wife, Barbara. Instead, this grandparent pair prefers a more active "easy-rider" role.

Both Sweeneys are avid motorcyclists, and have been throughout their 30 years of marriage. With a family to raise during most of these years, however, time devoted to the sport had been limited. Now, with five of their six children married and starting families of their own, the couple decided their "open-road" time had come.

Earlier this year, the Sweeneys got together with a few other motorcycling friends to form a motorcycle club strictly for grandparents. The group named their club the First Edition and elected Clay Sweeney as president. Among the members is another South Coast Plaza grandparent couple, director of house-keeping, Linda Swearington, and her husband. (The 24-member group, chartered by the Southern California Motorcycling Association, holds the distinction of being the first grandparents' motorcycling club in the country).

Among the club's objectives are to promote family motorcycling and to help improve the public's image of the sport. "Our group works with other clubs of the association in a continuing campaign to persuade 'outlaw' motor-

cycle gangs to 'clean up their act,' Sweeney said.

Recently, the Sweeneys participated in the Three Flags Classic sponsored by the Southern California Association and the British Columbia Road Riders. The Classic involves a 1,700-mile run from Tijuana, Mexico to Vancouver, Canada with an established qualifying time of 66 hours.

The Sweeneys made it in 58 hours. That included a one-night motel stay and a two-hour rest stop along the way.

The return to Southern California—also by motorcycle—took a good deal longer. "We made the trip home a sort of sight-seeing vacation—stopping off at some of the places of interest we zipped past on the way up," Sweeney explained.

Now Sweeney is looking forward to the U.S. Motorcycle Jamboree to be held in Southern California next summer.

His major role in the event will be that of a security officer. With approximately 20,000 motorcyclists from all over the world participating and with thousands more attending as spectators, his security function is likely to be quite a challenging one. But then the passive "easy-chair" life has never been the Sweeney style. Just ask his children—or his grandchildren.



First class

Honolulu—According to her job classification, Wendy Perry (left) is a painter/second class, but according to THE ILIKAI's maintenance department where she works, Perry gets "first-class" ratings for job performance and general attitude. The department's first woman maintenance staff member joined the hotel's crew about six months ago. For the past few years, she had worked as a painter for a Honolulu home builder. With Perry is maintenance painter co-worker, Harry Donato.

inn basket

MAKING IT—It was a 1, 2 and a 3 for Western International at Gold Key Public Relations Achievement award time during AH&MA's 1979 convention in December. Taking a First Place in the Communications category was the Corporate Spokesperson Program that features WIH travel consultant, Gina Henry. A Second Place in the Promotional Publicity category went to the **Hotel St. Francis** for its 75th anniversary promotional activities. And a Third Place in the Community Relations category went to the **Michigan Inn** for its "Learn to Swim Week" program for community youngsters.

* * *

SMILE SILLY?—Ever catch yourself smiling into the telephone, or nodding your head—and feeling silly immediately afterward? No need to feel foolish. Your smile, notes the publication, **YOUR TELEPHONE PERSONALITY**, really can be heard in your voice. And a voice with a smile in it says all the right things about you over the phone just as it does in face-to-face contact. So, go ahead—smile!

* * *

UPSTAIRS, DOWNSTAIRS—If you happen to run across a hotel guest huffin' and puffin' up and down stairs between floors sometime, just take it in stride. The huffer-puffer is likely to be a traveling executive guest grabbing a few minutes of jogging exercise following his day of sit-down business appointments. It could even be General Motors Corp. executive, Donald H. McPherson. According to a recent item in **INDUSTRY WEEK**, McPherson tries to get in a daily 30-minute stint of staircase exercise at whatever hotel he happens to be in during his frequent travels. Says McPherson, in suggesting that other physical fitness-type travelers might want to follow his lead, "Though it's not quite the same as two sets of tennis, you can get a good workout, believe me!"

* * *

MOST OUTSTANDING—The **Arizona Biltmore** has been selected as one of the top 25 resort hotels in North America. It was cited for performing the "most outstanding job" of hosting corporate and association meetings. The rating comes from the people who should know—the subscribers to **MEETINGS & CONVENTIONS** magazine. This was a second-year-in-a-row achievement for the hotel. A **MEETINGS & CONVENTIONS** Gold Key Award was presented to The Arizona Biltmore at the Hotel Sales Management Association (HSMA) international convention held in Toronto in mid-November.

* * *

'BEST' LISTS—It's that time of the year when media folk begin revealing their personal lists of the "bests" of 1979. Or, since this year closes the decade, the "bests" of the 70's. One such 70's rater was Bob Greene, a syndicated Chicago newswriter, who beat the crowds by getting his list published around the country in mid-October. Greene's mixed-bag collection ran a gamut from "Best Movie" to "Best Cat Food." His choice for "Best Hotel Chain"—**Western International**. No contest.

* * *

1980 FORECAST—Here are some "sure bets" for next year—and any year—as reprinted from AMFAC Hotels' employee publication, **TODAY**:

- Business will continue to go where invited and remain where appreciated.
- Reputations will continue to be made by many acts and lost by one.
- People will go right on preferring to do business with friends.
- Go-givers will become the best go-getters.
- The "extra-mile" will have no traffic jam.
- Performance will continue to outsell promises.
- Enthusiasm will be as contagious as ever.
- Know-how will surpass guess-how.
- Trust, not tricks, will keep customers loyal.
- Quality will be prized as a precious possession.



HOTEL ST. FRANCIS-ites

FRONT! correspondent for the **Hotel St. Francis** is Lindbergh "Lindy" Valentin. You can contact Lindy at the hotel's employee relations office with your input for **FRONT!** (All other WIH people submit **FRONT!** items to your local correspondent listed below):

Hotel Alameda, **Fermin Trucios**. Bayshore Inn, **Gordon Stewart**. The Benson, **Debbie Spellacy**. Hotel Bonaventure, **Claudia Couture**. Calgary Inn, **Michelle Wall**. Camino Real, Cancun, **Jose Tamayo**. Camino Real, Guadalajara, **Carlos Reyes**. Camino Real, Guatemala, **Raul Riviera**. Camino Real, Ixtapa, **William Godfrey**. Camino Real, Mazatlan, **Lupita Torres**. Camino Real, Puerto Vallarta, **Eduardo de Lima**. Camino Real, Saltillo, **Enrique Meyer**. Camino Real, San Salvador, **Ana Maria Vides**. Carlton Hotel, **Lydia Wissing**. Carlton House, **Cynthia Durler**. Cherry Creek Townhouse, **Linda Dirksen**. Continental Plaza, **Audri Adams**. Crown Center Hotel, **Becky Gapp**. Detroit Plaza Hotel, **Mozelle Boyd**. Edmonton Plaza, **Joanne Cass**. Galleria Plaza/Houston Oaks, **Esther Feinerman**. Hoteles Camino Real, S.A., **Francisco del Cueto**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Liv Herud**. Hotel Toronto, **Pat Samson**. The Ilikai, **Valery Satin**. Las Brisas, **Ramiro Reyna**. Los Angeles Bonaventure, **Mary Jordan**. Mauna Kea Beach Hotel, **Stella Akana**. The Mayflower, **Joe Briglia**. Michigan Inn, **Bill Arthur**. Miyako Hotel, **Allison Gellatly**. The Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chiqui Ang**. Prince Hotels, **Vickie Mauritsen**. Shangri-La Hotel, **Jane Seet**. South Coast Plaza Hotel, **Judi Perry**. The Space Needle Restaurant, **Nancy Watson**. Hotel St. Francis, **Lindbergh Valentin**. The Arizona Biltmore, **Anne Mello**. The Plaza, **Suzi Forbes**. Wailea Beach Hotel, **Valery Satin**. Washington Plaza, **John Poquette**. Williams Plaza, **Al Wrinkle**. Winnipeg Inn, **Penny Brookes**. WIH Executive Offices, **Dorothy Stauffer**. WIH Financial Services, **Bob Graves**. WIH Reservations Center, **Andy Gyure**. WS&S, **Nancy Newman**.